

February 12, 1988

MEMORANDUM

TO: Peter Sparber

FR: Brennan Moran

RE: Comments on "Downunder" Memos

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I have no comments on the memo outlining an action plan for how we should gain some kind of agreement on "Downunder." My comments relating to the memo outlining the Public Affairs thoughts on "Operation Downunder" are as follows:

1. I would suggest adding, as an understanding of the basic strategies, another point. It is my thinking that an important strategy is to stave off government intervention, to keep legislation and regulation as the "last resort."

While on first glance, this might appear to be a legislative concern, I do not believe that it can be taken away from any public affairs efforts if we do not want mandates from elected bodies.

2. The recommendation about the messages being too vague is key. This point seems under emphasized. First, we have to determine and identify the message of this shift in policy. Secondly, we have to be able to state it simply.

The ambiguous nature of the current message leaves questions and room for interpretation. The message must be clear enough to answer the simple question "What does this mean?"

If we are going to agree with separate sections, as a form of accommodation, I still have concerns about how this will be stated and applied. I do not think we want to suggest or promote segregation in all cases, thus the difficulty answering the basic question about what this means. We have to be much more specific.

3. In one area, I have disagreements with the recommendations. While I concur that the program does not warrant a budget of the proposed magnitude, for a shift in industry policy to have an impact, it must be widely perceived and understood -- which means intensified and expanded efforts by TI as well as advertising signed by our member companies.

My recommendation for the public affairs implementation would be an intense advertising campaign, marking the kick-off of "Downunder." Subsequent advertising efforts would be targeted to specific political areas.

An essential part of "Downunder" would be educating the media. We are perceived as opposing everything and being reasonable about nothing -- still the flat earth society. Our current positions are not well understood if they are even known to media representatives. It is imperative that we put a full force effort on a policy shift. Only by a major media effort can we educate (through briefings and actual interviews) and stand a chance at changing the way this issue is covered and perceived. This would require additional resources, and would have to be a sustained effort, beyond that required to support the initial large-scale advertising effort.

Just as efforts in the media area would have to be expanded, I believe that resources for the corporate and other program aimed at the public smoking issue would have to be increased. While certainly not at the level proposed, I think it's a mistake to say that we can handle this with current resources. In order to effectively broadcast a new message, we must step-up and then sustain our communications efforts.

Thanks for the opportunity to comment. Please give a holler if I can help.

*CC: S. Shindler*