

TICOMM
5000
5/2/85

2-May-85

VIA ELECTRONIC MAIL

MEMORANDUM

TO: Bill Buckley
FROM: Michael Brozek
RE: Daily Minnesota Update

Bill, as per your instruction, here is a report on our progress with regard to legislative matters in the state of Minnesota. For purposes of order, we will approach this report from the aspects of legislative program and legislative support.

LEGISLATIVE PROGRAM:

As decided on Friday, April 26 in Minneapolis, at a meeting attended by legislative counsels from the Tobacco Institute, R. J. Reynolds and Philip Morris, which included Dale Florio of Philip Morris and Kent Wold of R. J. Reynolds, specific legislators were assigned to industry lobbyists for direct lobbying contact. This activity is being monitored daily in order to determine any shifts or progress in the Senate Finance Committee and House Appropriations Committee. A meeting will be held on Thursday, May 2 at 2:00 p.m. at the Capitol Rotunda in St. Paul, in an attempt to document legislative responses and comments. These meetings will be held daily until further notice.

Tentatively, the Senate Finance Committee will meet Monday, May 6 at 8:00 a.m., to hear testimony on the Senate version of the cigarette tax/Health Department package (SF 776). A representative of Covington and Burling, either Mr. Rupp or Mr. Beder, will be on site to offer testimony at this hearing. Additionally, Mr. Vernon Dempsey will be present for direct legislative contact on Friday, May 3 in discussions concerning the sampling issue.

An additional approach has been undertaken to deal directly with the Attorney General's office, concerning a legal opinion to the legislature, regarding the sampling ban portion of SF 776 and HF 810. Legislative counsel Tom Kelm, in meetings with the Justice Department, has requested review of this legislation within the context of the federal preemption. It is understood that these conversations have been, and will continue to be confidential.

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MINNESOTA TOBACCO LITIGATION

LEGISLATIVE SUPPORT:

Our consistent strategy has been to time the grassroots response as deemed necessary by legislative counsel. Tobacco Institute staff, as well as TI legislative counsel and member company counsels, have agreed to launch the grassroots efforts to coincide with Committee and Floor debate. The following grassroots activity is in place and operating:

- o A mailing to 5200 regular customers of major tobacco retailers in Minneapolis with phone bank follow-up and random sampling of responses.
- o A phone bank contact to all licensed tobacco vendors in the state of Minnesota.
- o An 80,000 piece mailing, utilizing R. J. Reynolds' lists, urging direct communications between the mailing recipient and their own legislator before Monday, May 6.
- o A mailing to all manufacturers' representatives as listed on TAN activist roles, with follow-up phone bank calls to be completed by Friday, May 3.
- o A printing and distribution of 2500 petitions by the Minnesota Association of Tobacco and Candy Distributors, to be received in that association's office by Monday, May 6. Follow-up phone banks will be used to urge legislative contact.
- o Several hundred petitions distributed to member company sales supervisors for distribution, in order to urge direct contact with their state legislator.
- o A mailing and follow-up phone bank calls to the 100 member Minnesota Automatic Merchandising Association, urging direct communications between that organization's membership and their legislators.
- o Mail Gram follow-up to member company representatives and wholesalers, as designated on TAN listings, to be received by Friday, May 3.
- o Direct contact between member companies and their direct accounts to be completed by Friday, May 3.
- o 6000 call phone banks in operation beginning Wednesday, May 1 and to be completed Tuesday, May 7.

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We believe that as little as a 10% response to these requests at this strategically planned time, will have the maximum effect without giving time to alert the opposition to our activities. This strategy has remained in place throughout this legislative session and has been insisted upon by our legislative counsel.

Please expect a daily written report until the conclusion of this legislative session in Minnesota.

MFB/jmr