

THE MINNESOTA PLAN

A multi-faceted legislative plan designed to defeat all Minnesota legislation introduced in 1988 and subsequent years which would have an adverse impact on the tobacco industry.

Descriptive Synopsis: The Minnesota plan is a two-pronged legislative attack. The first part of the plan reaches out to the whole legislature during the legislative session by utilizing all resources available through The Tobacco Institute, member companies, tobacco wholesalers and retailers, allied businesses/associations and established legislative contacts. This is the central coalition. The second part of the plan establishes local or sectional coalitions in strategic areas of the state utilizing the district constituency of legislative leadership directly in their legislative districts.

It is of utmost importance that both coalitions, the central coalition and the sectional coalitions, be organized and activated prior to the legislative session in 1988. The two coalitions will operate simultaneously, one within the Capitol, the other from individual districts into the Capitol.

CENTRAL COALITION

The central coalition will be organized in November to be fully active by the beginning of the 1988 legislative year. It will be under the direction of The Tobacco Institute regional staff and its state lobbyist.

Membership will consist of state-level association executives, tobacco industry representatives, business representatives and allied industry representatives. Its target will be the total legislature, the governor, specific legislative committees and certain appointed department officials.

SECTIONAL COALITIONS

An analysis of Minnesota's political structure and general economic situation indicates the need for three separate district coalitions. The location of these district coalitions correlate primarily to senate/house leadership positions.

Each of the same segments that serve on the central coalition will be represented on the district coalitions. Each coalition will target legislative leadership in that district and the constituency of the legislator. While dealing with the legislator in his home district, it will also be required that small groups of activists/allies be prepared to visit and communicate with targeted legislators in the Capitol.

There are two additional elements which have not been totally utilized in the past. There is a need for more concentrated liaison with the news media and for the support of state-level labor organizations within the coalitions.

With the cooperation of the coalitions, the TI Public Affairs Division will focus its spokespersons and media representatives in these critical areas to stimulate favorable editorial and press coverage. They will also concentrate on building a supportive labor influence which will work with the district coalitions. All State Activities' contacts will be utilized to help prepare interviews and provide information to press and labor contacts.

The following outline details the organization and operation of the central and district coalitions.

CENTRAL AND DISTRICT COALITIONS

1988 LEGISLATIVE PLAN

I. PRE-SESSION SEMINARS/MOBILIZATION (Taxes, Vending)

PRE-SESSION SEMINARS/INFORMATIONAL (Ad ban, Smoking restrictions)

- . Targeted Group: Company reps, wholesalers, retailers, vendors, media, attorneys, ad company employees

PURPOSE:

- . Familiarize attendees with possible bills coming up in legislative session.
- . Outline program of phone banks, mailings and legislative visits.
- . Meetings will be in accessible geographic locations.
- . Meetings will allow grassroots coordinator to evaluate and galvanize support.
- . Build alliances with, and inform attendees of, constitutional and freedom of choice issues in targeted geographic areas.

SUMMARY:

Attendees should be more motivated to closely monitor legislation affecting the tobacco industry as a result of these meetings. In the case of the second classification of seminars, the attendees will hear the industry's story in a straightforward and truthful manner. All attendees will be fully prepared to facilitate phone banks or mailings as issues arise. Also, preliminary plans will be made for legislative breakfasts and visits.

II. COALITION INFORMATION BREAKFASTS/LUNCHESES (All Issues)

- . Targeted Groups: Senators, Representatives, company reps, wholesalers, retailers.

PURPOSE:

- . Demonstrate to state legislators the human component of the tobacco industry. There should be no agenda for the meetings except for the time reserved for the guest of honor to make a few remarks. Honoraria payments to be made as appropriate.
- . Ideally, these gatherings should be before the legislative session or very early during the session. The meetings should be viewed strategically as a way to build rapport in anticipation of future committee and floor action.

SUMMARY:

All attendees will be registered for participation in future phone banks and direct mailing projects. These meetings may be a perfect time to express willingness to participate in legislative campaigns, advisory coalition groups, etc.

III. PHONE BANKS (All Issues)

- . Targeted Group: TAN, retailers, wholesalers, company reps and others who need to know and participate in the issues.

PURPOSE:

- . Mobilizes pro-tobacco legislative contacts on bills affecting the industry.

SUMMARY:

Several strategies are being developed to respond to various threats. Committee chairpersons and legislative leaders are usually the first to have their constituents targeted for a phone bank. More research will be done to target legislative districts bordering other states (taxes), labor and management groups (smoking restrictions), newspapers, magazines and ad agencies (ad ban). TI personnel operating in Minnesota will be alert to ways to build potential new allies for phone banks on issues of mutual interest. All phone banking will utilize recently developed TAN lists (See Exhibit 4).

IV. MAILINGS (All Issues)

- . Targeted Groups: Company reps, wholesalers, retailers and allies appropriate to particular issues.

PURPOSE:

- . To stimulate and reinforce grassroots efforts, thereby influencing legislation.

SUMMARY:

Informational mailings and requests for action will follow established patterns and be targeted to lists already available. In addition, newsletter-type mailings will be sent to core group activists (company reps, wholesalers) detailing successful legislative breakfast/lunch meetings and legislator visits. By providing examples and perhaps generating friendly rivalries, all components of the program will be enhanced.

V. WHOLESALER ROUTEPERSON INFORMATION PACKS (Taxes, Ad ban)

- . Targeted Groups: Retailers and, in the instance of proposed tax increases, the cigarette consumers.
- . Information provided to consumer urges opposition to tax increases.

SUMMARY:

This program is designed to drive home the economic realities of tax increases and ad bans. The updates will be three or four pages of statistical information, pertinent reprints of articles addressing issues and information about contacting legislators. For consumers, information card similar to those used in the past will be distributed.

VI. STATE CAPITOL VISITS (All Issues)

- . Targeted Groups: Wholesalers, company reps, retailers, professional representatives.

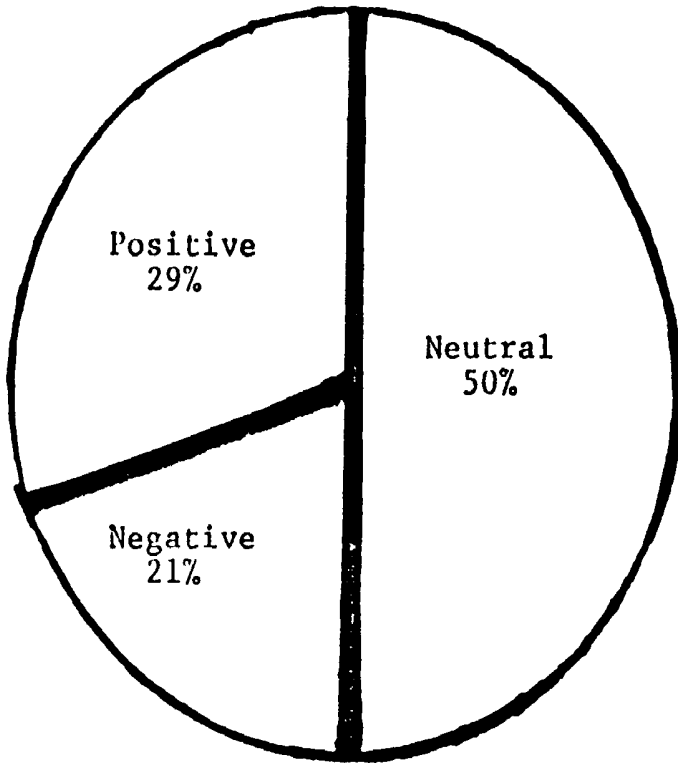
PURPOSE:

- . Send groups of four to ten people to St. Paul to meet with and observe legislators from home district.
- . Central coalition and district coalition join together in sending representatives to see legislators.

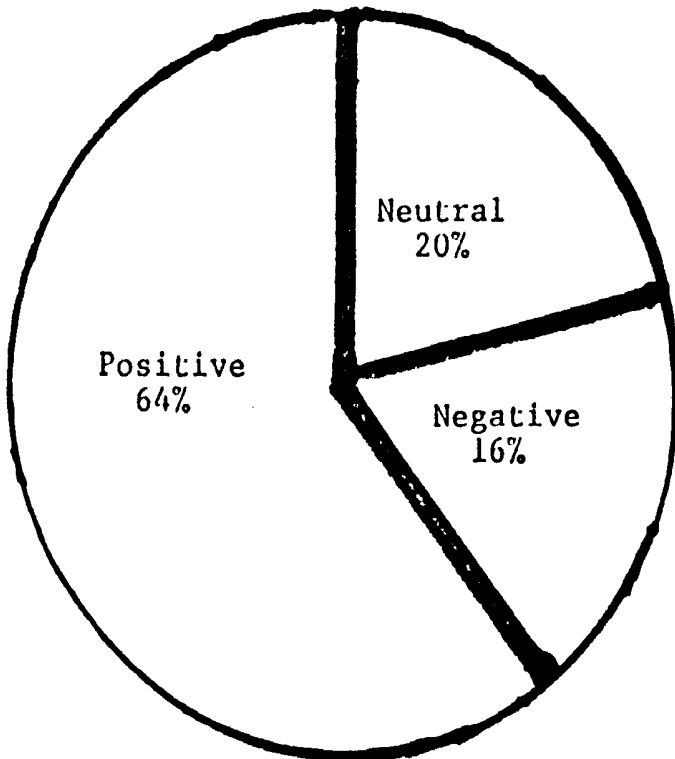
SUMMARY:

This program breaks the barrier of isolation between the State House and the legislator's home district. At the beginning of a given day's floor session, the constituents should send a message to the legislator asking to meet in the lobby. After taking a short time to visit and express concerns, the visitors should thank the legislator for his or her time and inform him/her of their intention to watch proceedings from the gallery.

PHONE BANKING EFFECTIVENESS



Original TAN
List
666 Contacts



New Ad Hoc List
1847 Contacts

MINNESOTA

CENTRAL COALITION



MINNESOTA

