

THE TOBACCO INSTITUTE

1875 I STREET, NORTHWEST
WASHINGTON, DC 20006
202/457-4800 • 800/424-9876

March 15, 1988

MEMORANDUM

TO: The Communications Committee
FROM: William Kloepfer, Jr.

Attached is The Institute's proposed strategic plan to manage the airline smoking issue.

With the new Federal ban going into effect in six weeks, it is critical that we proceed with preparations for our activities as soon as possible.

Please review the public relations elements of the plan and return your approval or comments, verbal or written, to John Lyons by noon Friday, March 18. Specifically, please focus on the following points, which are italicized in your copies:

- o Strategy I, Tactics 1, 3 - 10 and 12.
- o Strategy II, Tactics 3 - 6 and 9.
- o Strategy IV, Tactics 5 and 6.
- o Appendix E.

Appendix E is a proposed advertising campaign directed at smokers, urging them to comply with the ban and to write Congress to get the law changed.

The proposal calls for full-page, black/white advertisements to run in 20 major newspapers throughout the U.S., concentrating in airline hub cities. The papers have a combined circulation of 13.1 million on a one-time basis; total impressions would exceed 18.8 million.

The recommended schedule shows the ads running in "national" newspapers on Thursday, April 21, and Friday, April 22. One-time insertions on April 22 are recommended for regional newspapers.

Communications Committee
March 15, 1988
Page Two

In addition, we propose to extend the campaign in in-flight publications from July through December.

Public relations counsel suggests The Institute consider conducting a news conference to announce the campaign. We do not agree, however, that publication of the ads is sufficiently newsworthy so as to satisfy that requirement of a news conference.

We anticipate distributing the plan to the Executive Committee Friday afternoon. We hope you will recommend Executive Committee approval of the plan, particularly the proposed advertising.

Your prompt attention to this matter is appreciated.

WK:jhl

cc: Samuel D. Chilcote, Jr.
TI Senior Staff

Attachment