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MINNESOTA TOBACCO LITIGATION

January 8, 1985

TO: Samuel D. Chilcote, Jr.
RE: Outline for Winter Meeting Presentations on Public Smoking
FR: Peter G. Sparber

Attached is Susan Stuntz's proposed outline for the staff presentation to the Board at the coming Winter Meeting. As agreed, the subject is The Institute's program to deal with the public smoking issue. In our view, the issue has grown in intensity and variety over the past year. As such, this presentation should initially focus on the problem, and then move quickly to our efforts. Specifically:

I. The Issue

In this section, Mr. Chilcote describes the nature and extent of the issue at the federal, state and local levels and in legislative, voluntary and legal terms. Moreover, he talks briefly about the business implications of the issue.

II. The Federal Relations Program

Here, Mr. Henderson discusses the lobbying of various Administrative Agencies and Congressional Committees which are now, or may soon be involved in this issue.

III. The State Activities Program

Mr. Mozingo describes what his division does to defeat public smoking measures at the state and local levels.

IV. The Public Relations Program

Mr. Kloepper discusses the provision of experts and materials, and the development of coalitions, to assist the two government relations divisions and to deal with voluntary restrictions.

[(NOTE: The three program reports each discuss how scientists will be used when they are made available by counsel.)]

V. Proposed Strategic Change

Mr. Chilcote notes that the public clearly prefers voluntary solutions to legislative ones, and that The Institute is frequently asked for help in this regard. Because we do not offer such help, groups turn to our adversaries for assistance. It is time, he says, to seriously consider privately offering help, and in so

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doing, (a) position ourselves closer to the public view of what is needed (b) have some influence over the kinds of restrictions imposed and (c) change the language being used: from restrictive to permissive, i.e. "smoking may be enjoyed here," as opposed to "no smoking permitted in this section."

We believe that a thorough presentation on this subject (as outlined here) will take about an hour. It must contain a good deal of new information (which this does) and it should be presented in as interesting a way as possible. On this last point, we would recommend using slides throughout if this outline is acceptable.

Thank you.

cc David Henderson
William Kloepper, Jr.
Roger Mozingo
Dan Milway
Susan M. Stuntz