

Lorillard

MEMORANDUM

October 22, 1992

TO: Messrs: A.H. Tisch
A.J. Stevens

FROM: J.R. Cherry

Massachusetts Question #1
 (\$.25 Tobacco Tax)

Having successfully challenged and dispatched in court the ballot items in Nebraska (9.28) and Arkansas (10.21), the Tobacco Institute staff, R.J. Reynolds and Philip Morris would like to shift monies budgeted for those states to the effort in Massachusetts, which is seen as potentially more damaging than Prop. #99, the like California tax, revenues from which are funding very extensive anti-tobacco activities there.

The monetary significance of this for Lorillard is approximately \$30 thousand, and the additional money will be used for direct mail to identified anti-tax, anti-bureaucracy households, and all households on the AFL-CIO state list (with an anti-excise message from the governing body).

As of last night, the three day running average in our tracking survey showed 51% for, 38% against. While I would like to have seen us at 40 by this point, it is encouraging to see them at 51 after only one day of radio, two weeks of television (which is back-end-loaded with two-thirds of the buys yet to air) and much of the earlier scheduled direct mail still to be sent.

The additional direct mail requested will probably boost the effort with groups which we have not reached sufficiently at this time.

The Massachusetts campaign management will need to be advised today.

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