

NLWJC - Kagan

DPC - Box 043 - Folder 011

**Tobacco-Settlement:
Communications**

Goody - Have you seen this? Bruce and I think it's pretty good, and we've given Donna the go-ahead on her piece. Let me know what we can do to help you on Kick Butts Day. Elena

3/16/98
NOTE TO RAHM EMANUEL AND BRUCE REED -

Rich and I have talked, and we have developed the following recommendations for regional media on tobacco. Please let us know if this is what you had in mind - it is based on Rich's list of key media markets, which is attached.

KICK BUTTS DAY APRIL 2

As discussed, we agree with your proposal for Cabinet travel on Kick Butts Day, April 2. After talking with Kay Kahler Vose of the Campaign for Tobacco Free Kids, we have identified the following priorities for Cabinet travel:

Detroit, Michigan
Cleveland, Ohio
Miami or Orlando, Florida
Sacramento, California
St. Louis Missouri

All of these cities already have Kick Butts Day events in the planning stages, and we'd recommend that White House Cabinet Affairs work directly with Kay (who formerly worked at the Education Department) to coordinate Cabinet participation. We would also want to urge the Campaign to set up Cabinet or even sub-cabinet officials (Kevin Thurm, Larry Summers, David Satcher) to do Kick Butts Day events in other key states: Maine, Oregon, Texas, Tennessee, Iowa, and Washington. All site visits should include a press availability after the event, drive-time radio interviews, and an editorial board visit if possible - White House Media Affairs should be asked to help with this.

One related decision we need to make quickly is whether we want White House participation in the Campaign's existing Kick Butts Day event in Washington, D.C., or whether we want to put together another kind of event - perhaps at the White House. We should discuss this as soon as possible, so that we can decide whether or not we want the Vice President or Secretary Shalala to travel for an event in another city on April 2.

MEDIA TOUR APRIL 6-10

We think an April recess "media tour" for Secretary Shalala has some potential for garnering local and national press attention if it is compressed, early in the Congressional

CR/EK -

- 1) This looks good. Let's give them go-ahead to send Donna on tour. I'd do one tour hall w/a Senator (e.g. Levin or some big-state guy), but Rich may disagree
- 2) No will want w/Kick Butts
- 3) We should push on the Baseball event 3/31.

- BR
(+ return)

recess period, and tied to town meetings being held by members of Congress. The week of April 6-10 meets these criteria, and also happens to be Public Health Week. We propose setting up a series of events that week clearly tied to tobacco as a public health issue.

At present, the Secretary's calendar includes a two-day trip to Boston April 6-7, where she will be talking about tobacco in a public health speech at Harvard Medical School. Our recommendation is to add events in Michigan, Ohio and Missouri to her schedule - preferably town meetings with Reps. Dingell, Stokes and Gephardt. Rich would take the lead in exploring the possibility of scheduling these events.


In addition, we should urge the leadership's communications staff to set up media conference calls with reporters, radio talk shows and editorial boards in key markets to stress that tobacco legislation should be high on the congressional agenda.

REGIONAL EDITORIAL BOARDS

In addition to the activities outlined above, we hope to add visits to editorial boards to Secretary Shalala's currently scheduled trips to Boston, San Francisco (April 23) and Philadelphia (April 27). We will also set up telephone conference calls with regional editorial writers as her schedule permits. (As you know, she did speak to Peter Milius of the Washington Post, who wrote a good piece on March 11, and to the Atlanta Journal-Constitution editorial board during a recent visit there.)

In the next two weeks, we will also be finalizing plans for Secretary Shalala to speak to the women's magazine editors at the OEOB on March 18, and looking into the possibility of having Dr. Satcher do events, interviews or editorial board calls during the week of March 20-25 -- National Minority Cancer Awareness Week. We also think having the Secretary throw out the first ball on the opening day of baseball season (March 31) presents a great opportunity for national media exposure - but we'd need enough lead time to set up a tobacco event with Joe Garagiola and Major League Baseball.

Please let us know if this plan makes sense to you, and we'll get started. I'll be on leave March 18-22, and Victor Zonana and Jim O'Hara will be handling implementation of this plan once it's approved. After we get through the recess, we can discuss other strategies (satellite media tours, etc.) designed to hit the media targets we've missed.



Melissa Skolfield

TOBACCO CONTACT STATES

Maine

Auburn
Augusta

Oregon

Burns
Portland

Michigan

Dearborn
Detroit
Traverse City
Kalamazoo

Tennessee

Murfreesboro
Memphis

Iowa

Des Moines

Vermont

Montpelier
Burlington

Texas

Irving
Stafford
Houston

Texas (Continued)

Abilene
Austin
Rockwall
Houston
Ennis
San Antonio

Virginia

Richmond
Abingdon

Missouri

St. Louis
Kansas City

Ohio

Shaker Heights
Elyria
Akron
Marrieta
Findlay
Perrysburg
Columbus

Washington

Bellevue
Seattle
Mountlake

CAMPAIGN for TOBACCO-FREE Kids

March 9, 1998

Ms. Melissa Skolfield
Assistant Secretary for Public Affairs
Department of Health and Human Services
200 Independence Avenue, SW, Suite 647D
Washington, DC 20201

Mr. Victor Zonana
Deputy Assistant Secretary for Public Affairs
Department of Health and Human Services
200 Independence Avenue, SW, Suite 638E
Washington, DC 20201

Dear Melissa and Victor,

Victor, it was great talking with you last week. We look forward to working with both of you on our annual Kick Butts Day, a nationwide event involving youth advocates in the battle against tobacco. As in previous years, we are expecting thousands of kids to participate in Kick Butts Day events on April 2 in schools and communities across the country.

For the past two years, the Administration - including President Clinton, Vice President Gore and Secretary Shalala - has participated in Kick Butts Day. The Administration's support the past two years has played a critical role in the enormous success of our events. We understand that Vice President Gore, Secretary Riley and Secretary Shalala, schedule permitting, have expressed an interest in Kick Butts Day. Of course, we welcome their and any other Cabinet Members' involvement.

To date, we know of many high-impact events already planned throughout the country. We've attached a list of just a few events that we believe promise to attract significant media attention. Any one of these would be a strong venue for Secretary Shalala or other Cabinet Members' participation. We expect events to be added to this list soon, and we will pass these on to you. Once you review this list, let's discuss your interest in events outside of DC. Please keep in mind that we learn of many more planned events each day, so our list keeps growing (to date, there are approximately 70 Kick Butts Day events planned throughout the country).

To celebrate youth advocacy in the nation's capital, we are coordinating an event at Hine Junior High School. Vice President Gore has expressed interest in this event. We've attached an outline detailing our plans for the national event.

We have also enclosed some general information on Kick Butts Day, including a backgrounder, a list of target markets where we are focusing our efforts, a Kick Butts Day activity guide and poster, and last year's media coverage report.

We look forward to hearing your feedback. I will call you soon to follow up. If you have any questions or need additional materials in the meantime, please call me at 202-296-5469, ext. 3008. Thank you.

Sincerely,



Kay Kahler Vose
Director, Communications

NATIONAL CENTER FOR TOBACCO-FREE KIDS
1707 L STREET, NW • SUITE 800 • WASHINGTON, DC 20036
PHONE (202) 296-5469 • FAX (202) 296-5427

CAMPAIGN for TOBACCO-FREE Kids

OVERVIEW OF KICK BUTTS DAY

Background

- Kick Butts Day is an annual nationwide event that encourages anti-tobacco leadership and activism among youth. Thousands of students across the country organize activities to expose and counter the tobacco industry's powerful promotional strategies aimed at youth.

1997 Kick Butts Day

- Thousands of children in cities and towns across the United States were joined by officials at all levels of government in Kick Butts Day 1997. Of particular note, **President Bill Clinton** attended a rally at **Andries Huddle Junior High School in New York City**, and **Vice President Al Gore** and **Secretary Donna Shalala** attended an assembly at Washington, D.C.'s **Hardy Middle School**. Together with governors; attorneys general; federal, state and local legislators; and small-town mayors and council members, President Clinton and Vice President Gore stood up with kids to tackle the tobacco industry's insidious efforts to addict a new generation of smokers.
- Media coverage of Kick Butts Day 1997, in particular of President Clinton and Vice President Gore's involvement, was significant. This coverage included stories on major national network television and radio news programs and in major daily newspapers. **The value of the media coverage surrounding Kick Butts Day 1997 is estimated at approximately \$10 million.**

1998 Kick Butts Day (to be held April 2, 1998)

- We expect to have **thousands of kids involved in hundreds of events across the country** (a significant increase from 1997). Although events are planned in cities nationwide, special attention will be focused on events scheduled in strategic markets, including the top 25 media markets and other key cities and states.
- As we discussed, **President Clinton** and **Vice President Gore's** involvement was a key to our event's success in 1997, and we hope they become involved again this year. **Secretary Riley** and **Secretary Shalala** have expressed an interest in participating in our Kick Butts Day initiative, and we hope to have **other Cabinet members will participate as well.**
- Supporting sponsors of Kick Butts Day 1998 include **key public health, education and youth-serving organizations**. Among them are the American Cancer Society, the American Heart Association, the American Medical Association, the American Academy of Pediatrics, the National Education Association, the American Federation of Teachers, and the Girl Scouts of the U.S.A.

CAMPAIGN for TOBACCO-FREE Kids

Target Markets for Kick Butts Day 1998

Top 25 Media Markets

- New York, NY
- Los Angeles, CA
- Chicago, IL
- Philadelphia, PA
- San Francisco-Oakland-San Jose, CA
- Boston, MA
- Washington, DC
- Dallas-Fort Worth, TX
- Detroit, MA — *Mich? yes.*
- Atlanta, GA
- Houston, TX
- Seattle-Tacoma, WA
- Cleveland, OH
- Minneapolis-Saint Paul, MN
- Tampa-Saint Petersburg, Sarasota, FL
- Miami-Fort Lauderdale, FL
- Phoenix, AZ
- Denver, CO
- Pittsburgh, PA
- Sacramento-Stockton-Modesto, CA
- Saint Louis, MO
- Orlando-Daytona Beach-Melbourne, FL
- Baltimore, MD
- Portland, OR
- Indianapolis, IN

CAMPAIGN for TOBACCO-FREE Kids

Outline for National Kick Butts Day / Washington, DC-Based Event / April 2, 1998

DATE: Thursday, April 2, 1998

TIME: 10 AM, Duration: approximately 30 minutes

LOCATION: Hine Junior High School, 8th & Pennsylvania Avenue, SE, Washington, DC

PARTICIPANTS:

- Students and teachers from Hine Junior High School (selected group of students to help coordinate and participate in program; rest of students in audience)
- CAMPAIGN FOR TOBACCO-FREE KIDS' member organizations and ENACT partners and other members of the public health community
- Possible participation of Vice President Gore and/or Cabinet Members. President Clinton, Vice President Gore and Secretary Shalala have participated in previous Kick Butts Day events. We welcome their participation this year, as well as other Cabinet Members, including Secretary Riley.

EVENT DESCRIPTION:

- The activity we are proposing is a mock New Orleans-style jazz funeral celebrating the death of tobacco advertising and icons, such as the Marlboro Man, that seduce youth into using tobacco. Like real New Orleans funerals, this mock funeral is a cause for celebration, not mourning, as we mark the passing of unhealthy, damaging tobacco advertising. We believe this event would be engaging and fun and would attract significant media attention.
- Also like real New Orleans funerals, this event will be full of high-impact visuals and lots of energy. A group of students will lead the funeral procession winding their way around the auditorium through the student audience. The procession will include student musicians playing jazz music and students in colorful costumes waving umbrellas decorated with anti-tobacco messages.
- Vice President Gore, Members of the Cabinet and/or other guest speakers will not be expected to participate in the procession, but may remain on stage to place tobacco-related items, including tobacco products, ads, and merchandise (backpacks, t-shirts, baseball caps, etc.) in a coffin. Vice President Gore, Cabinet Members and other guest speakers will also be invited to address the student audience on the dangers of tobacco and the need for kids to take a stand against the tobacco industry.

- **Vice President Gore, Cabinet Members, and/or student speakers will have a chance to eulogize tobacco icons, including the Marlboro Man, for example.**
- **We could also introduce other dimension to the event, including various performances. For example, we would be interested in engaging **Boyz II Men, with the cooperation of Secretary Shalala and HHS.** Other related activities during the event will include students performing an **anti-tobacco step dance and an anti-tobacco rap song.****

CAMPAIGN for TOBACCO-FREE Kids

Potential Kick Butts Day Events for Administration/Cabinet Level Involvement

Haines City, Florida (near Orlando)

600 kids (age 11-18) from all over the state will participate in a Youth Tobacco Summit in Haines City, Florida from March 29-April 1. This event has a lot of media appeal because it is the first use of money from the Florida tobacco settlement. The kids will learn various skills training them to become effective tobacco control advocates, including media training, public relations, writing, how to survey tobacco ads, etc.

Colorado (kids around the state participating; event at state capitol April 2)

Hundreds of school children will collect cigarette butts from public areas they frequent with their classmates and families for the weeks leading up to KBD. On April 2, they will pile mounds of tobacco refuse on the state capitol steps, city hall steps (in cities around the state) and at other public places. Kids will fill giant baby bottles with these butts as they explain to elected officials, parents and fellow young people why they believe tobacco should not be part of childhood.

Jackson, Mississippi (and other cities, towns in Miss.)

State Attorney General's office is conducting undercover buying operations with minors in 10 cities/towns around the state to check compliance with a new, broadly written state law that prohibits the sale or transfer of tobacco products to minors (by retailers or anyone else). They will hold a press conference on April 2 in Jackson and simultaneous press conferences in the other cities/towns where "stings" were held to announce the results. (No arrests will be made, but warnings issued.). There are several other cities/states conducting undercover buys for KBD but this is perhaps the largest, most coordinated effort.

Runnemede, New Jersey (Philadelphia media market)

About 30 kids at Mary E. Volz Middle School will wear arm bands on April 2 in honor of those who have died/suffered from nicotine addiction. They are also creating a banner in memorial of these people that will include photos of the victims. This event is being organized by Linda Hurd, a very active and organized tobacco control advocate. If there were the potential for Cabinet-level involvement, we're sure she would gladly expand her event to include a memorial service or funeral. Last year she had the kids fly kites on the Mall (DC) with slogans such as "Liar, Liar, Lungs on Fire." She has worked previously with Members of Congress from New Jersey on this issue and understands how to get media attention, including from the *Philadelphia Inquirer*.

Fond du Lac, Wisconsin

A group of tobacco control youth activists (called Moving Targets) has spent the last three years **fighting billboard advertising** of tobacco products in their community. They discovered there was a city law on the books that limited how long outdoor banners and pennants advertising tobacco products could be on display - and then they monitored these ads for compliance and worked with city officials to get illegal ads taken down. This same group plasters magazine ads at local businesses with anti-smoking stickers. Throughout March, they will circulate a petition to get rid of billboard ads in their community. On April 2, they will hold a **press conference asking a local big advertiser to voluntarily stop accepting tobacco ads for his billboards**. We understand that these kids have a particularly good organizer.

Hartford, Connecticut

Youth rally at Legislative Office Building by 300 middle and high school students to support a 49-cent increase in the state tobacco tax. Kids also want to "educate" their state legislators on this issue. They have already bought radio advertising to this effect. The state Attorney General will emcee the rally. NOTE: Governor does not support the tax increase, and kids are eager to hold him accountable. ALSO: This event will be held on April 1, the day PRIOR to KBD.

Tipton, Iowa

This is a real hometown kind of event, focus on middle America. Kids at Tipton Middle School conducted a survey and found that 50 percent of their parents smoke. They will hold a school assembly on April 2 with an ACS speaker who has had his larynx removed to focus on the effects of smoking. They are also going to put up anti-smoking posters in local businesses.

Albuquerque, New Mexico

University of New Mexico men's and women's soccer teams will get involved with local Teens Against Tobacco group. Goalies will dress as Mr. Butts and kids will have to score against him to win prizes. Multi-generational (elementary kids will also be involved). Will hold a **press conference** and will display student projects on tobacco and sports, tobacco advertising, second-hand smoke, etc. NOTE: Event will be held Saturday, April 4 at a local recreation center.

Bozrah, Connecticut (near New London)

Kids from Puff-Free Teens will rally around a huge dumpster on April 2 and **chuck all the toxic tobacco waste they've gathered** (tobacco brand merchandise and products) in an effort to save kids and help them become Puff-Free. May have involvement from a local minor league baseball player. Will be held at the Martin Luther King Center.

Sacramento, California

Kids from a Chapter One middle school will stage a funeral, complete with mourners, a preacher and organ music, in honor of KBD. Event will be held at noon on April 2. Kids will also take a smoke-free pledge.

Baltimore, Maryland

A group of 6th, 7th and 8th graders will conduct an **Operation Storefront** activity, searching for tobacco ads/marketing gimmicks at local retail outlets. Will be a field trip to be held on KBD (an activity in motion). Will highlight tobacco ads and pro-smoking messages that kids are exposed to near their homes and schools.

Tobacco Communications February 27, 1998

Next Week -- March 2-6 (see attached calendar)

- VP take part in Harkin-Chafee announcement (March 4- tentative)
- Shalala begin editorial boards
- Senate Labor Committee markup (tentative)

Ramp Up Week -- March 7-14

- **Radio Address** (March 7th, taped March 6th): President says there are only ____ days left to pass tobacco legislation, challenges Congress not to go home without it.
- **Post Tobacco Series** (March 8-10th) 19/
- **AMA Speech** (March 10th): In speech on health care quality, President tauts doctors' support for comprehensive legislation.
- **Congressional Countdown** (Starting March 11th): Congressional leadership announce a countdown calendar. Durbin, Lautenberg, others begin daily drumbeat (work days left/lives lost).
- **Political Memo** (March 13th): Leak memo by Garin and Mellman on tobacco as a political issue.
- **Attorneys' General Speech** (March 12th): President announces state-by-state numbers of lives saved (?). This is the same day as last Bliley hearing, when industry documents are due.
- **VP Roundtable** in Boston (March 14th).
Chafee/Fitzhums etc.

To Be Scheduled/Under Development

- VP to meet with network anchors.
- Summers speech on new Treasury study (TBD) - 25th
- Shalala to meet with women's magazines
- Press packet/how-to kit for local TV producers
- Editorials in key districts/states
- Plan blitz for April recess: help members host town halls, other events
-- Shalala media tour?
- Coordinate new document releases with Waxman

Mar 12 - Bliley
deadline -
subpoena

Kick Boutts - Apr. 4? Apr. 2? - get an everyone's calendar - 15 top units.

Mar. 31 - VP - Baseball - smokeless event

Ford/Robb -
shooting for the 12th.

either - why
Farm guys - 9
16th
press conf - 11th.

Mar 11 -
Fazio?

March 1998

Monthly Planner

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April 1998

Monthly Planner

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May 1998

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THE WHITE HOUSE
WASHINGTON

March 3, 1998

MEMORANDUM FOR THE CHIEF OF STAFF

FROM: Bruce Reed

SUBJECT: Tobacco Communications Plan

Over the next few weeks, we plan to turn up the heat on Congress to pass tobacco legislation. We are organizing a series of events for the President, the Vice President, and others, including an intense week of message events to begin this Saturday. We are also putting in place a coordinated strategy with House and Senate Democrats who will start a daily drumbeat that Congress should not go home without passing comprehensive tobacco legislation.

The following plan represents the thinking of senior White House, HHS, and Treasury staff. Our message is simple: Every day Congress fails to pass tobacco legislation, 3,000 kids start smoking and 1,000 will die early as a result. We can dramatically reduce teen smoking and save a million lives over the next 5 years if we pass the President's proposal.

This Week

This week we plan to underscore our commitment to bipartisan, comprehensive legislation in several ways:

- Senators Chafee, Harkin, Lugar and Graham are expected to announce their bipartisan plan late this week or early next week, and we are hoping to have the Vice President appear with them at their announcement.
- Agency witnesses are testifying at McCain's hearing today on tobacco advertising.
- Secretary Shalala will begin to meet with editorial boards.

Next Week

Starting with the radio address, we plan a high profile, high intensity week of tobacco message events, including:

- In his March 7th radio address, the President will challenge the Congress not to go home this year without passing comprehensive bipartisan tobacco legislation that will dramatically reduce teen smoking, and note that Congress has less than 70 work days left.

- On Sunday, March 8th, The Washington Post will begin a three day series chronicling the tobacco wars from the drafting of the FDA rule to present.
- On March 9th, in a speech to the AMA on health care quality, President will laud the doctors' support for comprehensive tobacco legislation.
- Starting March 11th, the Democratic leadership will announce a countdown calendar, starting a daily drumbeat of how every day that passes without enacting tobacco legislation, 3,000 kids start smoking, causing 1,000 to die a premature death. Jeffords will mark up his FDA bill the same day.
- In a March 12th speech to the attorneys' general, the President will announce state-by-state numbers of how many lives will be saved by comprehensive tobacco legislation. This is the same day as the last Bliley hearing, when the industry is under subpoena to release more documents. It is also the first day of markup for the Senate Commerce Committee.
- On March 13th, we would like to leak a political memo by Geoff Garin and Mark Mellman on the popularity of tobacco legislation.
- On Saturday, March 14th, the Vice President will convene a regional tobacco roundtable in Boston, inviting key members of Congress (Kennedy, Chafee, Jeffords).

To Be Scheduled/Ideas Under Development

We are currently developing the following ideas for the rest of the month and the April recess:

- The Vice President will meet with network anchors.
- Treasury Deputy Secretary Summers will give a speech on the costs of smoking.
- Secretary Shalala will meet with women's magazines.
- We will coordinate new document releases with Waxman.
- Secretary Shalala will announce a Major League Baseball campaign to reduce smokeless tobacco use by young people (Camden Yards, March 31st).
- The Cabinet will do events in 15 top markets on April 2nd, which is Kick Butts Day.
- For the April recess, we will plan a major blitz:
 - A multidistrict media tour by Secretary Shalala.
 - Editorials in key districts and states.
 - A press packet/how-to kit for local TV producers.
 - Support for members who want to conduct town halls or other events.

→ Herman on costs to business (JP)
 → Spitzer → Hatch March 12th
 DS = get him out talking about minorities

THE WHITE HOUSE
WASHINGTON

March 2, 1998

MEMORANDUM FOR THE CHIEF OF STAFF

FROM: Bruce Reed

SUBJECT: Tobacco Communications Plan

Over the next few weeks, we plan to turn up the heat on Congress to pass tobacco legislation. We are organizing a series of events for the President, the Vice President, and others, including an intense week of message events to begin this Saturday. We are also putting in place a coordinated strategy with House and Senate Democrats who will start a daily drumbeat that Congress should not go home without passing comprehensive tobacco legislation.

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This Week

This week we plan to underscore our commitment to bipartisan, comprehensive legislation in several ways:

- Senators Chafee, Harkin, Lugar and Graham are expected to announce their bipartisan plan this week, and we are hoping to have the Vice President appear with them at their announcement.
- On Wednesday, Senator Jeffords will mark up his FDA bill, which will give us an opportunity to stress the importance of legislation affirmation of the FDA's authority to regulate tobacco.
- We had planned to have Secretary Shalala begin to meet with editorial boards, but due to her mother's death, we plan to postpone that effort.

Next Week

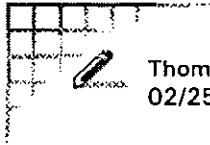
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Thomas L. Freedman
02/25/98 12:29:49 PM

Record Type: Record

To: Bruce N. Reed/OPD/EOP, Elena Kagan/OPD/EOP, Cynthia A. Rice/OPD/EOP, Mary L. Smith/OPD/EOP
cc:
Subject: Re: Tobacco Communications Agenda

I think the agenda is good. I think we need a couple of tangible products that can be distributed to officials speaking for the Administration: (1) a common theme statement that everyone uses on why we need the bill -- like Medicare, Medicaid, Education, and the Environment (a crack at it is below); (2) uniform responses to common attacks on the bill that we know from polling works; and (3) being prepared for rapid response generally -- including creating lists of issues and target reporters to get materials and responders to.

1. Identify a common theme.

The most popular list of reasons for a bill I have is: ads, FDA, second hand smoke, and \$1.50 with net lives saved.

"We need strong comprehensive legislation that stops advertising to kids, regulates nicotine under the FDA like the drug it is, and restricts deadly second-hand smoke that kills non-smokers. If we do these things and raise the cost of cigarettes by \$1.50 a pack with tough penalties on companies we can save XX million kids over the next 5 years."

2. Need Defenses on Issues such as:

- Drugs
- Lawyers Fees
- Black market
- Immunity
- Medicare, tax cuts, other spending ideas
- skinny bill would work fine

3. Rapid Response-- monitoring, preparation of answers, and response to targeted reporters

4. Background to Communications

- * People want stern measures
- * Saying our bill does everything a skinny bill does and more, beats the skinny bill (simple but true).
- * Public believes we need more than a \$1 a pack increase.
- * Tying opposition to the tobacco industry controlling Congress or R's playing politics works but might cut against bipartisanship so should be used carefully.

Tabacco-cessment - communications

Calendar
Sample list for access

Network anchors (Gore)
Editorial boards (Matala)

Women's magazines
Regional papers + edit

Pub health groups.

Conf. tayer list

ideas for local/TV producers -

Interviews - mtg w/ Gluckman

list of studies

Week of the 8th -

Radio address

AMA

Army's General

Video (McLenny request)

Countdown (3,000 more, etc.)

Coordinate w/ Warner on press

(Doc disclosure)

Wash Post story -

Mar. 8-10

Studies

Treaning (summers)

State-by-state lives saved

Tobacco - supplement -
communications strategy

2/25/98 Draft

Events

McCain letter release (Thurs)

VPOTUS-Shalala ad campaign announcement (Fri)

POTUS speech to Attorneys General March 12th

Other ideas for POTUS, VPOTUS, Shalala (see attached calendar)

Outreach

Editorial Boards -- Shalala (Skolfield)

Network Anchors -- VP (Klain/Attie)

Hill Events --

 Countdown -- days to enact comprehensive legislation/lives lost per day of delay

 Document release -- (Coordinate with Waxman)

Key Regional Papers

Coordination

Daily call

Rapid response team

Paper

 Paper on our position -- key facts, key supporting statements

 Paper refuting opponents' best arguments

KEY TOBACCO DATES

On-going events

4th Circuit U.S. Court of Appeals FDA tobacco regulation case -- argued 8/11/97, decision pending (one judge died, one is ill).

State of Minnesota and Blue Cross/Blue Shield of Minnesota vs. tobacco industry on state civil charges of consumer fraud, deceptive and unlawful trade practices, false advertising, antitrust conspiracy, etc.

February

24th -- Senate Labor Committee hearing on tobacco regulation (Jeffords)

24th -- Senate Commerce Committee hearing (McCain) -- industry witnesses

25th -- House Commerce Subcommittee hearing (Tauzin) -- businesses excluded from settlement (smokeless, cigar, vending)

26th -- Senate Commerce Committee hearing (McCain)

27th -- Industry documents to be posted on internet

28th -- One year anniversary of implementation of FDA rule establishing 18 as minimum age for purchasing tobacco products and requiring retailers to check photo id of anyone appearing younger than 27.

March

2nd -- 2 year anniversary of death of Victor Crawford, Tobacco Institute lobbyist who was the first tobacco company official to speak out against the industry.

3rd -- Senate Commerce Committee hearing -- possible markup (McCain)

3rd -- Senate Labor Committee -- possible markup (Jeffords)

4th -- Senate Indian Affairs Committee markup (Campbell)

8th-10th -- AMA in town; possible POTUS speech

12th -- POTUS speech to Attorneys General

16th -- Deadline Nickles set for GOP chairman to submit proposals to leadership

17th -- Senate Commerce Committee hearing (McCain)

2/26/98 Draft

**Tobacco Communications
February 27, 1998**

Ramp Up Week (see attached calendar)

- Radio Address (March 7th, taped March 6th)
- Post Tobacco Series (March 8-10th)
- AMA Speech (tent) (March 9th)
- Congressional Countdown -- Work Days Left/Lives Lost (Starting March 9th)
- Caucus Lunches/ Polling Data (?March 10th)
- Attorneys' General Speech (March 12th)
- Cabinet State-by-State Amplification (?March 13th)

Other Efforts

- Editorial Boards
- Network Anchors
- Women's Magazines
- TV Producers/ Stock Local Stories
- Recess Packets (sample columns, town halls)
- Summers Speech
- State Days
- Outreach to Groups
- VP/Movie Industry
- Paper for Rapid Response Team

Possible Announcements

- State by State: Lives Saved
- Chafee-Harkin
- Policies: Licensing, Document Disclosure
- New Document Releases
- Other Studies

March 1998

Monthly Planner

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April 1998

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