

Group of ten

- Pub
liaison*
- * Lonnie Briestow, AMA
 - Jacqueline McLeod, American Lung Assn.
 - Sidney Smith, American Heart Assn.
 - LaMar McGinnis, American Cancer Society
 - * Louis Sullivan
 - Joe Califano
 - ~~Ken Shine, Institute of Medicine~~
 - ~~Coretta Scott King~~
 - Joan Dykstra, PTA
 - ~~Ed Rensie, McDonalds~~ *petal - me*
 - Janet Sackman, former "Lucky Strike" model
 - * Hakeem Alajuhun or Joe Garagiola
 - Victor Crawford
 - * Dr. Harold Freeman, Harlem Hospital physician & Chair of President's Cancer Panel
 - American Academy of Pediatrics
 - ~~American Nurses Association~~

Group of 15

- check out*
- Everett Koop
 - J. Gordon Lippincott, well known advertising executive
 - Mike Pertschuk
 - Steve Schroeder, RWJ Fdn.
 - YMCA
 - Women and Girls Against Tobacco - CA
 - Smokefree Class 2000
 - American Public Health Association
 - American Dental Association
 - Association of State and Territorial Health Officers
 - AFT
 - NEA
 - Jane Delgado, COSSMHO
 - ? Scott Ballin
 - ? Matt Myers
 - ? Barry Brazelton, "the new Dr. Spock"
 - ? Jim Todd
 - John Slade, Stop Teenage Addiction to Tobacco
 - National 4-H Club
 - Mickey LeMaitre, M.D. Anderson Cancer Center & member of Luther Terry's original tobacco panel

Nat. Med. Assn.

Nat. Black Nurses

Hispanic Docs

~~Am. Chest Physicians~~

~~Religious~~

TO: DICK MORRIS

FAX NUMBER: (207) 646-9137

FROM: DICK SCRUGGS

FAX NUMBER: (601) 769-6342

NUMBER OF PAGES: FOUR (4), PLUS COVER SHEET

To: Erskine Bowles

Fr: Dick Morris

Dick Scruggs suggests we invite
these people to Pres announcement on smoking

Pub
Hansen

207-646-9137

SURROGATES/SUPPORTERS

* President Carter

* Former HHS Secretaries

- Elliot Richardson
- David Mathews
- Otis Bowen
- Louis Sullivan
- Joseph Califano

oval

Former Assistant Secretaries of Health

- Merlin K. DuVal
- Julius B. Richmond
- Edward N. Brandt
- Robert Windom
- James O. Mason

Former Surgeons General

- Jesse L. Steinfeld
- S. Paul Ehrlich Jr.

- * C. Everett Koop
- * Antonia C. Novella

Press Conf.

* Tobacco Control Groups

- Sidney C. Smith Jr., Scott D. Ballin, American Heart Association
- Jacqueline D. McLeod, Fran DuMelle, American Lung Association
- George Desaut, Michael F. Heron, American Cancer Society
- Lonnie Bristow, American Medical Association
- Michael Partschuk, Advocacy Institute
- John Bamhaf, Action on Smoking and Health
- Mark Partschuk, Americans for Non-Smokers Rights

oval

Press Conf.

Religious Organizations

- * Bryan Zervos, Roy Branson, Interreligious Coalition on Smoking Or Health
- * Pat Robertson, The Christian Broadcasting Network
- * Abdurahman Alawoudi, American Muslim Council
- * Timothy A. McIlwee, Church of the Brethren
- * Rev. Dr. Thom White Wolf Fassett, United Methodist Church
- * Eugene M. Souder, Shalom Foundation
- * Timothy H. Smith, Interfaith Center on Corporate Responsibility
- U.S. Catholic Conference

Press Conf.

* Medical Organizations

- American Academy of Family Physicians
- American Academy of Pediatrics
- American Association for Respiratory Care
- American College of Cardiology
- American College of Physicians
- American College of Chest Physicians

maybe
Press
conf.

Press Event

Press Event

- American Public Health Association
- American Society of Internal Medicine
- Association of State and Territorial Health Officials
- American Nurses Association
- American Dental Association
- American Licensed Practical Nurses Association
- Association of Women's Health, Obstetric & Neonatal Nurses
- Me-DOC (Doctors Ought to Care)
- National Medical Association

Press Event

Consumer Groups

- National Coalition of Hispanic Health and Human Services Organizations
- Consumer Federation of America
- National Consumers League
- LaRaza

Parents/Family/Children Groups

- National Parents and Teachers Association (Joan Dykstra, Arnold Pega)
- YMCA of the U.S.A.
- National 4-H Council
- KIDSNET (Karen Jaffe)
- National Association for Children's Hospitals (Lisa Tate)
- Coalition for America's Children (Susan Bales)
- Children's Defense Fund
- Big Brothers/Big Sisters
- National Association of Child Advocates (Eve Brooks)
- National Black Child Development (Evelyn Moore)

oval

Press

Press

Education Groups

- National Education Association
- American Federation of Teachers
- American Association of University Women
- National Association of Elementary School Principals
- National Association of Secondary School Principals
- American Association of School Administrators
- National Association of School Nurses

Press

Others

- INFACT
- S.T.A.T. (Stop Teenage Addiction to Tobacco)
- Student Coalition Against Tobacco (SCAT)
- Junior League
- National Women's Health Network
- Institute of Medicine
- Victor Crawford, former TI lobbyist
- Rick Apple, North Carolina Tobacco Grower

Press

Press

Dick Scruggs - 601-762-6068

Dr. Stanton Glantz - U.C. at San Francisco - ?

Patrick Reynolds - ?

Ron Matley 807-577-6747

THE WHITE HOUSE

WASHINGTON

August 8, 1995

M E M O R A N D U M

To: Erskine Bowles
Mark Gearan
Harold Ickes/Jennifer O'Connor
George Stephanopoulos

From: Julia Moffett

Subject: Tobacco Announcement Communications Plan

This memo reflects the results of this afternoon's press meeting on the tobacco announcement which included members of the Press, Communications and Media Affairs Offices, Public Liaison, HHS, FDA and Political and Cabinet Affairs. Please let us know if you have any questions or changes. Otherwise, we will proceed in implementing the plan below. Please note that this memo reflects press activity only, and does not include group, congressional and intergovernmental briefings and other activity.

Thursday, August 10:

- A.M.: Backgrounder for network beat reporters at HHS. [Shalala/Kessler]
- A.M.: Backgrounder for network White House correspondents. [The Vice President and Panetta or Bowles. *Pending*]
- 10:00 A.M.: The President meets with various health leaders and kids (16 total) in the Oval Office. The President will make brief comments to the kids with the pool pre-set. The pool will exit before the President begins the meeting. [Please note the purpose of this meeting is to, first, create b-roll footage of the President and kids, and, second, to interact with important validators].
- 10:45 A.M.: Oval Office meeting validators proceed to the stakeout.
- 1:30 P.M.: The President holds a press conference in the East Room. Approximately 25 validators and kids will be seated on the side/cutaway. *[Please note that there was a suggestion made to have the kids walk outside with the President to the press conference for additional pictures. No decision was made; additional input is needed.]*

Tobacco Announcement Communications Plan, con't:

Page 2

- 3:00 P.M.: Secretary Shalala and Dr. Kessler hold a briefing in the White House briefing room. Beat reporters will also be invited.
- P.M.: Leon Panetta will sit down with five columnists to be determined by the press office. [*Pending*]
- The following people will be approached by both Vicki Rivas-Vazquez for television needs and Lorrie McHugh for Media Affairs needs: The Vice President, Secretary Shalala, Dr. Kessler, Leon Panetta, Erskine Bowles, Secretary Brown, Phil Lader, Secretary Glickman and sub-cabinet level people at HHS, FDA and CDC.
- The television plans will include the Thursday afternoon and evening news programs, the Friday morning shows and the weekend shows. Additionally, there is discussion of Presidential involvement on Friday and/or Monday.
- The Media Affairs plan will include major regional editorial boards and an aggressive radio plan. They will also arrange press for participants from the Oval Office meeting. The states discussed this morning will be included in the plans. Business press will also be included.
- In addition to White House press activities, HHS and FDA have an extensive media plan that includes outreach and events on regional levels, surrogate operations including generating op-eds and statements of support, calls to individual reporters and producers, etc.

Friday-Monday, August 11-14:

- Friday morning shows. [Guests TBD]
- Sunday shows. [Guests TBD]
- POTUS interview(s). [Pending/TBD]
- Continued validation.

Tobacco Announcement
Communications Plan
August 9; 11:00am

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Tobacco Communications Plan, con't:
page 2

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Friday-Monday, August 11-14:

- POTUS MTV Interview
- Friday morning shows. [Guests TBD]
- Saturday Radio Address
- Sunday shows. [Guests TBD]
- POTUS morning show interview(s). [Pending/TBD]
- Continued validation.

September 19, 1995

MEMORANDUM FOR DON BAER
DICK MORRIS

FROM: JENNIFER O'CONNOR

SUBJECT: ATTACHED TOBACCO COMMUNICATIONS STRATEGY

Erskine reviewed the attached and suggested that you take a look and that perhaps it should be discussed at the message meeting.

THE WHITE HOUSE
WASHINGTON
September 15, 1995

MEMORANDUM TO HAROLD ICKES

FROM: TOBACCO COMMUNICATIONS GROUP
SUBJECT: TOBACCO COMMUNICATIONS PLAN

Now that we have a better sense of our legislative and FDA rule strategy, we are forwarding this follow-up communications plan for the President's Tobacco Initiative. These recommendations can be amended to your liking in order to be presented to Leon Panetta and/or the President. Once the plan is approved, we are prepared to submit scheduling requests immediately.

OBJECTIVE

By all accounts, the President's announcement of this initiative was a solid success. A follow-up strategy is imperative in order to continue to get mileage out of his decision, especially since the FDA rule or legislation will not be enacted any time in the near future. Specifically, the purpose of a continued effort on the part of the President and Administration officials should be:

- To reinforce the President's leadership on this issue.
- To continue to present the President as someone who is fighting to protect children.

[Note: Reinforcing the President's leadership on this issue can take a number of forms. At some point in the future, we will need to determine whether or not conveying this message calls for anti-tobacco industry activity.]

THE PLAN-GENERALLY

Achieving the above objectives calls for doing the following:

- Standing by our tough proposal in the face of watered-down proposed legislation.
- Acting as if the FDA rule is already in effect; in other words, not getting bogged down in technical issues of timing, rule making, etc..
- Developing a plan that "reconnects" the President with the issue as soon as possible as well as other Administration officials. The goal of this activity is to associate the President so closely with the proposal that when others speak out, the President is associated with the initiative and receives credit for it.

THE PLAN-SPECIFICALLY

The President

We propose that the President take part in three events in order to remind the American public of his leadership and commitment on this issue. It is important that the first of these take place relatively soon, with the others not too far behind. The events are:

- **ADVOCATES/OPINION LEADERS EVENT.** The President would invite the newly created Coalition on Smoking or Health to the White House to applaud their formation and intentions. The core group, comprised of the American Heart Association, American Lung Association, and American Cancer Society would be joined by 200 organizations such as the Boys Club, YMCA, PTA, etc. to announce their support for the President's proposal and their plans to mobilize their members to educate the public about it. We can also arrange for the unveiling of the Coalition's paid advertising campaign at this event. This event has both national and regional hooks, and will help to create a sense of urgency for these organizations and the big tasks ahead.
- **CHILDREN'S EVENT.** The President would participate in a discussion with children on the Nickelodeon cable network. Linda Ellerbe's program is the most likely forum. We can also arrange for the unveiling of the Smoke-Free Class of 2000 educational video on this program, a perfect compliment.
- * **PARENTS' EVENT.** Through the PTA or other parent organizations, the President would address or interact with a national audience on the health and future of their children.
- **SMALLER-SCALE, REGIONAL EVENTS:** These events should be considered on a regular basis when the President travels (we recommend once a month). The events provide the President an opportunity to highlight programs, communities' efforts, etc. Some suggestions are: Highlighting communities or schools which have voluntarily created anti-smoking programs for children; Accompanying children in anti-smoking programs to sites of industry advertising geared towards children--convenience stores, school areas, playgrounds, etc.; and, meeting with convenience store owners who have voluntarily removed displays.

Tobacco Communications Plan, con't:
Page Three

There are additional ideas for Presidential participation should we choose to pursue them. Some of them include:

- An appearance on SAVED BY THE BELL, an NBC children's program which plans a "No Smoking" episode in December.
- An appearance with Cal Rypkin, reported to be an anti-smoking advocate. (Still being confirmed).
- An address to the American Association of Pediatrics; San Francisco, October 16th, 10,000 pediatricians.

The Other Principals

The Vice President, The First Lady and Mrs. Gore all have a strong interest in participating in this follow-up plan, but need guidance on how much of a priority it should be taking into account their already limited time. Once we have the President's participation firmed-up, we are eager to outline suggestions for the other principals. We envision their participation including:

- Participating in events when they see fit.
- Taking part in appropriate interviews requested by the Press Office when they can.
- Taking advantage of opportunities that do not involve principals' personal time, such as a column for PTA chapters nationwide, or a letter to high school students and their parents in high school newspapers.

The Cabinet

We understand that the Cabinet is also eager for guidance as to where this should fall on their priority list. Certainly HHS and FDA cabinet and sub-cabinet officials should be as active as possible, and we are aware of their extensive plans to be so. As for other Cabinet and sub-cabinet officials, activity is at their and Cabinet Affairs' discretion, although we encourage enough activity to create a steady drumbeat.

LONGER-TERM OPTIONS

In addition to the recommended plan above, a number of opportunities will be available to us on a longer-term basis. We should be prepared to take advantage of them. They are:

- The Coalition on Smoking or Health, our greatest resource, will regularly uncover opportunities which

Tobacco Communications Plan, con't:
Page Four

will be ripe for our participation. Specifically, the Coalition will identify independent campaigns which we can tap into. These opportunities should be seriously considered as they will often provide the President an occasion to ask the American people for action whether it be through a media or grass roots campaign. These instances will be invaluable resources to us as we get farther along and it becomes increasingly difficult to generate coverage due to a lack of news hook.

- The HHS, FDA and Media Affairs press and communications operations will continue to operate a quick response operation as well as their news analysis activities and recommendations for media participation from the Administration. (These activities are detailed more thoroughly in a separate memo from those offices.)
- There will be an effort to ensure that tobacco-related stories are thoroughly covered by the media. This may entail working with the television networks on story ideas and development, responding to tobacco industry's legal and lobbying efforts, etc. This effort will be undertaken by HHS, FDA, Media Affairs, Communications and the Coalition.

THE RESULT

The Tobacco Industry's actions continue to generate news and media interest around this issue, and will continue to do so. The efforts described above are intended to take advantage of that interest without engaging in the specific industry-based fight while, at the same time, showing the President and his Administration both working to protect children and fulfill a commitment.

66455

Spec Adviser to
Pres & Sec State

6-5194

Tom O'Donnell

JENNIFER -

PUT IN A SCHEDULING
REQUEST. —

THANK YOU -

ERIKINE

THE PLAN-SPECIFICALLY

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SEP 21 1995

Jennife

This makes
sense we should
Run it for (don't)
have 2 Don



THE WHITE HOUSE

WASHINGTON

September 15, 1995

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Tobacco Communications Meeting
Wednesday, September 13, 1995
Agenda

I. PURPOSE OF MEETING:

- Discuss a strategy for Presidential and Administration activity on tobacco issue.
- Create a draft plan to be presented in a memo to Harold for the President by Friday.

II. OVERVIEW/UPDATE/TIMING

- Legislation
- FDA Rule Process

III. STRATEGY (POTUS, OTHER PRINCIPALS, CABINET)

- Goals of strategy; Desired results
- Schedule of Events/Activity
 - How active?
 - Type of activity? Educational, confrontational? If merely symbolic activity, how do we continue to make news?

IV. OTHER