

Note for Woodward, Ellis

From: Daragan, Karen
Date: Tue, Sep 12, 1995 7:31 PM
Subject: Adweek/Mundy.
To: Carraro, Tara; Colby, Dolly; Coughlin, Mary; Han, Vic; Kiley, Debbie; Laufer, David; Lenzi, Jack; Martin, Maria; McCormick, Brendan; Merlo, Ellen; Rainey, Karen; Woodward, Ellis; York, Mike

I called back Alicia Mundy, D.C. Bureau Chief and editor-at-large at Adweek with every intention of nipping her story in the bud. No chance. She is writing a feature about PM's presence in D.C. and the role we are playing there in the FDA/Clinton battle. She will write about how we just hired Liebengood, a nice, responsible, well-liked guy on the Hill, at a time when tobacco people are not welcomed with open arms. She believes is appropriate since we are so largely image-driven. She wants the names and pseudo-MOs on others in WRO. She wanted to speak to Liebengood or SCP on why he was chosen to spearhead WRO efforts. She wants to know if we are placing a lot of focus on WRO activity and direct lobbying, or if we have said to hell with all that, we'll take our case directly to the public via advertising and public relations. It is her understanding that RJR is taking a less aggressive/assertive stance outside of the Beltway and wants to know if there are different approaches among the companies and why. I asked her who she spoke with at RJR and she said two of their DC representatives. She wants to talk about the difference between Public Relations and Congressional Relations and whether we are placing emphasis on both or one over the other. States that there are obvious limitations to what can be done in Congress. She is not considering action in the Courts as part of her story. I pointed to lawsuit and press kit materials we sent her. Also pointed to other parties affected and involved in own litigation...such as the ad associations and clubs that represent the industry she writes for. She did say that she will tie-in latest decision in Baltimore on billboard issue and has talked with those party to suit.

She will talk with major anti groups and Congressmen and get their opinion on whether or not the tobacco industry's approach is effective. Has not talked with anyone yet. She has three weeks to develop and finalize story. Says it will happen with or without us. Feature piece. Do we have interest in talking with this woman? Said if Craig were still here, she would just pick up the phone and have a chat....old friends. Not so easy anymore. Concerned about closed door policy. I explained our policy has never been one that focuses on our people or the inner workings of the Washington office. We have media relations people so the others can get on with their jobs running the business or managing the issues. But suggested we would see what we can do. Please advise. KD.

Note for Woodward, Ellis

From: Daragan, Karen
Date: Tue, Sep 12, 1995 7:55 PM
Subject: Greensboro News & Record
To: Han, Vic; Woodward, Ellis
Cc: Laufer, David; Merlo, Ellen.

VH/EW: True that we filed amendment to FDA lawsuit re: federal minimum age law? Heard from reporter in Greensboro today...

It was part of conversation on Marlboro Unlimited. See below. End of day conversation. This is why I called you so late, Vic. You were already gone. Scott Solomon, reporter. He brought up FDA suit and amended/complaint re: federal minimum age law. He asked if we are so concerned about kids smoking why we are so opposed to FDA rule. I explained one has nothing to do with the other.

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Agree with stated goal. Lawsuit is based on jurisdiction and authority, which FDA clearly does not have, etc. etc. I told him I didn't have specifics about amended complaint. Gave him standard opinion on states v. federal that we have been providing since AAA. Talked up each of the elements of AAA. Mentioned support of ADAMHA in 92. KD.

To: Carraro, Tara; Coughlin, Mary; Daragan, Karen; Laufer, David; Martin, Maria; McCormick, Brendan; Rainey, Karen

Reporter asked to speak with Tara. He has the press kit. Has the following questions:

1. What route is the train taking?
2. How much did it cost to build?
3. Is it completed yet? When will it be ready?
4. What are the exact dates of the trip?
5. Will the train bear the Marlboro on it?
6. What sort of revenue does PM hope generate from sales of items sold on the trip?

He commented that this ad campaign seems to go against all that Clinton is trying to stop. Is PM not concerned with Clintons proposed regs? Also made the comment that the train will probably be ridin on government tracks? Is this now going to be a problem? His deadline is COB.

To: Carraro, Tara; Coughlin, Mary; Daragan, Karen; Kiley, Debbie; Laufer, David; McCormick, Brendan; Rainey, Karen

From: Martin, Maria on Tue, Sep 12, 1995 12:06 PM
Media Outlet: Greensboro North Carolina News & Record

Wants to speak with someone about the press release he received.

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Note for Woodward, Ellis:

From: Slavitt, Josh
Date: Tue, Sep 12, 1995 10:20 PM
Subject: Speaking Freely
To: Borelli, Thomas; Gomez, Francis; Goodheart, Jan; Marden, Roy; Woodward, Ellis

I have a page proof of Speaking Freely, The Public Interest in Unfettered Speech, Essays from a Conservative Perspective, The Media Institute.

Featuring:

- John Corey -- "Presswatch" Columnist, American Spectator
- Doug Bandow -- Senior Fellow, Cato
- Adam Thierer -- Economist, Heritage Foundation
- Dan Troy -- Wiley, Rein & Fielding (clerked for Bork)
- Brandt Gustavson -- President, National Religious Broadcasters
- Intro by Ed Crane -- President, Cato

Looks good -- let me know if you'd like a copy.

Note for Woodward, Ellis

From: Goodheart, Jan
Date: Tue, Sep 12, 1995 10:32 PM
Subject: Graphics/Document Flow Chart

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