

**CONFIDENTIAL
MINNESOTA TOBACCO LITIGATION**

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Afterword

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This presentation has been directed to the specific purposes and objectives of reaching opinion leaders.

But it has been guided by the broader purposes and objectives which must ultimately be attained.

Opinion leaders -- newsmen, legislators and the "issue-oriented" in general -- are vital because they are directly concerned with the social and legislative issues which urgently confront us.

There is little evidence, however, they can lead in the necessary restructuring of broad attitudes toward smoking.

Existing studies indicate that opinion (in different areas of interest) moves as frequently upward from the "mass" as downward from upper socio-economic levels or -- as appears to be the case with regard to broad attitudes toward smoking -- laterally among peer groups.

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As the Roper study says, "There is often a greater wisdom on the part of people generally than of the experts."

To buttress that wisdom, and achieve the necessary "re-integration" of smoking and smokers, these ideas must finally be taken to the public at large. We must ultimately solicit the support of the 50,000,000 smokers of this country, and their non-smoking fellow citizen as well.

This campaign has been developed with that overriding requirement in mind. In itself, it is but a small (however immediately important) step in that direction. But it is a beginning.

TIMN 0065829