

February 9, 1990

MEMORANDUM

TO: Charles Powers  
THRU: Susan Stuntz  
FROM: Martin Gleason and Brennan Dawson

CONFIDENTIAL:  
MINNESOTA TOBACCO LITIGATION

Staff of the Public Affairs Division and its consultants have been working with State Activities to develop a new initiative dealing with retail sales of cigarettes to minors. After several meetings and drafts, we believe that the attached program plan is on target and ready to be implemented.

The Program

Our plan for a for an outreach program for retailer awareness and compliance with minimum age laws would be launched initially in three to five target states identified with State Activities (Washington, Michigan, Maine, New Hampshire and Vermont), with subsequent state-by-state rollouts that would, eventually, cover the entire nation. The suggested theme of the program is:

Don't break the law: Don't sell tobacco to anyone underage.

does this include  
when not cigarette?

Drafts of basic materials for the program are attached, and include:

- o "Buy-in" brochure or cover letter -- a state-specific informational pamphlet for retailers and their employees. (Covington & Burling will handle the legal research on laws and regulations governing retail tobacco sales in each state)
- o Tip Sheet -- retail clerk training materials on checking age identification.
- o Signs and decals -- including in-store stickers, door signs and other point of purchase materials displaying attractive and easy-to-understand graphics with the theme.

Supplementary material for the second phase of the program could include: buttons, message cards, trade press advertising and general print media advertising. While these materials can be added, we generally recommend against their use since they do not appear to add significantly to the program -- especially in this early launch stage where timing is critical.

TIMN 0150365

Memo to Powers  
February 9, 1990

**CONFIDENTIAL:**  
**MINNESOTA TOBACCO LITIGATION**

An other optional phase of the program could include incorporating the message of minimum age awareness and compliance by retailers into the management trainee programs of retailers. Use could then be made of information kits featuring the awareness/compliance message, and it might then be desirable to produce a video for training new employees.

Cost Estimates, Launches and Timing

This plan calls for a launch of the program in each state by way of a press conference. The launch event would to include The Institute and the state retail program. Choice and timing of these state launches would be determined in collaboration with State Activities, which also has the responsibility of choosing the retail industry co-sponsoring organization.

Appropriate publicity materials -- information kit, news release, etc. -- will be produced for each launch.

At this time, we estimate \$17,500 in professional fees. This includes material development, media relations assistance, press conference logistics, etc. Professional fees and out-of-pocket expenses for on-site activity management in target states, should it be required, would be budgeted separately. We should soon have a cost estimate for printing and reproduction.

If you agree, we should be in a position to announce a March launch date for the first states at the February 20 hearing on S. 1883.

We believe that we have a good program in place that demonstrates the industry's commitment not to sell tobacco to youth. Please let us know if you have any questions about this proposal.

cc: F. Panzer  
W. Woodson

Attachments

TIMN 0150366