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NAAG [National Association of Attorneys General] - Tobacco 3/12/98 - Tobacco NAAG 3/12/98 -
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PRESIDENT WILLIAM J. CLINTON
REMARKS TO THE NATIONAL ASSOCIATION
OF ATTORNEYS GENERAL
THE WASHINGTON COURT HOTEL
WASHINGTON, DC

March 12, 1998

CC:

Paul Tuchmann

THE PRESIDENT
3-12-98

3-12-98

Acknowledgments: AG Reno; AG Jim Doyle of
Wisconsin, Chair of the NAAG.

CHARLES BURSON, CURRENT VP COUNSEL, FORMER PRES NAAG

It's a privilege to address my former colleagues. I
ran for attorney general for the same reasons you did--to
protect families and consumers and to enforce the laws of
my state. I want to thank you for being strong allies of
this administration on everything from domestic violence
to judicial appointments. Your leadership is important on
all these fronts, and I applaud you for it.

*In many ways, we
In a sense, you and I are still colleagues;
Together we have worked to bring America*

~~Because of the work this administration has done, and the~~
~~work you have done,~~ ^{to} today we stand on the verge of one
 of the greatest public health achievements in history--a
 historic triumph in our fight to protect America's children
 from the deadly threat of tobacco. Together we've waged
 a great struggle--in the courts, in the Congress, and ~~in our~~
~~community,~~ ^{where} ~~anywhere~~ our nation's children have been targets of
 tobacco companies' mass-marketing schemes, ^{and} ~~And that's~~
~~just about everywhere.~~ The attorneys general know this,
^{where} ~~because~~ ^{have} you've been on the front lines.

We've made great strides in just a few years. But
 when you're in the middle of a great struggle, it's
 difficult, sometimes, to see just how far you've come,
 or to see how the end will bring victory.

~~And~~ That's what I'd like to do today. First, to look back--
to consider why we ever took on tobacco companies in
the first place, in a fight so many people said was
unwinnable; ~~And~~ then ~~I want~~ to look ahead--at what we
can do to win ^{the} ~~that~~ fight, and to ensure a healthier, stronger
America for our children, and all of us, in the 21st
century.

Our nation is poised to enter the next century stronger
than it has been in decades. This is a great moment for
America, a moment full of opportunities to extend the
promise of peace and prosperity, and to widen the circle
of ^{freedom} opportunity. It is a moment to ensure that our deepest
values endure in a century that will bring great change.

Much of the next century will belong to our children, and that is why we have worked so tirelessly, these five years, to raise them in safety, health, and security. Our growing economy is lifting families off the welfare rolls and into work. Our zero tolerance policy has helped keep guns and drugs out of schools. The V-chip and educational television have helped parents strengthen the values and minds of our children. We've worked to bring order and discipline to children's lives by supporting community efforts like curfews and school uniforms and ~~and community efforts~~ tougher truancy laws. And last year, we helped make sure ~~to bring hope into their lives~~ ^{by supporting} that millions of uninsured children get the medical ^{helping someone after the} coverage they deserve and the help they need. ^{and society.} ^{series to let them} ^{from the Galt P's} ^{America's challenge} ^{the}

3-12-98

^{+ get obligation}
This is a moment of great opportunity ^{to ride this} ~~to ride~~ ^{we want for our children} ~~we~~ this
powerful momentum ~~forward~~ into the future. And that is
why we've challenged the tobacco industry--one of the
most powerful industries in America--to fundamentally
change the way it does business. ^{for the sake of our children's} ~~The opportunity for~~
~~change is great. And the stakes could not be higher. At~~
~~stake is what America values most--its children. Their~~
health, and their lives.

Smoking kills more people every day than AIDS,
alcohol, auto accidents, murders, suicides, drugs and fires
combined. Nearly 90 percent of those smokers lit their
first cigarette before they turned 18.

That's why David Kessler, the former FDA commissioner, called smoking a "pediatric disease."

Today--and every day--3,000 children will start smoking. 1,000 of them will die prematurely because of it.

This is a national epidemic, and a national tragedy,
~~and for the sake of our children we will wage this struggle~~ ^{Must struggle to win it}
~~until we win it for good.~~ ^{prevail.}

Just last month, the Journal of the American Medical Association concluded that advertisements and promotions were even more crucial than peer pressure in getting teens to start smoking. ~~Is this any wonder?~~

The law says they can't advertise tobacco products on television or the radio, but you can't escape the advertisements anywhere else. Cigarette ads in our magazines. Cigarette ads in our sports centers. Cigarette ads on our billboards. Tobacco is one of the most heavily advertised products in America. In the early 1990s, Joe Camel alone had an advertising budget of \$75 million a year. A pretty good investment, from the tobacco companies' point of view: more 3-to-6-year-olds could recognize Joe Camel than they could Mickey Mouse.

These advertisements have taken a deadly toll.

And that's why, in 1995, I launched a nationwide effort to prevent tobacco companies from advertising to children, to educate kids about the dangers of smoking, and to reduce children's access to tobacco products. Working with the FDA, we made the law of the land what was already the law in every one of your states--no sale of tobacco products to anyone under 18. And ^{a requirement to} ~~we had~~ ^{LD} anyone under 27 to make sure teens can't buy cigarettes. I'm very pleased that the courts last year upheld this authority.

Without the foresight and the courage and the determination of the attorneys general who join us here today, the progress we've made would be unthinkable.

You put tobacco companies on the stand in courtrooms across the land. You brought them to the bargaining table and extracted important concessions. You raised awareness of tobacco's tragic costs to our economy and our children. Your work has been essential, and I applaud you for it.

~~> You proved that it is a Q of pty, but this -
is a Caus,~~

The worst part of this epidemic is that it is the product not of deadly natural forces raging out of control, but a sophisticated marketing campaign targeted at America's children. If not for your efforts, we might have waited another thirty years for the documents that have confirmed our worst suspicions about the tobacco industry.

For years, we've known that cigarette makers study our kids' habits and tastes, preying on them with targeted marketing. Joe Camel T-shirts, CD's, Virginia Slims rock concerts, toy race-cars emblazoned with tobacco company logos--the free give-aways tell the tale. And just last year, some tobacco companies wanted to market what was called a "kiddie pack"--smaller, more affordable packs of cigarettes. Sort of a starter kit.

As more and more documents are released, we're learning the whole story. In an internal document, one tobacco company proudly described its brand as "the brand of choice among teenagers."

Another described its plan to flavor cigarettes with apples, honey, or Coca-Cola, because "it's a well-known fact that teenagers like sweet products." And another tobacco company memorandum put it even more bluntly. "The 14-24 age group," it says, "...represent tomorrow's cigarette business."

This avalanche of evidence is bringing down the walls of deceit. ~~But now that we know the facts, now that you~~ *Now that we know the facts, now that you*
~~Their conclusion is inescapable: that~~ *Their conclusion is inescapable: that*
~~have acted so. Now we must act.~~ *have acted so. Now we must act.*
~~America needs and~~ Congress must pass comprehensive tobacco legislation that gets the tobacco industry out of the business of marketing cigarettes to our children.

REVISED

R
98 MAR 12 AM 9:37

Thirty years of deception--and only Congress can
bring it to an end. Thirty years of manipulation--and only
Congress can bring it to an end. ~~And thirty years of~~
~~deception and manipulation cannot be met with even a~~
~~day of delay.~~

→ Now.

3-12-98

Most Americans have 200 work days left in the year.
Congress has only 68 days left in session. And that's not
a lot--but it's enough to get the job done. ~~And so after~~
thirty years of tobacco industry obstruction, denial and
delay, let's make these 68 days a time of action for our
nation's children. Congress should not go home until it
passes comprehensive tobacco legislation that protects our
children.

Per this moved their session of my first plan
Cong can do -- clear the way of pain that program
to get
moving along
edges -
center
beginning

R

I have said I would support any comprehensive, bipartisan tobacco legislation that meets five principles: it must raise the price of cigarettes by up to \$1.50 a pack over the next decade and impose tough penalties on companies that continue to sell to kids; it must reaffirm the FDA's authority to regulate tobacco products; it must get tobacco companies out of the business of marketing to children; it must further our other public health goals; and must protect tobacco farmers and their communities.

Today, Senators John Chafee, Bob Graham, and Tom Harkin are introducing the first bipartisan bill that meets these principles, and I strongly support this effort. It is a good, tough bill and I hope it gets wide support.

The evidence is clearer than ever that strong and sweeping legislation will save lives. If Congress acts, we can cut teen smoking by almost half over the next five years. If Congress acts, we can stop almost three million children from taking that first puff. If Congress acts, we can prevent almost one million premature deaths.

You and I know that in any legislation this important there will be many issues to work out, even among allies. But I am confident that we ^{can} ~~will~~ resolve any budget ~~or~~ ^{or other} spending issues. After all, this thirty-year struggle is not about money. It is not about the size of the prize we can extract from the tobacco industry.

It is about fulfilling our responsibility to our children--our responsibility as parents, as a government, and as a country. The attorneys general have shown great courage and foresight in helping us get this far. Today I urge you to join me in taking the next, important step toward a healthier, stronger America in the 21st century.

Bring all yr. influence
to bear to get Cong to act → this yr → at 1000 children
live a day, the cost of delay is too high -
TJ,

Draft 03/11/98 8:30PM

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THE WASHINGTON COURT HOTEL
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It's a privilege to address my former colleagues. I ran for attorney general for the same reasons you did--to protect families and consumers and to enforce the laws of my state. I want to thank you for being strong allies of this administration on everything from domestic violence to judicial appointments. Your leadership is important on all these fronts, and I applaud you for it.

In a sense, you and I are still colleagues. Because of the work this administration has done, and the work you have done, today we stand on the verge of one of the greatest public health achievements in history--a historic triumph in our fight to protect America's children from the deadly threat of tobacco. Together we've waged a great struggle--in the courts, in the Congress, and anywhere our nation's children have been targets of tobacco companies' mass-marketing schemes. And that's just about everywhere. The attorneys general know this, because you've been on the front lines.

We've made great strides in just a few years. But when you're in the middle of a great struggle, it's difficult, sometimes, to see just how far you've come. And that's what I'd like to do today. First, to look back--to consider why we ever took on tobacco companies in the first place, in a fight so many people said was unwinnable. And then I want to look ahead--at what we can do to win that fight, and to ensure a healthier, stronger America for our children, and all of us, in the 21st century.

Our nation is poised to enter the next century stronger than it has been in decades. This is a great moment for America, a moment full of opportunities to extend the promise of peace and prosperity, and to widen the circle of opportunity. It is a moment to ensure that our deepest values endure in a century that will bring great change.

Much of the next century will belong to our children, and that is why we have worked so tirelessly, these five years, to raise them in safety, health, and security. Our growing economy is lifting families off the welfare rolls and into work. Our zero tolerance policy has helped keep guns and drugs out of schools. The V-chip and educational television have helped parents strengthen the values and minds of our children. We've worked to bring order and discipline to children's lives by supporting community efforts like curfews and school uniforms and tougher truancy laws. And last year, we helped make sure that millions of uninsured children get the

medical coverage they deserve and the help they need.

This is a moment of great opportunity--to ride this powerful momentum forward into the future. And that is why we've challenged the tobacco industry--one of the most powerful industries in America--to fundamentally change the way it does business. The opportunity for change is great. And the stakes could not be higher. At stake is what America values most--its children. Their health, and their lives.

Smoking kills more people every day than AIDS, alcohol, auto accidents, murders, suicides, drugs and fires combined. Nearly 90 percent of those smokers lit their first cigarette before they turned 18. That's why David Kessler, the former FDA commissioner, called smoking a "pediatric disease." Today--and every day--3,000 children will start smoking. 1,000 of them will die prematurely because of it.

This is a national epidemic, and a national tragedy, and for the sake of our children we will wage this struggle until we win it for good.

Just last month, the Journal of the American Medical Association concluded that advertisements and promotions were even more crucial than peer pressure in getting teens to start smoking. Is this any wonder? The law says they can't advertise tobacco products on television or the radio, but you can't escape the advertisements anywhere else. Cigarette ads in our magazines. Cigarette ads in our sports centers. Cigarette ads on our billboards. Tobacco is one of the most heavily advertised products in America. In the early 1990s, Joe Camel alone had an advertising budget of \$75 million a year. A pretty good investment, from the tobacco companies' point of view: more 3-to-6-year-olds could recognize Joe Camel than they could Mickey Mouse.

These advertisements have taken a deadly toll. And that's why, in 1995, I launched a nationwide effort to prevent tobacco companies from advertising to children, to educate kids about the dangers of smoking, and to reduce children's access to tobacco products. Working with the FDA, we made the law of the land what was already the law in every one of your states--no sale of tobacco products to anyone under 18. And we'll ID anyone under 27 to make sure teens can't buy cigarettes. I'm very pleased that the courts last year upheld this authority.

Without the foresight and the courage and the determination of the attorneys general who join us here today, the progress we've made would be unthinkable. You put tobacco companies on the stand in courtrooms across the land. You brought them to the bargaining table and extracted important concessions. You raised awareness of tobacco's tragic costs to our economy and our children. Your work has been essential, and I applaud you for it.

The worst part of this epidemic is that it is the product not of deadly natural forces raging out of control, but a sophisticated marketing campaign targeted at America's children. If not for your efforts, we might have waited another thirty years for the documents that have confirmed

our worst suspicions about the tobacco industry. For years, we've known that cigarette makers study our kids' habits and tastes, preying on them with targeted marketing. Joe Camel T-shirts, CD's, Virginia Slims rock concerts, toy race-cars emblazoned with tobacco company logos--the free give-aways tell the tale. And just last year, some tobacco companies wanted to market what was called a "kiddie pack"--smaller, more affordable packs of cigarettes. Sort of a starter kit.

As more and more documents are released, we're learning the whole story. In an internal document, one tobacco company proudly described its brand as "the brand of choice among teenagers." Another described its plan to flavor cigarettes with apples, honey, or Coca-Cola, because "it's a well-known fact that teenagers like sweet products." And another tobacco company memorandum put it even more bluntly. "The 14-24 age group," it says, "...represent tomorrow's cigarette business."

This avalanche of evidence is bringing down the walls of deceit. Their conclusion is inescapable: that America needs and Congress must pass comprehensive tobacco legislation that gets the tobacco industry out of the business of marketing cigarettes to our children.

Thirty years of deception--and only Congress can bring it to an end. Thirty years of manipulation--and only Congress can bring it to an end. And thirty years of deception and manipulation cannot be met with even a day of delay.

There are scarcely more than 60 days left in this legislative session. The calendar tells us this is an election year, but the American people tell us they want this to be a legislating year. And Congress should not go home until it passes comprehensive tobacco legislation that protects our children.

I have said I would support any comprehensive, bipartisan tobacco legislation that meets five principles: it must raise the price of cigarettes by up to \$1.50 a pack over the next decade and impose tough penalties on companies that continue to sell to kids; it must reaffirm the FDA's authority to regulate tobacco products; it must get tobacco companies out of the business of marketing to children; it must further our other public health goals; and must protect tobacco farmers and their communities.

Today, Senators John Chafee, Bob Graham, and Tom Harkin are introducing the first bipartisan bill that meets these principles, and I strongly support this effort. The evidence is clearer than ever that strong and sweeping legislation will save lives. If Congress acts, we can cut teen smoking by almost half over the next five years. If Congress acts, we can stop almost three million children from taking that first puff. If Congress acts, we can prevent almost one million premature deaths.

You and I know that in any legislation this important there will be many issues to work out, even among allies. But I am confident that we will resolve any budget or spending issues. After all, this thirty-year struggle is not about money. It is not about the size of the prize we can

extract from the tobacco industry. It is about fulfilling our responsibility to our children--our responsibility as parents, as a government, and as a country. The attorneys general have shown great courage and foresight in helping us get this far. Today I urge you to join me in taking the next, important step toward a healthier, stronger America in the 21st century.

BRUCE

Over last 30 yrs Cong has taken
but ind has found ways around them
[?]

move up JAMA study to free
Is this any wonder —

RAHM

every step of the way
→ They've been delaying + hiding docs for 30 yrs.
+ if Congress

And the worst part of this epidemic
product not of natural forces
but a sophisticated, secret military
camp
targeting at our children

+ for

since
Cong has increased
docs

They have delayed putting out documents. They have
delayed at every step.
Cong shd not be a partner to that delay

Draft 03/11/98 6:00PM

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In a sense, you and I are still colleagues. Because of the work this administration has done, and the work you have done, today we stand on the verge of one of the greatest public health achievements in history--a historic triumph in our fight to protect America's children from the deadly threat of tobacco. Together we've waged a great struggle--in the courts, in the Congress, and anywhere our nation's children have been targets of tobacco companies' mass-marketing schemes. And that's just about everywhere. The attorneys general know this, because you've been on the front lines.

We've made great strides in just a few years. But when you're in the middle of a great struggle, it's difficult, sometimes, to see just how far you've come. And that's what I'd like to do today. First, to look back--to consider why we ever took on tobacco companies in the first place, in a fight so many people said was unwinnable. And then I want to look ahead--at what we can do to win that fight, and to ensure a healthier, stronger America for our children, and all of us, in the 21st century.

Our nation is poised to enter the next century stronger than it has been in decades. This is a great moment for America, a moment full of opportunities to extend the promise of peace and prosperity, and to widen the circle of opportunity. It is a moment to ensure that our deepest values endure in a century that will bring great change.

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start smoking

This is a national epidemic, and a national tragedy, and for the sake of our children we will wage this struggle until we win it for good.

Impacts will fail or Congress may do a lot

Thirty years ago, we were off to a good start. In 1965, the government began regulating tobacco advertisements directed primarily at young people. We put health warning labels on cigarette packs. We made it illegal to distribute free cigarettes to children. And in 1971, we banned the broadcast of tobacco advertisements.

But by 1979, cigarette companies were spending 50 percent more on advertising and promotion than they did in 1967--even after the inflation of the Seventies. The law said they couldn't advertise on television or on the radio, but you couldn't escape the advertisements anywhere else. Cigarette ads in our magazines. Cigarette ads in our sports centers. Cigarette ads on our billboards--almost half the billboards in the country. Tobacco became the most heavily advertised product in the American economy. In the early 1990s, Joe Camel alone had an advertising budget of \$75 million a year. Joe Camel, after all this, was recognized by more third graders than Mickey Mouse was.

These advertisements have taken a deadly toll. Just last month, the Journal of the American Medical Association concluded that advertisements and promotions were even more crucial than peer pressure in getting teens to start smoking. That's why tobacco companies spend about \$6 billion dollars a year on advertisements.

And that's why, more than five years ago, I launched a nationwide effort to prevent tobacco companies from advertising to children, to educate kids about the dangers of smoking, and to reduce children's access to tobacco products. Working with the FDA, we made the law of the land what was already the law in every one of your states--no sale of tobacco products to anyone under 18. And we'll ID anyone under 27 to make sure teens aren't smoking. I'm very pleased that the courts last year upheld the FDA's authority.

The lawsuits you brought were as important or even more so--and among the most important legal action taken in the history of our country. Without the foresight of Michael Moore of Mississippi, and the determination of Grant Woods of Arizona--and so many other attorneys general who join us here today--the progress we've made would be unthinkable. You put big tobacco on the stand in courtrooms across the land. You brought them to the bargaining table and extracted important concessions. You raised awareness of tobacco's tragic costs to our economy and our children. Your work has been essential, and I applaud you for it.

If not for your efforts, we might have waited another thirty years for the disturbing documents that confirmed our worst suspicions about the tobacco industry. For years, we've known that cigarette makers study our kids' habits and tastes, preying on them with targeted marketing. Joe Camel T-shirts, CD's, Virginia Slims rock concerts, toy race-cars emblazoned with tobacco company logos--the free give-aways tell the tale. And just last year, some tobacco companies wanted to market what they called a "kiddie pack" containing one or two cigarettes--sort of a starter kit.

As more and more documents are released, we're learning the whole story. In an internal document, one tobacco company proudly described its brand as "the brand of choice among teenagers." Another described its plan to flavor cigarettes with apples, honey, or Coca-Cola, because "it's a well-known fact that teenagers like sweet products." And another tobacco company memorandum put it even more bluntly. "The 14-24 age group," it says, "...represent tomorrow's cigarette business."

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this effort.

the important step

*we have this crucial
effort.*

*This bill is one step forward
and Bob Cravalho bipartisan
toward
protecting*

Today, Senators John Chafee and Tom Harkin are introducing the first bill that meets these principles, and I strongly support it. The evidence is clearer than ever that strong and sweeping legislation will save lives. Today I am releasing a Treasury Department report that tells us, state by state, how many lives will be saved if Congress acts. If Congress acts, we can cut teen smoking by almost half over the next five years. If Congress acts, we can stop almost three million children from taking that first puff. If Congress acts, we can prevent almost one million premature deaths.

You and I know that in any legislation this important there will be many issues to work out, even among allies. But I am confident that we will resolve any budget or spending issues. After all, this thirty-year struggle is not about money. It is not about the size of the prize we can extract from the tobacco industry. It is about fulfilling our responsibility to our children--our responsibility as parents, as a government, and as a country. The attorneys general have shown great courage and foresight in helping us get this far. Today I urge to join me in taking the next, important step toward a healthier, stronger America in the 21st century.

Draft 03/11/98 3:30PM

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WASHINGTON, DC
March 12, 1998

Acknowledgments:

It's a privilege to once again address my former colleagues, the Attorneys General. As a former state attorney general, I'm well aware of the important work you do on so many fronts--from telecommunications to civil rights, from consumer protection to the environment--and, of course, your pioneering work on the tobacco issue. At this meeting, I know you'll be discussing ways to toughen enforcement of our laws against domestic violence. You've been a strong ally of this administration in urging passage of the Violence Against Women Act. Today I applaud your accomplishments and thank you for your leadership in all these important areas. I thank you, and America's families thank you.

TIGHTEN

In a sense, you and I are still colleagues. Because of the work this administration has done, and the work you have done, today we stand on the verge of one of the greatest public health achievements in history--a historic triumph in our fight to protect America's children from the deadly threat of tobacco. Together we've waged a great struggle--in the courts, in the Congress, and anywhere our nation's children have been targets of big tobacco's mass marketing schemes. And that's just about everywhere. The attorneys general know this, because you've been on the front lines.

We've made great strides in just a few years. But when you're in the middle of a great struggle, it's difficult, sometimes, to see just how far you've come. And that's what I'd like to do today. First, to look back--to consider why we ever took on big tobacco in the first place, in a fight so many people said was unwinnable. And then I want to look ahead--at what we can do to win that fight, and to ensure a healthier, stronger America for our children, and all of us, in the 21st century.

This is a great moment for America, and America's children. Our growing economy is lifting families off the welfare rolls and into work. Our zero tolerance policy has helped keep guns and drugs out of schools. The V-chip and educational television have helped parents strengthen the values and minds of our children. We've worked to bring order and discipline to children's lives by supporting community efforts like curfews and school uniforms and tougher truancy laws. And last year, we helped make sure that millions of uninsured children get the medical coverage they deserve and the help they need.

To those who ask, then, why we've waged this struggle against big tobacco, why we've

challenged one of the most powerful industries in America (during a time of peace and prosperity,) my answer is simple: we do it because the stakes could not be higher. At stake is what America values most--its children. Their health, and their lives.

Smoking kills more people every day than AIDS, alcohol, auto accidents, murders, suicides, drugs and fires combined. Nearly 90 percent of those smokers lit their first cigarette before they turned 18. That's why David Kessler, the former FDA commissioner, called smoking a "pediatric disease." Today--and every day--3,000 children will light their first cigarette. 1,000 of them will die prematurely because of it.

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And that's why, more than five years ago, I launched a nationwide effort to prevent companies from advertising to children, to educate kids about the dangers of smoking, and to reduce children's access to tobacco products. Working with the FDA, we made the law of the land what was already the law in every one of your states--no sale of tobacco products to anyone under 18.

▷ TRANSITION

If not for your efforts, though, we could not have come this far. Without the foresight of Michael Moore of Mississippi, and the determination of Grant Woods of Arizona--and so many other attorneys general who join us here today--the progress we've made would be unthinkable. You put big tobacco on the stand in courtrooms across the land. You brought them to the bargaining table and extracted important concessions. You raised awareness of tobacco's tragic costs to our economy and our children. Your work has been essential, and I applaud you for it.

If not for your efforts, we might have waited another thirty years for the disturbing documents that confirmed our worst suspicions about the tobacco industry. For years, we've known that cigarette makers study our kids' habits and tastes, preying on them with targeted marketing. Joe Camel T-shirts, CDS, Virginia Slims rock concerts, toy race-cars emblazoned with tobacco company logos--the free give-aways tell the tale. And just last year, some tobacco companies wanted to market what they called a "kiddie pack" containing one or two cigarettes--sort of a starter kit.

As more and more documents are released, we're learning the whole story. In an internal document, one tobacco company proudly described its brand as "the brand of choice among teenagers." Another described its plan to flavor cigarettes with apples, honey, or Coca-Cola, because "it's a well-known fact that teenagers like sweet products." And another tobacco company memorandum put it even more bluntly: "The 14-24 age group," it says, "...represent tomorrow's cigarette business."

This avalanche of evidence is bringing the walls of deceit crumbling down. It also reveals what we already know: that we urgently need to pass comprehensive tobacco legislation that gets the tobacco industry out of the business of marketing cigarettes to our children.

Thirty years of deception--and only Congress can bring it to an end. Thirty years of manipulation--and only Congress can bring it to an end. And thirty years of deception and manipulation cannot be met with even a day of delay.

There are scarcely more than 60 days left in this legislative session. The calendar tells us this is an election year, but the American people tell us they want this to be a legislating year. And Congress should not go home until it passes comprehensive tobacco legislation that protects our children.

Today I am releasing a Treasury Department report that tells us, state by state, how many lives will be saved if Congress acts. If Congress acts, we can cut teen smoking by almost half over the next five years. If Congress acts, we can stop almost three million children from taking that first puff. If Congress acts, we can prevent almost one million premature deaths.

Today, Senators John Chafee and Tom Harkin are introducing the first comprehensive, bipartisan tobacco legislation that meets the five principles I've said I would insist on: it raises the price of cigarettes by up to \$1.50 a pack over the next decade and imposes tough penalties on companies that continue to sell to kids; it reaffirms the FDA's authority to regulate tobacco products; it gets tobacco companies out of the business of marketing to children; it furthers our other public health goals; and it protects tobacco farmers and their communities. I strongly support this effort, and look forward to working with the Congress on the related budget and spending issues.

But I know you will agree that, at heart, this thirty-year struggle is not about money. It is

not about the size of the prize we can extract from the tobacco industry. It is about fulfilling our responsibility to our children--our responsibility as parents, as a government, and as a country. The attorneys general have shown great courage and foresight in helping us get this far. Today I urge to join me in taking the next, important step toward a healthier, stronger America in the 21st century.

Palin
Bunce
Gleba

6:30 - 7:30 residence mtg.

no big tobacco -

Draft 03/11/98 3:30PM



PRESIDENT WILLIAM J. CLINTON
REMARKS TO THE NATIONAL ASSOCIATION OF ATTORNEYS GENERAL
THE WASHINGTON COURTYARD HILTON
WASHINGTON, DC
March 12, 1998

Acknowledgments:

I want to thank you
for being a strong ally
on Violence & judges

I ran for same reason
it was a job where we
could stand
up for
front line
Judges
to poor
families

It's a privilege to once again address my former colleagues, the Attorneys General. As a former state attorney general, I'm well aware of the important work you do on so many fronts--from telecommunications to civil rights, from consumer protection to the environment--and, of course, your pioneering work on the tobacco issue. At this meeting, I know you'll be discussing ways to toughen enforcement of our laws against domestic violence. You've been a strong ally of this administration in urging passage of the Violence Against Women Act. Today I applaud your accomplishments and thank you for your leadership in all these important areas. I thank you, and America's families thank you.

In a sense, you and I are still colleagues. Because of the work this administration has done, and the work you have done, today we stand on the verge of one of the greatest public health achievements in history--a historic triumph in our fight to protect America's children from the deadly threat of tobacco. Together we've waged a great struggle--in the courts, in the Congress, and anywhere our nation's children have been targets of big tobacco's mass marketing schemes. And that's just about everywhere. The attorneys general know this, because you've been on the front lines.

We've made great strides in just a few years. But when you're in the middle of a great struggle, it's difficult, sometimes, to see just how far you've come. And that's what I'd like to do today. First, to look back--to consider why we ever took on big tobacco in the first place, in a fight so many people said was unwinnable. And then I want to look ahead--at what we can do to win that fight, and to ensure a healthier, stronger America for our children, and all of us, in the 21st century.

That's why we've done...

move up

~~we enter~~

Our nation is
poised to
enter 21st
stronger
any in
decades
stronger
in
world
We want
to make
sure our
children
our values
protected in
this time.

This is a great moment for America, and America's children. Our growing economy is lifting families off the welfare rolls and into work. Our zero tolerance policy has helped keep guns and drugs out of schools. The V-chip and educational television have helped parents strengthen the values and minds of our children. We've worked to bring order and discipline to children's lives by supporting community efforts like curfews and school uniforms and tougher truancy laws. And last year, we helped make sure that millions of uninsured children get the medical coverage they deserve and the help they need.

That is why we've done this

To those who ask, then, why we've waged this struggle against big tobacco, why we've

incredible opportunity - but no place where opp is greater than this
incredible historical opp to

challenged one of the most powerful industries in America during a time of peace and prosperity, my answer is simple. We do it because the stakes could not be higher. At stake is what America values most--its children. Their health, and their lives.

Smoking kills more people every day than AIDS, alcohol, auto accidents, murders, suicides, drugs and fires combined. Nearly 90 percent of those smokers lit their first cigarette before they turned 18. That's why David Kessler, the former FDA commissioner, called smoking a "pediatric disease." Today--and every day--3,000 children will light their first cigarette. 1,000 of them will die prematurely because of it.

change nothing enough to cut rates

This is a national epidemic, and a national tragedy, and for the sake of our children we will wage this struggle until we win it for good.

When the
Thirty years ago, we were off to a good start. In 1965, the government began regulating tobacco advertisements directed primarily at young people. We put health warning labels on cigarette packs. We made it illegal to distribute free cigarettes to children. And in 1971, we banned the broadcast of tobacco advertisements.

even after the inflation of the '70s, [check!]

But by 1979, cigarette companies were spending 50 percent more on advertising and promotion than they did in 1967. The law said they couldn't advertise on television or on the radio, but you couldn't escape the advertisements anywhere else. Cigarette ads in our magazines. Cigarette ads in our sports centers. Cigarette ads on our billboards--almost half the billboards in the country. Tobacco became the most heavily advertised product in the American economy. In the early 1990s, Joe Camel alone had an advertising budget of \$75 million a year.

2nd grade's greater knowledge of Joe C. than many use
have, heavy,
These advertisements take a deadly toll. Just last month, the Journal of the American Medical Association concluded that advertisements and promotions were even more crucial than peer pressure in getting teens to start smoking. That's why tobacco companies spend about \$6 billion dollars a year on advertisements.

And that's why, more than five years ago, I launched a nationwide effort to prevent tobacco companies from advertising to children, to educate kids about the dangers of smoking, and to reduce children's access to tobacco products. Working with the FDA, we made the law of the land what was already the law in every one of your states--no sale of tobacco products to anyone under 18. And well ID anyone under 27 to make sure teens aren't smoking. I'm very pleased that this is the city last year upheld the FDA's rule.

if it's illegal to sell to children, then it's got to be illegal to sell to children
If not for your efforts, though, we could not have come this far. Without the foresight of Michael Moore of Mississippi, and the determination of Grant Woods of Arizona--and so many other attorneys general who join us here today--the progress we've made would be unthinkable. You put big tobacco on the stand in courtrooms across the land. You brought them to the bargaining table and extracted important concessions. You raised awareness of tobacco's tragic costs to our economy and our children. Your work has been essential, and I applaud you for it.

This is very important but now we can take quantum leap forward

2. warning of what your lawsuits will do
Tell story:

But you know + I know + the country knows that we are near critical mass for bigger victory

Lawsuits you brought few things in history of America

If not for your efforts, we might have waited another thirty years for the disturbing documents that confirmed our worst suspicions about the tobacco industry. For years, we've known that cigarette makers study our kids' habits and tastes, preying on them with targeted marketing. Joe Camel T-shirts, CDS, Virginia Slims rock concerts, toy race-cars emblazoned with tobacco company logos--the free give-aways tell the tale. And just last year, some tobacco companies wanted to market what they called a "kiddie pack" containing one or two cigarettes--sort of a starter kit.

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down
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main
conclusion
former needs - Congress must pass...
former must be
pass
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~~There~~
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I've said
I had
5 principles
I've said
I'd work
w/any

But I know you will agree that, at heart, this thirty-year struggle is not about money. It is

Now, there's a lot of
work to
be done

3
Any leg this important
will have many issue on
which even allies will disagree

I am
confident
that this
will get done

not about the size of the prize we can extract from the tobacco industry. It is about fulfilling our responsibility to our children--our responsibility as parents, as a government, and as a country.

The attorneys general have shown great courage and foresight in helping us get this far. Today I urge ^{you} to join me in taking the next, important step toward a healthier, stronger America in the 21st century.

Building on that progress, and

Remarks to the Assoc of Ags: Tobacco 3/12/98

OUTLINE

I. BACKGROUND

- The odds were against us
- why we got into this fight at a time of prosperity, etc...

II. THE STAKES

- most sig pub health issue
- most precious resource [LBJ]: our children
- stats on threat: 3,000 to 3 mil.
- Treasury Rept

III. THE PROGRESS

- Admin/ FDA
- AGs
 - heroes, etc.
 - have helped us learn...

IV. THE WHOLE STORY

- 30 yrs of deception

V. THE SOLUTION

- Congress: Chafee-Harkin
- 5 principles
- lofty appeal

INTRO

- Fed judges and the need to confirm with all deliberate speed; nonpartisan; these are qualified judges; deserve an up or down vote; thanks for support [look at SOTU]
- domestic violence

Start big: No greater threat to pub health,

No greater threat to one of our most important values: protecting children

Step back: epic importance of this struggle

- it's easy to forget, with all the progress we've made, exactly how far we've come
- why we got into this fight that so many said was unwinnable
- why the Ags, one by one, decided to take on one of the most powerful inds in America in a courtroom where they'd never lost

Kids being bombarded by marketing, ad campaigns

- Children aren't future of tobacco cos., they're future of our country
- it is our obligation as parents, and our obligation as a nation

-If we do it, one of great pub health achievements in history

Good start: accomplishments (FDA)

-million lives saved over 5 yrs.

-Today, I am releasing a report by the Treasury Dept. that tells us state by state how many lives will be saved if we pass comp leg

You have done your part...

-tribute to their role: bringing suits and pursuing settlement brough cos to table

-mention a few heroes, what they've done

-also, FDA role

-that's the kind of fed-state coop we need to get this problem solved

Now we know whole story.

-Whole story of manipulation, deception [build the threat]

-We've long known that 90% smokers begin smoking before 18

-vivid lang on conspiracy to ensnare kids: use words from documents, stats

-MN documents only underscore... [AMA lang]

An avalanche of evid. is bringing down the walls of deception

-“Thirty years of deception--and only Congress can bring it to an end. Thirty years of manipulation--and only Congress can bring it to an end. Thirty years of --- --and only Congress can bring it to an end. And thirty years of deception, manipulation, and ---- cannot be met with even a day of delay.”

Now, the answer:

-comp legislation that builds on the important work you've done & embodies our 5 principles

1)-must reduce teen smoking; tough penalties & higher costs (\$1.50 over decade)

2)-must affirm full authority of FDA to regulate tobacco products

3)-must hold industry accountable when it markets to kids

4)-must meet our other health goals: cut 2ndhand smoke; prevention & cessation; strengthen intl efforts; funds med research

5)-must protect tobacco farmers

-Today, Chafee-Harkin: 1st comp bipartisan bill.

-I said I'd support leg that appears to uphold our 5 principles, and I strongly support it

-Many issues to work out with drafters,

But Congress has got 60 days to do it...