

March 3, 1998

FROM: Bruce Reed

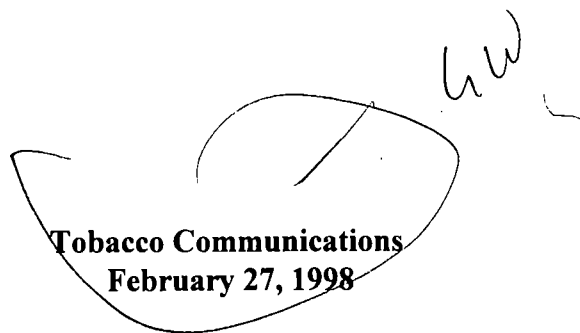
SUBJECT: Tobacco Communications Plan

The following plan represents the thinking of senior White House, HHS, and Treasury staff. Our message is simple: Every day Congress fails to pass tobacco legislation, 3,000 kids start smoking and 1,000 will die early as a result. We can dramatically reduce teen smoking and save a million lives over the next 5 years if we pass the President's proposal.

This week we plan to underscore our commitment to bipartisan, comprehensive legislation in several ways:

- ### Next Week

- In his March 7th radio address, the President will challenge the Congress not to go home this year without passing comprehensive bipartisan tobacco legislation that will dramatically reduce teen smoking, and note that Congress has less than 70 work days left.



2/26/98 Draft

Ramp Up Week (see attached calendar)

- Radio Address (March 7th, taped March 6th)
- Post Tobacco Series (March 8-10th)
- AMA Speech (tent) (March 9th)
- Congressional Countdown -- Work Days Left/Lives Lost (Starting March 9th)
- Caucus Lunches/ Polling Data (?March 10th)
- Attorneys' General Speech (March 12th)
- Cabinet State-by-State Amplification (?March 13th)

Other Efforts

- Editorial Boards
- Network Anchors
- Women's Magazines
- TV Producers/ Stock Local Stories
- Recess Packets (sample columns, town halls)
- Summers Speech
- State Days
- Outreach to Groups
- VP/Movie Industry
- Paper for Rapid Response Team

Possible Announcements

- State by State: Lives Saved
- Chafee-Harkin
- Policies: Licensing, Document Disclosure
- New Document Releases
- Other Studies

March 1998

Monthly Planner

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday																																																																													
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8 WPost Tobacco Series	9 AMA Speech (tent) Begin Congressional Countdown WPost Tobacco Series	10 Caucus Lunches/ Polling Data WPost Tobacco Series	11	12 Attorneys General Speech McCain Markup (tent) Teen Anti-Smoking Special (UPN/ POTUS Video)	13 ?Cabinet state by state amplification?	14 VP Tobacco Roundtable/Boston																																																																													
15	16 Nickles Deadline for GOP Proposal	17 ?Distribute Recess Kits?	18	19	20	21																																																																													
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April 1998

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