

FRONTLINE

Neil Docherty
PBS FRONTLINE WEST
121 North Gate Hall
University of California
Berkeley, CA 94720
(510)643-2336 Phone
(510)643-2680 Fax

*forbnclo-
pls-*

cc Tom, CR

FAX TRANSMISSION

TO: Sid Blumenthal
FAX: (202)456-1213
FROM: Neil Docherty, Producer
RE: Interview with President Clinton
DATE: 2/20/98
PAGES: 2

25 Western Avenue
 Boston
 Massachusetts 02134
 617 783 3500
 Fax 617 254 0243

Dear Mr. Blumenthal:

You recently met with correspondent/reporter Lowell Bergman regarding our request for an interview with President Clinton for the one-hour documentary that is in production for the PBS weekly series, **FRONTLINE**. The overall subject of our program is the developing universal tobacco settlement, especially focusing on the history of how this unprecedented "deal" was brokered.

As Lowell may have told you, many of our interview subjects have mentioned the importance of the President's leadership on this issue, bringing it to the forefront of national attention.

For example, Dick Morris has told us:

"Whatever you think of Bill Clinton, it's clear that this [taking on tobacco] was the single most courageous moment of his presidency. The single most courageous moment."

And, Mike Moore said:

"Well, President Clinton, I have to give him a tremendous amount of credit, because he made the right decision on coming forward with the FDA rule... Uh, he made a decision, I think, that took a lot of political courage, because at that time, he was facing re-election. A lot of tobacco states, a lot of democratic vote that he needed, uh, he could have lost that. And Kessler and President Clinton and I think with Al Gore's push, they all made the right decision to push the children's issue especially... And I think that shook the tobacco industry."

Sid Blumenthal -- Page 2

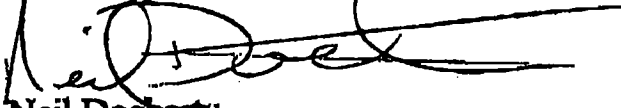
We hope to provide the PBS audience with an in-depth background on the genesis of the deal with an insider's view of these historic negotiations. We intend to highlight the fact that this happened under the leadership of one of the first presidents who had not taken large amounts of money from the tobacco industry. Clearly without his support, this settlement could not have happened.

We would like to conduct two short interviews with the President. The first interview would be a brief (one hour max) interview on the history of the settlement negotiations. We offer the following dates: March 6, 7, or 8th at the White House. Obviously, we would accommodate any date you choose, if these are not acceptable. Then we would hope to return just before our air-date in late April to get the President's impressions of the current debate in Congress over tobacco legislation. During both interviews, our questions would fall within the following subject areas:

- 1) The Tobacco Issue and how he decided to focus on it**
- 2) His initial impressions of the state Medicaid cases**
- 3) His role during the settlement negotiations, if any**
- 4) The financial ramifications of the deal**
- 5) His perspective on the Congressional negotiations**
- 6) The industry as an American icon -- what this means for other American industries**

We expect this to be the only one-hour documentary on network television that will give an in-depth examination of the history of the proposed tobacco deal. We understand how many requests the President must handle, but we hope he will grant us this interview and highlight his contribution to this historic settlement.

Sincerely,



**Neil Docherty
Producer**