

THE TOBACCO INSTITUTE, INC.

1776 K STREET, NORTHWEST | WASHINGTON, D. C. 20006 | ~~XXXXXXXXXX~~
OUR NEW GENERAL OFFICE NUMBER IS 202/457-4800

WILLIAM KLOEPFER, JR.
Senior Vice President
202/457-4861

February 17, 1978

MEMORANDUM

TO: Messrs. Ave, Blalock, Bowling, Durden, Pickett,
Provost, Robinson and Shinn

FROM: WILLIAM KLOEPFER, JR.

I found this statement by Herbert Schmertz of Mobil, in a letter he wrote recently to the PR REPORTER Newsletter, to be so precisely my own view that I thought it was worth sharing with you:

"The use of advertising in controversial situations is not designed to convince -- to get people with different viewpoints to say, 'I agree,' (or 'I believe'). It is designed to 'give pause' -- to arrest the process of easy assumptions, to establish that there is another point of view. This is a necessary preliminary stage to 'open debate with open minds.'

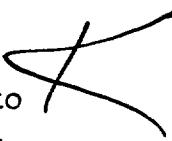
"Second, the advertising is designed to caution aggressive opposition that they do not have the information arena to themselves. If they swing, somebody is going to swing back. This does not stop an opponent, but it makes him careful about making sure of his facts. That is all we ask.

"Third, it is designed to show supporters that you have the courage to step out and fight for what you and they believe in. If you want others to have the courage to speak in behalf of your position, you had better manifest the courage to do it yourself.

"Fourth, no matter where you start in an argument, if you keep providing the facts, if you keep at it, and if you are right, eventually you stand a good chance of winning. Merit usually does prevail -- over time."

mss

cc: Mr. Dowell Mr. Temko
Mr. Kornegay Mr. Toti
Mr. Pepples Mr. Yeargin
Mr. Roach Mr. Zahn



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