

MEMORANDUM

To: RJRT Consultants Mr. Don Foreman
R. J. Reynolds Tobacco Company

From: Murray Jones

Date: May 2, 1996

Re: Eclipse -- Assignments and Briefing Material

Please find enclosed an information packet on the new RJR cigarette -- Eclipse.

Included is a list of lobbying assignments, talking points, newspaper articles, and two packs of the new product for use in your visits. We will have more product available at a later date.

We will discuss all of this material at the Tuesday, May 7th consultants meeting and try to answer any questions you have then.

Please get these visits completed as soon as possible. Also, remember that we are available to accompany you on any of these visits.

Call me if you have questions at (202) 626-7235.

Enclosures

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**Eclipse
Federal Action Plan
May 1, 1996**

Information -- pre-visit:

Initial Distribution: April 16, 1996

Congressional Lists:

A & B: RJR press release

three newspaper articles:

Wall St. Journal -- Monday, April 8 and Friday, April 12

New York Times -- Monday, April 8

C List: RJR press release

Wall St. Journal article -- April 12

Timetable for Visits:

Initial round completed as soon as possible -- but no later than Memorial Day recess.

Information -- during visit:

"Leave-Behind"

newspaper articles

press releases

Copy of Eclipse video -- if requested

Product

if they request and are smokers

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Member Visits:

Senate:

Helms
McConnell
Thompson
Dole
Daschle
Mikulski
Breaux
Hatch
Kassebaum
Reid
Conrad

Ford
Faircloth
Frist
D'Amato
Wyden
Dodd
B. Kerrey
Gregg
Nichols
Lott

House:

Bliley
Payne
Wamp
Rogers
Funderburk
B. Thomas
Tauzin
Paxon
Norwood
Gillmor
Frisa
Bilirakis
Ganske
Bonior
Hoyer
Gephardt
Frost
Fazio
Kingston
Stupak
Manton
J. Lewis
J. Lightfoot
P. Roberts

Burr
Rose
Gordon
Baesler
Jones
Whitfield
Hastert
Greenwood
Upton
Deal
Coburn
C. Cox
Ewing
DeLay
Armey
Gingrich
Boehner
Walsh
Towns
Deutsch
C. Taylor
Hefner
Bonilla
Moakley

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Lobbying Assignments:

Vern Clark

Breaux

Conrad

Reid

D'Amato (with Payne)

Lightfoot

Randy Davis

Greenwood

Hastert

Upton

Tom Spulak

Bilirakis

Bonior

Gephardt

Hoyer

Moakley

McGuinness

Gregg

Hatch

Kassebaum

Jake Seher

Daschle

Dodd

B. Kerrey

Deutsch

Frost

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Gates/Leonard

Armey
DeLay
Boehner
Gingrich
Nichols
B. Thomas

Leshner/Russell

Dole
Pat Roberts
Kingston

Free/Locke

Thompson
Frist
Wamp
Gordon

Payne

Bliley -- done
Fazio -- done
Burr -- done
L. F. Payne
Lott
Wyden

Foreman

McConnell (with Murray)
Ford (with Murray)
✓Rogers
✓Baesler
Whitfield -- VM - Terry Ann
Ganske
Stupak
C. Cox (with Murray)

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Jones

Helms -- done
Faircloth (with Don)
Funderburk
Rose (with John)
Jones
C. Taylor
Hefner
Coburn (with Don)

Fish

Tauzin
Paxon
Gillmor
Frisa
Ewing
Bonilla
J. Lewis

Amy

Mikulski
Manton
Towns
Norwood
Walsh
Deal

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