



FOR YOUR INFORMATION

Mary E. Coughlin

DATE: April 5, 1995
TO: Media Consultant
SUBJECT: New York City Smoking Restrictions

On Monday, April 10, the New York City smoking restrictions take effect. This is a good opportunity to pitch opinion pieces and news stories in your markets that focus on our message points regarding smoking bans. I have attached a list of message points that will be useful in drafting an op-ed or LTE. In addition, I have included a backgrounder on the economic impact of smoking bans that may be shared when talking with reporters. I will also forward a list of spokespersons from CA, NY and MD (a compromise on a proposed smoking ban was just reached last week between the legislature, Governor and hospitality industry) by fax this afternoon.

We have contacted our Regional Directors throughout the country and alerted them to this project and have asked them to help identify possible signatories for op-eds and local spokespersons for news stories. Please feel free to contact the RDs directly.

In addition, the New York Tavern and Restaurant Association is releasing a VNR on the NYC smoking restrictions nationally on Monday, April 10. I have attached the script of the VNR for your information.

If you have any questions, give me a call at 212 878-2823. Thanks!

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