

Tobacco Program

Interfaith Center on Corporate Responsibility

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April 30, 1996

To: Groups and individuals involved in the effort to get 3M out of tobacco ads

From: Michael Crosby, OFMCAp.

Re: Preparations for announcement of 3M's decision

Friends:

On May 2, 3M Media and ICCR will be making a joint announcement of its decision/our agreement to have it out of advertising cigarettes and tobacco in any way. I am enclosing a copy of the joint release as well as the part of the agreement that we will make public. These are the first two points that actually address the issue of what 3M will do. The other points about what we will do or not do don't need to be shared. These I've said will remain private and not to be disseminated as we have them written.

As you can see, the original press release that some of crafted as early as the meeting in Prescott, Wisconsin in November (and subsequent adaptations) was unacceptable to 3M. I wanted the longer version but Greg Connolly, John Slade, Tim Smith and Susan Vickers all agreed it was better to get the agreement with its hope that we can use this as leverage with other companies if it means an abbreviated press release than insisting on the longer release. In lieu of the longer release Alan Blum wanted to make sure the last part about the shareholders, healthcare systems and DOC be part of the final version.

As part of the negotiations about the final version, I agreed to various things that, if we would have had our way totally, would not be part of the way the story will get out. In the main these are:

1. I wanted the longer press release which mentioned the various filers and had quotes from them.
2. When that was not acceptable, I wanted the names of those who had been active in the process. When that was not acceptable I settled for just having my name as the contact but with the understanding that, when contacted and asked by the press, I would be able to release the names of those involved. You will find this list of names enclosed.
3. I also agreed that we would not contact independently the press about our 3M agreement with our own additional press release. However, this does not mean that we

cannot contact the press after the story gets out to make sure our own press actually did receive the release.

This brings me to the final point I want to make. As of this writing noon (Central Time) tomorrow is the date for the press release. To allow the release to get out over their system, I'd say wait awhile and then feel free to contact your press to make sure they received the release. The rest is up to you. Please, however, *do not contact the press in any way until after this joint release at noon Thursday.*

Congratulations on a major step in eliminating tobacco from its influence over young people. We can rejoice in a good, well-fought battle. The final victory still awaits us.

*Thanks for all you've done!
Mike Crosby*