

PHILIP MORRIS U.S.A. *W.P.*

INTEROFFICE CORRESPONDENCE  
120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Mr. Frank E. Resnik

DATE: June 19, 1985 RECEIVED

FROM: Guy L. Smith IV *[Signature]*

JUN 20 1985

SUBJECT: "The Game"

HAMISH MAXWELL

For several years Philip Morris U.S.A. has had a major presence at, and major relationship with, the National Conference of State Legislators. In addition to major funding and year-long activities with the NCSL leadership, our presence was also very high profile at the NCSL's annual meeting. This presence generally centers around entertaining and lobbying.

In an effort to be more aggressive in the education of legislators, while not being overbearing or destroying the general easy-going atmosphere of the annual meeting, we have developed "The Game."

Using computer technology and Philip Morris U.S.A. Corporate Affairs advanced word-processing systems, Corporate Affairs has developed a computer game that can be played by any state legislator.

"The Game" Works As Follows:

State Senator John Smith of Any State, U.S.A. sits down at a computer console in the PM USA Hospitality Suite during the NCSL annual meeting. The computer greets the "player" with a computer-generated rendition of the theme from Marlboro Country. The computer then asks the player to type his or her name and state, which is then followed by a series of basic instructions on how to play the game. Then, by executing a simple command, the player can begin "The Game." The computer asks the player a series of questions, some related to tobacco in his or her state, some on tobacco generally, some about Miller Brewing Company and The Seven-Up Company. The questions are all multiple choice and scoring is cumulative. If the player gets five wrong answers he "craps out" and the game is terminated.

Players will receive prizes of various brand and company-identified premium items and the high scorer for the week will receive the "Grand Prize." The Grand Prize will be a \$1,000 scholarship in the name of the legislator to a school in his or her district.

Printers will be connected to each computer console and will present all players with a printout of their efforts on specially PM-marked computer paper.

"The Game" is designed to subtly, yet compellingly, educate the player on tobacco issues. There are 51 different games (the 50 states and the District of Columbia).

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Jack Nelson has programmed the computer with the myriad commands and data necessary for such an undertaking.

The computer in my office, Jack Nelson's, or any in our group on the 10th floor, can demonstrate "The Game" for you. While it is still going through a shakedown phase in preparation for the August NCSL meeting, we would be honored to have you as the first "player."

cc: Messrs. H. Maxwell  
J. A. Murphy  
H. Cullman  
S. S. Scott  
M. R. Haley  
W. Ruder

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