Committees

March 20, 1968

T.I.

Gen Counsel
T.A. - Topol
Earle
Pryden
Hardy

1. Refine input instrs - power to hold but otherwise recommend

SIMON O'SHEA
COLBY + DECKER

2. Evaluate entire program.

Have K for remainder year - T.A. to negotiate re fee per doc depending on volume. Not exceed budget ($600,000 - 9%).

DECKER Bibliog - out of scope - keep list & cc & resume & why out of scope

#1 ~~give~~ anonymous, news articles - hold except JAMA edit & the like.

#2 await T.A. recommendation (counsel for IBM).

→ Don - Berkson - Morbidity

Seltzer
60,000
5,400 SK

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2

3/20/68

Have Kessler send §II (2 vols.) to ~~Re~~ Sen Counsel for their RDs comments ~~copies of comments to Hardy & his General Counsel~~

send Ramm the RTR copy
" all amo copy

Kessler - Wall St Journal - age 24

Part I - Smkg & Health Controversy
" II - Public Opinion activities of those who have interest in issue, pro or con.

Re I - began 4-5 wks ago. T.I. furnished him substantial volume of material. Not ready to discuss it yet.

Re II - Interested in advg done by cops jointly, by T.I. & by Lederock (True).

Ochsner - to Abe -

[illegible] 1/2 price - buy thru Earle Dorsey

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→ Milman ✱ Speak to Provost 3

3/28

Re: Halpin - Wyatt

→ Re: Severi - cc to CK + WB

FTC - 30mm - new Comm'r

$ 3 M

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4

3/21

Earle - Mills - Dryden
Abe - Colen - Smith
TA - Topol - Kloeffe
Hardy
Yeam
Ramm
Haas

Post Office - Posters - lasted 12 days - no major impact on public opinion.
Drafted flyer in attempt to demolish it - tried to get outside opinion (+ Sen Irwin speech)
Polity found additional data we needed; asked for them from HEW. Project not complete.
Chicago surveyor also ~~[illegible]~~ cavassing nurses dentists.
Horn still doesn't have Chic rpt -
Ramm says head NC Med Assn wrote strong letter v. posters.

T.I. response to Morbidity Study. Likely to rec ① series TV & radio spots. ② revise pamphlet directed to Morbidity Study -

[illegible]

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3/21

Summary Tidesock program to go from Kloepfer to counsel.

Public Opinion polling "on the road" - Roper, etc (to get benchmark as to ~~[illegible]~~ effectiveness of our program)

Kessler - Wall St Journal - dedicated against us - check factually re Ann Mtg
Did we buy True? Circulate it?
D.P. PR shouldn't assume T.I. functions too
checking with Kloepfer; same re TR & H&K
Maggie did ask Stewart ~~with~~ to prepare rebuttal to True article - Wall St J article inaccurate.

April 1 - Cohen, Lee, Stewart

Raum - Kessler
Little
Wakeham
Sinkers
Lester - AMA
Tso

Kraals FEC
BATES

Shinn - Approps

Bates re SE

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