

KEN BENSON & ASSOCIATES

Media / Communications / Public Affairs

TO: DAVID KOOPER, THE TOBACCO INSTITUTE
FROM: KEN BENSON, KEN BENSON & ASSOCIATES
RE: REQUEST FOR APPEARANCE ON DALLAS TV TALK SHOW
DATE: JUNE 29, 1992

I received a request today from Dennis McCuiston to appear on his public television talk show on July 7, 1992. The issue will be smoking. He would like me to appear as a consultant to the Tobacco Institute.

Issues to be discussed on the program will be the Surgeon General's report, second-hand smoke and its possible dangers, and the legislative role for government on the issue of smoking. He anticipates having three or four panel members, one who will take the position that smoking should be banned, another who will defend the smoker's position, and one or two persons that will stand in the middle somewhere.

The hour long program will be taped July 7 in Dallas from 8:00 p.m. to 9:30 p.m. It will run a week later in Dallas on channel 2 and appear also on the Wave and College Stations PBS stations. Channel 2 is our second PBS station in the Dallas/Ft. Worth market. It is considered our other PBS station and does not have the viewership of our main PBS station, Channel 13.

I would consider this a good "media opportunity" for the Institute in Texas. While the program will not have wide viewership across the state, it does offer the Institute an opportunity to talk about excessive government regulation and the "fantasy" behind the scientific "facts" being reported in the media.

I anticipate the other speakers on the program (which have not been identified as yet) will include a representative from the local cancer or heart association, and possibly a local elected official.