



April 26, 2007

To whom it may concern,

The American Cancer Society led the campaign to make Ohio smoke-free. Our voter-initiated statute was on the ballot in November 2006. R.J. Reynolds Tobacco added a competing measure to the ballot. This constitutional amendment was presented as a partial smoking ban, but would actually have been a step back, undoing local smoke-free laws and creating wide exemptions. The competing campaign even chose a very similar name, Smoke Less Ohio, to our SmokeFreeOhio campaign. There was a high potential for confusion among the voting public.

Our coalition of health care groups used a number of approaches to combat this. One of these was bringing in Patrick Reynolds, who volunteered to go on a five-city press tour of Ohio for our campaign for 72 hours in late October 2006. I escorted him and worked closely with him to target and hone his message. Mr. Reynolds also wrote a guest editorial for the Toledo *Blade* which was picked up by other Ohio newspapers.

In each of the cities, the news coverage was strong and positive. Working diligently with the Association of Ohio Health Commissioners throughout his tour, the resulting news coverage Mr. Reynolds and the campaign earned sent the message we were hoping for to Ohio voters. We received coverage from an average of one major print outlet, two to three television news stations, and at least one major radio station at each event.

While this was just one tactic of many, it did contribute to our success. Ohio voters made the intelligent decision to strike down R.J. Reynolds' measure and to pass the strong smoke-free measure supported by health advocates. The earned media assisted in a campaign where R.J. Reynolds Tobacco outspent us in purchasing paid media by at least two to one.

Mr. Reynolds participation two weeks before the election was very helpful to us. He was there for us at a time when we needed it, and we are grateful.

Mr. Reynolds certainly kept a positive attitude despite a demanding schedule. Due to a flight cancellation, he had to take a red-eye and arrived in Cleveland at 7 a.m. Our first news conference was at 9 a.m. However, Mr. Reynolds took the lack of sleep in stride, and did an excellent job presenting. He is a very polished speaker who truly spent a great deal of time rehearsing his speech. He sincerely cares about tobacco issues.

We thank him for his dedication to this cause, and for his participation in our campaign. I would recommend him to other campaigns in future.

Sincerely,

Wendy Simpkins  
Senior Director of Corporate Communications  
American Cancer Society, Ohio Division