

QUESTIONS CONCERNING SIMULATION EXERCISE FOR MODERATED DISCUSSION

1. Based on your group's discussion, what are the best messages to use in developing business allies on this issue?
2. Do fairness arguments work if a bill is limited to the tobacco industry?
3. Is it effective to target the trial lawyers as the beneficiaries of this kind of legislation?
4. What were the most effective arguments identified by your group that proponents of the bill could raise? How would you counter these?
5. Did your group think that grassroots assistance could be mobilized on this issue? Would that be helpful?
6. Did anyone have ideas on how to enlist unexpected allies – e.g., farmers, consumers, municipalities?
7. What supporting data or information did your group feel would be helpful in defeating the legislation?
8. What effect did your group feel the new NCI study or the National Taxpayer Union study that you learned of during the course of the exercise would have on the political debate?
9. What good ideas did your group have for generating positive press coverage on this issue?
10. Does it help or hurt for the industry to take a very public position on the issue once a bill is introduced?
11. In light of the exercise, does anyone feel stopping bills of these types will be next to impossible in their state?

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