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January 19, 2001

FILE NO: 449

Mr. Bruce L. Olsen
Managing Director
Public Affairs Department
The Church of Jesus Christ of Latter-day Saints
15 East South Temple Street
Salt Lake City
Utah, U.S.A. 84150-6200

Dear Mr. Olsen:

Thank you for your letter regarding the upcoming Olympic Games and the most beautiful calendar which you enclosed as well.

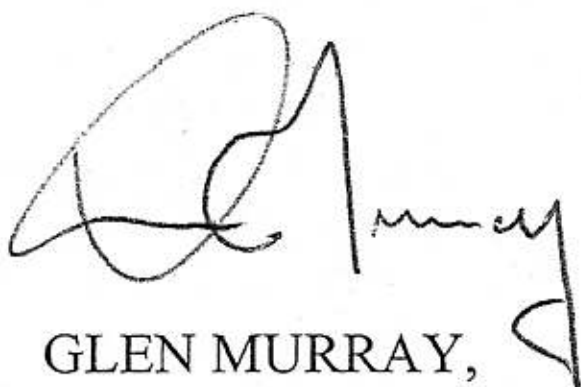
I am concerned about how my family and I would be treated given Utah's record and attitude towards Gay & Lesbian people.

We just hosted the Pan Am Games and tried to ensure all were welcome.

How are the rights of Gay & Lesbian people protected in your State?

I look forward to receiving your response.

Yours very truly,



GLEN MURRAY,
MAYOR.

NBC OLYMPIC MEDIA BUY UP-DATE

INITIAL CONSIDERATIONS AND CONCERNS

- REACH PRIME TIME OLYMPIC DOMESTIC AUDIENCE WITH MORE THAN INSTITUTIONAL HOME FRONT MESSAGES
- REVISE OUR HOME FRONT SPOT MESSAGES & ENDING TAGS TO ACHIEVE OBJECTIVES OF:
 - NAME OF THE CHURCH CLARIFICATION
 - FAMILY THEME WITH INVITATION FOR NON-MEMBERS TO SEEK OUT MEMBERS WITH QUESTIONS
 - INTRODUCTION TO NEW MISSIONARY.COM WEBSITE
- RESEARCH AND TEST MESSAGE AND MEDIA CONCEPTS; THEN, MEASURE EFFECTIVENESS OF MISSIONARY, NON-MEMBER AND MEMBER REACTIONS WITH ACTUAL ON-AIR MARKET RESULTS
- BENEFIT FROM NBC OLYMPIC "TEAM" PRODUCTION VALUES
- "MORMON, INC." PERCEPTION OF CHURCH -- AS A BUSINESS OR COMMERCIAL ENTITY IN THE OLYMPIC MEDIA MIX
- BUDWEISER & COCA-COLA HALO EFFECT
- IOC, USOC, SLOC, OTHER RELIGIOUS ORGANIZATIONS AND MEDIA REACTION TO NBC/MORMON OLYMPIC SYNDROME

CURRENT STATUS REPORT

- MEC, PEC, PAC, M-STAR POSITION AND PROGRESS TO MEET THE OBJECTIVES FOR THE NBC MEDIA BUY. IN SHORT, CAN IT BE DONE? (DISCUSS OUR CURRENT FEELINGS OF MEDIA BUY)
- SLOC REACTIONS TO CHURCH MEDIA BUY
- SPECTACULAR IS NOW A MORMON PAGEANT
- OLYMPIC OPENING CEREMONY HISTORICAL CONTENT

CHURCH HOSTING OFFICE

LEVELS OF GUESTS & SERVICES

GUEST LEVEL 1

- HEADS OF STATE

GUEST LEVEL 2

- CABINET LEVEL MINISTERS AND SENIOR GOVERNMENT/NATIONAL LEADERS

GUEST LEVEL 3

- AMBASSADORS AND GOVERNORS

GUEST LEVEL 4

- CONSULS GENERAL AND TOP LEVEL LEADERS
(media, educational, religious, humanitarian, business, sports)

GUEST LEVEL 5

- SECOND TIER LEADERS
(governmental, media, educational)

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SERVICE LEVEL - SUPERIOR

- Guest Level 1

SERVICE LEVEL - FIRST CLASS

- Guest Level 2
- Guest Level 3

SERVICE LEVEL - STANDARD

- Guest Level 4
- Guest Level 5

Level "A" Opinion Leaders

Step 1

Letters to "A" level opinion leaders with invitation to Church venues—including President Hinckley interaction--and note of follow up Church mailing, from (two options):

- ☐ Personal letters from 20 LDS VIPs to opinion leaders they're acquainted with, or
- ☐ Letter from Bill Marriott, on Marriott letterhead, sent from Washington, DC

Step 2

Letter and gift mailing from President Hinckley:

- ☐ Letter signed by President Hinckley
- ☐ Include bookends gift
- ☐ Confirm Church interest in their visit
- ☐ Offer hosting details—including involvement with President Hinckley
- ☐ Creates sense of obligation to respond

Considerations

- ☐ Would President Hinckley sign letter and approve gifts?
- ☐ Would LDS VIPs list need First Presidency approval
- ☐ Would opinion leader list need First Presidency approval?

Level "B" Opinion Leaders

Letter and gift mailing

- ☐ Letter signed by Steve Young
- ☐ Include Tabernacle CD as gift
- ☐ Invitation and hosting offer

Considerations

- ☐ Include invitation with President Hinckley?

Edelman/Public Affairs Meeting Agenda
22 January 2001
Joseph Smith Memorial Building

Monday, 22 January

- 11:00 a.m. Begin at Joseph Smith Memorial Building, 10th Floor, Suite C & D
- 11:00-11:30 Olympics Rapid Response site-Mark/Rob/Jeff
- 11:30-12:15 Olympics VIP hosting-Bruce/David/Val
- 12:15-1:00 Lunch-JSMB Suite D
 Larry Wright discussion/ "Branding" update/other business
- 1:00-1:15 Break for phone calls, e-mails, etc.
- 1:15-2:00 Missionary and Investigator press kits preview and discussion-Edelman
- 2:00-2:45 Freedman Bank and Ellis Island Events-Mike
- 2:45-3:00 Break
- 3:00-4:00 "Outside" Church Olympics Presentation-Bruce/David Fewster
- 4:00 Conclude

Attending :

Michael Deaver
Rob Rehg
Jeff Surrell
Bruce Olsen
Mike Otterson
Arnie Augustin
Bill Evans
Mark Tuttle
Scott Crapo
David Fewster
Val Edwards

Protocol for Media Interviews with President Hinckley

1. Public Affairs personnel and Secretary should meet before the interview
 - Background of writer
 - Motives and interest of writer, focus of the story
 - Origin of request for interview
2. Writer should be well prepared before the interview
 - Doctrinal orientation
 - Explanation of the scope of the interview - limitations
3. Questions should be pre-approved
 - Focus on present and immediate past and future
 - Avoid philosophical, historical and theological questions
 - Focus on the President, his personal experience, his ministry
4. Limit interviews to 15 - 30 minutes
5. Public Affairs personnel and Secretary should be active in guiding the interview and assisting the President and the writer
 - Deflection of inappropriate or repetitive questions
 - Timely conclusion of the interview