

August 4, 1987

MEMORANDUM

To: Peter Sparber  
From: Susan Stuntz *SS*  
Re: Additional Resource Needs for the 1987 Public  
Smoking Issue

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Line items within the public smoking budget generally fit into one of three categories: legislative support, public communications, or corporate relations. For the last three years, the bulk of the funds budgeted and expended in this area have gone for legislative support. That is no less true this year and, with current budget limitations, that is the one area we have not reduced.

Corporate relations and public communications on the public/workplace smoking areas, however, also are priorities. To get our message out to the largest number of people possible, we have proposed plans for extensive media tours, targeted mailings, research and outreach to the hospitality industry, and preliminary creative work and testing on a mass media advertising campaign.

We believe that the public smoking program as it currently exists is on target and moving in the right direction. How quickly it moves and how many people it reaches will depend on the resources available to promote it. We would propose an additional \$818,000 in 1987 to meet our plans for outreach to the corporate, media and industry arenas. Details are outlined below; programs are described in depth in the attachments.

Corporate Relations Program

Institute staff has developed a resource guide that describes briefly our corporate relations program. We have proposed an initial mailing of 50,000 of these brochures through the remainder of 1987, to communities targeted as priorities by our State Activities Division. (See Attachment A) Printing, postage and mailing costs will total \$30,000, which we can cover.

Because we have just one staff member assigned to all corporate relations work, and because that individual is occupied fully responding to calls that come in

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without prompting, we have asked Data Processing to advise us as to how responses might be automated so as to allow us to respond quickly to an increased volume of calls -- perhaps as many as four to five times the number we currently receive daily. DP has submitted a proposal to us, however, they note that the computer work will cost us at least \$50,000 in unbudgeted funds.

TOTAL FOR CORPORATE RELATIONS PROGRAM: \$80,000.

### Expert Media Tours

Currently we are conducting or planning to begin later in 1987 five expert media tours on workplace/ETS issues.

**John Fox** is a corporate labor attorney who, accompanied by a TI spokesperson, discussed legal issues related to smoking in the workplace. To date in 1987, we have conducted five media tours, with 48 interviews (See Attachment B). Because Fox is accompanied by a TI spokesperson, all pitching is done in house. Cost to TI for Fox's time and travel averages \$8,000 per tour. We propose to do five additional tours in 1987.

COST FOR FOX MEDIA TOURS: \$40,000.

**Alan Katzenstein** is a science writer who advises industry on a variety of environmental issues. Katzenstein, who also is accompanied by a TI spokesperson has done seven media tours to date, with 21 interviews (See Attachment C). Pitching is done in-house; Katzenstein's time and travel averages \$5,000 per tour. We propose to do nine additional tours in 1987.

COST FOR KATZENSTEIN MEDIA TOURS: \$45,000.

With the identification of additional scientific witnesses for legislative purposes, earlier this year we proposed a plan to put two **Truth Squad** tours per month on the road, criticizing anti-smoker ETS science and putting ETS into the proper context with indoor air (See Attachment D).

These tours are pitched and scientists accompanied by a PR agency. Competitive bids were taken from the three agencies; \$5,500 per tour was the winning bid, with an estimated \$500 per tour for expenses. In addition, time and travel expenses for the scientist will average \$8,000 per tour. We also propose approximately \$9,000 worth of advertising of Truth Squad availability in

media trade press. With media training for the new scientists scheduled for August 6-7, we propose to begin putting the Truth Squad on the road at the end of the month, with eight tours scheduled in 1987.

**COSTS FOR TRUTH SQUAD TOURS: \$144,000.**

**Gray Robertson** is the most seasoned and effective of the ETS/indoor air quality media tours. He's been on the road for more than a year now. To date in 1987, he's been on twelve tours and completed 170 interviews (See Attachment E).

Robertson, too, is pitched by an independent PR firm. Although costs in the past had totaled \$12,000 or more, we have recently renegotiated with the agency to conduct the tours for \$6,500. Robertson's time is covered in his existing retainer with The Institute, his expenses average \$1,500 per tour. We propose to conduct another six ACVA tours this year.

**COSTS FOR ACVA INDOOR AIR QUALITY TOURS: \$48,000**

**TOTAL COSTS FOR EXPERT MEDIA TOURS: \$268,000**

#### **ETS and Indoor Air Quality Issue Ads**

Earlier this year, we asked one of our public relations firms to develop a series of indoor air quality issue ads that would be sponsored by ACVA (See Attachment F). The proposal was not funded. We would recommend, however, that we consider using these ads as an adjunct to the ACVA media tours, running them in local newspapers and business magazines during a Robertson appearance, and perhaps a week or so following the appearance. Costs will vary according to size and individual publications; with an average of \$10,000 per ad, two ads per city, and 16 cities proposed for the remainder of 1987,

**TOTAL COSTS FOR ACVA ISSUE ADS: \$320,000.**

We also would recommend a fresh look at an issue advertising series on the ETS/indoor air quality issue, with third party sponsorship. Consideration should be given to assigning an ad agency with experience in issues advertising to study the issue and make in time for 1988.

**COSTS FOR CREATIVE AND TESTING OF ETS/IAQ ISSUE ADS: \$100,000.**

**TOTAL ADVERTISING COSTS: \$420,000**

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**Restaurant and Hospitality Industry Outreach**

In April, public smoking issues staff proposed development of a program that would enable us to demonstrate to the airline, hotel/motel, restaurant and rental car industries that smokers represent a significant portion of their clientele, and that these customers appreciate and seek out gracious service. A necessary amount of research and development of materials was proposed for this year, with outreach to begin as soon as possible in 1988 (See Attachment G).

Telephone surveys of marketing directors in the targeted industries is being done in-house. We also proposed a survey of smokers as to their attitudes toward marketing programs offered by the hospitality industries, and development of materials related to these surveys.

COSTS FOR HOSPITALITY PROGRAM: \$50,000.

Staff is prepared to move forward on all of these programs, if funds can be identified. We will be glad to answer any questions you might have.

Attachments