

THE TOBACCO INSTITUTE

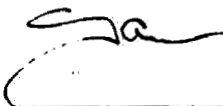
1875 I STREET, NORTHWEST
WASHINGTON, DC 20006
202 457-4800 • 800/424-9876

SAMUEL D. CHILCOTE, JR.
President

May 18, 1988

MEMORANDUM

To: The Members of the Executive Committee

From: Samuel D. Chilcote, Jr. 

Last Tuesday, May 10, representatives from the State Activities Policy Committee and the Communications Committee met jointly to review The Institute's proposed comprehensive public smoking program, which was developed at the request of the Executive Committee.

With the exception of reservations expressed by R.J. Reynolds' representatives about a plan to support smokers' rights organizations, the two committees were unanimous in their recommendation that Institute staff proceed with development of this program. The comprehensive plan, which includes several new projects as well as expansion of current activities, is attached for your review.

Institute staff is moving forward quickly to develop these recommendations, and will be prepared to make a presentation at the June 16 Executive Committee meeting. By way of summary, following are among the new and expanded programs contained in this plan:

New Programs

- o Support of ventilation legislation and regulation.
- o Support of legislation that protects smokers from unreasonable anti-tobacco efforts, including job discrimination and nonsmokers' rights clauses in smoking restriction bills.
- o A new program to demonstrate to the service and hospitality industries smokers' economic significance and their desire to patronize establishments that treat them graciously.

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- o Retention and promotion of a management consulting firm that can counsel private businesses on developing reasonable smoking policies.
- o Redirection of The Institute's corporate smoking assistance program to provide guidance and assistance to smokers.
- o A new program, through a coalition named the National Institute of Conflict Education (NICE), with national spokesman Hal Holbrook, to demonstrate that overreaction to annoyances, particularly to smoking, is anti-social and unacceptable behavior.
- o A program to provide appropriate print and video materials, and other limited support, to smokers' rights groups in six key states.

Expanded Programs

- o A stepped-up program of briefing allies, legislators, regulators and media on the indoor air quality issue, placing ETS in proper perspective. This program calls for rapid training of additional scientific witnesses, and identification for briefing purposes of federal, state and local legislators and regulators involved with indoor air quality issues.
- o A more aggressive legal program to establish precedents to protect smokers' rights, to act as a deterrent to smoker discrimination, and to brief representatives from organized labor and minority bar associations on smokers' rights issues.
- o Organization of a coalition of industries concerned about misuse of "social costs" data.

SDCjr:ldm

Attachment

cc: TI Senior Staff

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