



Report to Corporate Coordinators

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RECEIVED

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J.K.W.

TO: Mr. Charles McCarty Mr. Shepard Pollack
 Mr. K.V.R. Dey, Jr. Mr. William Hobbs
 Mr. Curtis Judge Mr. Manuel Leitao

FROM: Jack Kelly

RE: Report to Corporate Coordinators, October 1980

NEW JERSEY HEARING: THE MAKING OF A BROAD-BASED COALITION

On July 24, 1980, the New Jersey Assembly Judiciary Committee held hearings on the package of eight (8) anti-smoking introduced by Assemblyman Herman.

A diverse coalition of witnesses from a wide spectrum of the business community, in addition to witnesses from the tobacco industry, testified in opposition to the bills. Among the 12 witnesses testifying in opposition were persons representing:

- o a state employees' association,
- o the Police Benevolent Association,
- o the New Jersey Restaurant Association,
- o the Public Service Electric and Gas Company,
- o the New Jersey Food Council,
- o several independent restaurant owners, and,
- o the New Jersey Conference of Mayors.

New Jersey State TAN Director, Jim Hedden, was successful in augmenting the industry testimony with a broad-based coalition of witnesses who also oppose unnecessary restrictive smoking legislation.

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MICHIGAN GOVERNOR'S PANEL

TAN's response to the deliberations of the Michigan Governor's Panel and the paper on the health and social costs, by Dr. Kenneth Warner, is a positive example of the cooperation shared across departmental lines within The Tobacco Institute and among the other segments of the tobacco family.

Various submissions, insuring that the industry's point of view has exposure and credibility, were prepared with the cooperation of:

- o Dra. Kastenbaum, Schafer and Waite, TI Scientific
- o Greg Scott and Mike Kerrigan, TI State Activities
- o Rick Seely, TI/TAN Field Staff
- o Counsel from TI, Covington & Burling and Shook, Hardy & Bacon, and,
- o Walt Maner and Mike Spaniole, Michigan Tobacco and Candy Distributors and Vendors Association.

This combined effort exemplifies our success at reaching the goal of effective, efficient integrated support for issues management.

TAN ENROLLMENT

The third quarter of 1980 has proven to be the most productive quarter ever for TAN enrollment. Over 5,500 new members have been added to the ranks since the end of June. This pushes total enrollment over 25,000!

Yearly enrollment quotas for each state director and the popular "One-A-Month" enrollment programs in each state provided the impetus for the enrollment gains. In excess of 2,700 TAN members joined in September alone.

Enrollment has increased over 55% since January. The march toward 30,000 enrollees by the end of the year continues.

TWO-A-MONTH HORIZONTAL TRAINING TO CONTINUE IN 1981

The "two-a-month" horizontal training schedules for each TAN staffed state will continue in 1981 with a few modifications to increase its effectiveness.

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The TAN Corporate Coordinators have been notified of the training schedules through the end of the year. Updates and revisions to that schedule will be sent out periodically.

At the September 19, 1980 TAN Executive Briefing, it was agreed that scheduling horizontal training sessions 90 days in advance is not as practical as shortening the lead time to 30 days. Consequently, the field staff has been instructed to notify TAN National Headquarters 45 days (but no less than 30 days) prior to the month being scheduled. For example, TAN National Headquarters will be notified of the January 1981 training schedules between November 15 and 30, 1980. The updated schedule for January will be sent to the member companies by December 1, 1980.

TAN's retrospective reporting on the training sessions already held will contain a breakdown of invitees by company and industry segment as well as attendees. This will serve to point up areas of low attendance which require further attention by the State TAN Director (STAND), the Committee Representatives (CR's), and the companies themselves.

COMMITTEE REPRESENTATIVES ARE LYNCHPIN OF TAN SUCCESS

The committee representatives (CR's) assigned to represent the Tobacco Institute member companies and tobacco family segments on the State TAN Advisory Committees (TAC) in the TAN staffed states have become the lynchpins of the TAN organization and have become the catalysts to TAN successes not only in enrollment but in every facet of TAN.

Because of the crucial and time-consuming role the CR's have in TAN, we would request that, where practical, no CR be assigned more than one TAN state. This does not preclude the appointment of more than one CR to a particular TAN state.

The various enrollment programs going on around the country point up the leadership role the TAN CR's are now exerting. Whether it is called "One-A-Month" or "TANREP" or "Project Shareholder," the broadening of TAN's enrollment base (see Enrollment) through the projections of TAN into the retail segment by the manufacturing and wholesaler segments has been successful because of the cooperation and enthusiasm of the CR's.

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FALL TAN POLITICAL MOBILIZATION

The "Letters Campaign" has been underway in selected states for several weeks. The TAN political mobilization this fall involves surveying all candidates for state legislative office to solicit their views on a variety of issues, including the public smoking issue.

The TAN volunteer force has been told about the program and has been trained in the methods and reasons for carrying out this potentially valuable mobilization. Member companies and tobacco industry segments are urged to reinforce the importance of participation in the letters campaign to their employees and members.

TAN TRAINING RESOURCES

National TAN Headquarters is currently proceeding with the final stages of development of three (3) audio/visual presentations for use in TAN training and education seminars.

Smoking and Health: The Unresolved Issue traces the history and extent of the smoking and health controversy. It encapsulates the controversies surrounding the alleged health effects of tobacco use on the user and the research efforts underway and needed to resolve the still-unanswered questions.

This fifth show in the TAN "issues" audio/visual series is scheduled for release later this fall.

The Economics of Tobacco: The Issue of Pride is a positive TAN resource which presents the often neglected message that tobacco is a very important part of the economic fabric of our nation. This audio/visual show is based on the latest tobacco economics data contained in the just-released Wharton Study.

Preparations of "Economics" as a TAN training tool is part of a multi-faceted Tobacco Institute plan to disseminate as widely and effectively as possible the data in the Wharton Study.

This is the sixth show in the TAN "issues" series and will be available by mid-November.

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Involvement: The American Way will be released as a TAN audio/visual training resource by year's end. It is more general in scope than some of the earlier "tobacco-specific" slide/tape shows. Designed to instill a sense that America's greatness is a product of and continues to depend on individual responsibility in a participatory society and democracy, "Involvement" traces the American tradition from the Mayflower Compact through the New England town meeting down to today's grassroots and special interest groups.

In order to insure that these shows represent the views and concerns of the tobacco industry, pre-production review and clearance of the scripts will now include the TAN Corporate Coordinators. Copies of A/V show scripts and storyboards which have been cleared at least once by Nat'l TAN Headquarters and the appropriate legal counsels will be sent to the Corporate Coordinator designees for their timely review and comment.

In addition, the TAN Corporate Coordinators will be notified in advance of when they can screen the pre-distribution master copy of the show.

TAN FIELD FORCE

The Plains States - While the search for a new STAND for the TAN organization in Nebraska, North and South Dakota goes on, the Plains States TAN has been restructured to create more efficient lines of communication by including it as a part of Bob Hanrahan's Midwest region. Wyoming, which had formerly been a part of the Plains States TAN, has been assigned to Northwest States STAND Nancy Hughes. The Plains States formerly were included in Alex King's Northwest area.

The Northwest States - In mid-August TAN was pleased to announce the appointment of Nancy A. Hughes as STAND for the Northwest States (Oregon, Washington, Idaho, Montana). The restructuring mentioned above added Wyoming to Nancy's bailiwick.

Nancy brings sales and political experience to TAN as well as the enthusiasm for organization and public affairs that will insure success for TAN in the Pacific Northwest.

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Maryland - Maryland has been moved into the Northern Zone as an additional state in Ric Scanlan's Northeast area. Jerry Kupris will assume responsibility for Maryland in addition to his present responsibility for Pennsylvania. Maryland was formerly part of John Bankhead's Southeast area.

Southern California - TAN has succeeded where the California legislature and other groups have failed -- we have split California into two TAN organizations.

Ronald L. Saldana has been appointed STAND for Southern California and Arizona. His experience in public affairs, public relations and advertising gained through seven years with the Western Manufactured Housing Institute equip him to carry out TAN's mission.

Bonnie Hulse will now have responsibility for TAN in Northern California, Nevada and Utah.

DADE COUNTY AND CALIFORNIA INITIATIVES

TAN volunteers have been asked by the initiative campaign committees in Dade County, Florida and California to assist in the following ways:

- Dade County:
- (1) Monitor radio and TV talk shows and participate in call-in opportunities,
 - (2) Distribute campaign literature to retail outlets, and,
 - (3) Participate in election day car/van pool get-out-the-vote operations.

- California:
- (1) Distribute campaign literature,
 - (2) Receive two (2) informational mailings,
 - (3) Participate in phone bank operations, and,
 - (4) Be given Prop 10 informational briefings along with wholesaler/distributor employees in separate briefings.

The member companies have cleared the Action Request for California. The Dade Action Request is awaiting member company approval.

J.K.

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