

Ogilvy & Mather Public Relations

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From: Patricia Milita

Date

April 20, 1983

Memorandum

To: Peter Sparber

The following pages propose a labor relations seminar for The Tobacco Institute. It is brief because the purpose and the details of the session are relatively uncomplicated.

We look forward to discussing our ideas with you and are prepared to modify or expand our recommendations according to TI's needs.

TIOK 0028737

OVERVIEW

Ogilvy & Mather Public Relations is assisting The Tobacco Institute (TI) with the smoking in the workplace issue. A portion of the program is devoted to coalition building and other activities surrounding organized labor.

During discussions with TI staff it became apparent that a "sensitizing" or background session on labor relations would be helpful both for the program at hand and for a variety of other TI projects.

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PURPOSE

The purpose of the labor relations session will be to sensitize TI staff to organized labor coalition building and its related activities.

TI staff should leave the presentation with a better understanding of the problems and opportunities it will encounter in its dealings with the labor movement; with a better picture of organized labor's attitudes towards the tobacco industry and other businesses; and an understanding of labor's expectations of TI regarding coalition building.

The presentation should provide TI with a greater awareness of the diversity of concerns among unions. That is, an understanding that the labor movement is not a monolith but is comprised of unions and individuals representing a broad spectrum of political, economic, and social views.

This understanding is essential to successful relations with organized labor.

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IMPLEMENTATIONSpeakers

O&MPR will invite labor policy makers which represent unions from various sectors of the economy. We will target these sectors of the AFL-CIO*:

1. Industrial; e.g., United Auto Workers, International Association of Machinists, United Steel Workers
2. Public sector; e.g., American Federation of State, County and Municipal Employees, American Federation of Teachers, American Federation of Government Employees
3. Service; e.g., Service Employees International Union, Food and Commercial Workers Union
4. Building trades; e.g., Carpenters, International Brotherhood of Electrical Workers, Laborers International Union.

The agency will choose senior staff and elected union officials. Such speakers will be more representative of union membership than an individual union president and will provide a better understanding of the character of the labor movement.

* Speakers will probably be affiliated with the AFL-CIO and/or its affiliates. Several independent unions are significant but would probably be inappropriate; e.g., the Teamsters, which are not entirely representative of the labor movement; the Mine Workers, which are not important to the tobacco industry; and the National Education Association (the most plausible of the three), which is a public sector union but is unnecessary since the public sector can be represented by the unions listed under #2, above.

TIOK 0028740

After the four presentations we will conduct a roundtable discussion to clarify each speaker's position, to discuss opposing views, and to provide a general wrap-up. The agency will moderate the discussion.

Materials

O&MPR will prepare background information for the seminar. The material will provide a profile on the AFL-CIO and each of its divisions as well as background on the independent unions not represented at the seminar.

Schedule and Location

9:00 - 9:15 a.m.	Introduction
9:15 - 9:45	First speaker
9:45 - 10:15	Second speaker
10:15 - 10:30	Break
10:30 - 11:00	Third speaker
11:00 - 11:30	Fourth speaker
11:30 - Noon	Round table discussion

If the number allows (six to ten people), we recommend that the seminar be held at O&MPR's offices. If a larger group attends, we will choose a suitable location in Washington.

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BUDGET

The budget will conform to O&MPR's usual TI billing rate.

We estimate:

15 hours account executive time (materials preparation, administrative details)	@ \$ 75.00 per hour
6 hours vice president time (contacts with union representatives)	@ \$ 90.00 per hour
4 hours senior vice president time (contacts with union representatives)	@ \$ <u>150.00</u> per hour
TOTAL	\$2,265.00

Materials (paper, copying, postage), refreshments, and location (if O&MPR's offices are not suitable) will be billed at actual rates.

We do not foresee any production. However, if it is required, it will be billed at the usual 17.65 percent agency mark-up.

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