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**PUBLIC AFFAIRS  
MANAGEMENT PLAN PROGRESS REPORT**

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**July 1989**

**TI DN 0016632**

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**EXCISE TAXES**  
July 1989

Primary Responsibility: Debbie Schoonmaker  
Carol Hrycaj

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**Overview**

In July, we developed and tested messages, scripts and storyboards for the excise tax advertising campaign.

The American Agriculture Movement (AAM) continued its efforts to further promote the results of its recent excise tax study.

**Highlights**

Working with consultants, we developed and reviewed 10 scripts/storyboards for television ads and met to discuss focus group testing of the messages. By month's end, we observed focus groups in California, Idaho, Texas, Massachusetts, Wisconsin and Missouri.

A new tax brochure based on the recent AAM rural America study went to the printer in preparation for distribution at state fair booths. The majority of the 1989 state fair events are slated to begin next month.

Further promotion of the AAM study is also underway. We met with State Activities and consultants to develop a plan to mail the tax study to governors, agriculture commissioners and key tax writing committee members.

News of the study continues to make its way into print. The August edition of AAM's monthly newspaper, The Reporter, will carry a story on the organization's excise tax study, and a related op-ed by David Senter will be distributed via a matte service.

We continued to refine issue plans for 1990, and began drafting next year's budget.

At Infotab's request, we researched tobacco excise tax earmarking information.

**Next Month's Goals**

Review focus group analysis and develop recommendations for further activity on tax advertising project

Visit an AAM state fair booth

Finalize 1990 budget

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**Public Relations Division Variance Analysis**

Excise Taxes  
**Cost Center Name**

1305  
**Cost Center Number**

July  
**Month**

Debbie Schoonmaker  
**Cost Center Manager**

Account#/Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt Over (Under) Budget at Dec. 31, 1988	Explanation
5201/Repro. Print & Drftg.	50,769	75,833	(25,064)	0	Production costs for 3 third-party projects due in fall.
6200/Advert Space & Promo.	64,357	0	64,357	260,000	Expenses for ad production and focus groups testing due next 2 months.
7301/Prof. Fees	392,789	341,250	51,539	19,000	\$57,000 ad campaign expenses to be re-coded to 6201.
7501/Support Tob. & Oth. Org.	286,407	501,083	(214,676)	(154,000)	Military coalition activities and editorial board briefings will not take place this year.
TOTAL	794,322	918,167	(123,845)	125,000	

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**PUBLIC SMOKING ISSUE**

Primary Responsibility: John Lyons  
Sharon Ransome  
Ray Thomas

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**Overview**

In July, we continued to make progress implementing the public smoking issue plan. A congressional subcommittee conducted hearings on an indoor air quality bill. We spent substantial time developing and refining the 1990 plan and budget. We also made considerable headway in recruiting academic scientists on ETS.

**Highlights**

Indoor Air Quality

With Tobacco Industry Labor Management Committee (LMC) assistance, American Federation of Government Employees National Vice President David Schlein testified before the House Subcommittee on Natural Resources, Agricultural Research and Environment regarding H.R. 1530, the Indoor Air Quality Act of 1989. In his testimony, Schlein recommended that OSHA be given jurisdiction over workplace indoor air quality research.

The Safe Workplace Air Coalition (SWAC) completed the final report of its study of indoor air quality in federal and District of Columbia government buildings. Schlein included a copy of the report with testimony on H.R. 1530. We will work with SWAC to develop a plan to promote the report to labor audiences.

LMC representatives operated an indoor air quality booth at the Texas State AFL-CIO annual convention. Some 700 delegates and 200 observers attended the convention.

The National Energy Management Institute published and distributed this year's second edition of NEMI News. NEMI also submitted a proposal to the LMC for expansion of NEMI's indoor air quality program.

The indoor air coalition published membership solicitation brochures and the first edition of its monthly newsletter, both of which were included in the group's first targeted mailing to potential new members. The coalition also prepared and distributed to Members of Congress a white paper outlining the potential regulatory impact of H.R. 1530 and its Senate companion, S. 657, the so-called Mitchell bill.

TI consultants conducted indoor air quality presentations at annual meetings of the Campus Safety Association and the Association of Physical Plant Administrators of Colleges and Universities.

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Public Smoking - July Report  
Page Two

ACVA Atlantic completed an indoor air quality investigation of the U.S. Information Agency's Cohen Building in Washington, D.C. The study was done at the request of AFGE Local 1812. Also, ACVA issued a report on its indoor air quality investigation of the Washington Essex Building in Boston. The study was conducted in May at the request of the Service Employees International Union.

We made significant progress in identifying and recruiting academic scientists interested in ETS science. In July, TI representatives met with a number of potential experts to assess interest in and suitability for the program. To date, six have cleared the screening process and will begin training in early August. The recruiting firm has identified and begun screening eight more candidates, each of whom has an impressive academic affiliation. In addition, a second firm has begun recruiting on the West Coast.

Workplace Smoking Legal Program

Commerce Clearinghouse republished John Fox's California Western Law Review article, "Smoking in the Workplace: Accommodating Diversity," in the July edition of the Labor Law Journal. The publication, a leading practitioner's journal, has a wide national circulation. We will obtain reprints to include in our corporate assistance materials.

Corporate/Smoker Assistance

We responded to 114 requests for information/assistance concerning workplace smoking issues. Seventy-nine requests came from representatives of corporate management; the balance were from smokers. The large increase over June is primarily attributable to our late May resource guide mailing in Illinois, Indiana, Ohio and Michigan.

We began working with State Activities staff and legal counsel to produce an employers' guide to workplace smoking issues in New York State in response to the recently enacted statewide public smoking restrictions.

**Next Month's Goals**

Identify an author for a response to the Employee Benefits Journal article on workplace smoking.

Clarify the role of ENV Services, Inc. and our contractual relationship with the firm.

Finalize a schedule of resource guide mailings and complete at least one.

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**Public Relations Division Variance Analysis**

Public Smoking

**Cost Center Name**

1309

**Cost Center Number**

July

**Month**

John Lyons

**Cost Center Manager**

Account/Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt Over (Under) Budget at Dec. 31, 1988	Explanation
4801/Books & Subscriptions	398	0	398	1,000	Items related specifically to public smoking. No budget.
5101/Postage	3,259	11,667	(8,407)	(8,000)	Resource guide mailings behind schedule but will pick up.
5201/Repro. Printing & Drafting	102,803	285,833	(183,031)	(255,000)	Great American Welcome material not produced.
5801/Legal Fees	74,357	58,333	16,024	0	Legislative activities will dwindle. Clearances should be lower during 2nd half of 1989.
6201/Advertising	693,929	408,333	285,596	1,000	"Enough is Enough" ads allocated here. BBC advertising eliminated.
(continued)					

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**Public Relations Division Variance Analysis**

Public Smoking (continued)  
**Cost Center Name**

1309  
**Cost Center Number**

July  
**Month**

John Lyons  
**Cost Center Manager**

Account#/Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt Over (Under) Budget at Dec. 31, 1988	Explanation
7301/Prof. Fees	2,143,293	1,956,500	186,793	(241,000)	BCC, Fox, and IAQ media tours less costly than projected.
7501/Sprt. Tob., Oth. Orgs,	<u>150,554</u>	<u>463,750</u>	<u>(313,196)</u>	<u>255,000</u>	Support of NEMI, BCIA, SWAC greater than projected.
<b>Totals</b>	<b>3,168,593</b>	<b>3,184,417</b>	<b>(15,824)</b>	<b>(247,000)</b>	

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**Public Relations Division Variance Analysis**

Scientific Affairs

Cost Center Name

1302

July

John Lyons

Cost Center Number

Month

Cost Center Manager

Account#/ Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt Over (Under) Budget at Dec. 31, 1988	Explanation
5801/Legal Fees	9,036	44,444	(35,409)	(20,000)	C&B costs expected to be lower than anticipated.
7301/Prof. Fees	48,927	422,222	(373,296)	(350,000)	Recruitment process has been less expensive than projected, due to efforts to reduce C&B involvement. Search firms bill us irregularly. Also, as experts are trained and given assignments, their costs will become evident.
Totals	57,962	466,667	(408,704)	(370,000)	

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**AIRLINES**

**Primary Responsibility: John Lyons**

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**Overview**

July activity was driven by legislative mark-ups in the House of Representatives and in anticipation of anti-smokers' initiatives to use the appropriations process to pass a total ban.

**Highlights**

The House Aviation Subcommittee marked-up Chairman Oberstar's total ban bill on July 18, revising it to extend for two years the current 2-hour ban. The full Public Works and Transportation Committee July 28 marked-up and reported a bill to make permanent the 2-hour ban. Meanwhile, at month's end, Rep. Durbin (D-IL) was expected to seek permission to offer a total ban amendment to the transportation appropriations bill when the House considers the legislation in early August.

Division staff worked with Federal Relations staff, member company lobbyists and consultants to prepare statements and amendments for Members' use during the mark-ups and Rules Committee hearings.

Production of the second edition of the "Passport to Smokers' Flights" timetable proceeded as scheduled. Official Airline Guides, Inc. will provide camera-ready pages during the first week of August. Printing should be completed and distribution underway by August 18.

The Smoker's Rights Alliance airport information centers continue to produce solid results. In July, the four centers reported collecting 1,540 petition signatures and distributing 405 "Passport to Smokers' Rights" kits.

**In Need of Attention**

Additional cabin air quality activity.

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**Public Relations Division Variance Analysis**

Airlines

Cost Center Name

1312

Cost Center Number

July

Month

John Lyons

Cost Center Manager

Account#/Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt Over (Under) Budget at Dec. 31, 1988	Explanation
5201/Repro. Printing & Drafting	13,772	29,167	(15,395)	10,000	Costs for smoker time-tables and reprints of the "passport" kits will exceed budget.
7301/Prof. Fees	195,702	184,333	11,369	(10,000)	Many costs greater than projected due to unanticipated legislative activity. Year-end savings projected because most aircraft ventilation costs for the year will be assigned to 1302.7301.
7501/Sprt. Tob. & Oth. Orgs.	43,720	72,917	(29,197)	(35,000)	Cabin air quality conference not expected to occur.
<b>Totals</b>	<b>253,194</b>	<b>286,417</b>	<b>(33,223)</b>	<b>(35,000)</b>	

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**ADVERTISING ISSUE**

July 1989

**Primary Responsibility: Fred Panzer  
Janet Bruce**

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**Overview**

The month ended with a hearing before the Luken Subcommittee on H.R. 1250, the "Protect our Children from Cigarettes Act of 1989, a bill to limit ads to text only.

The lengthy one-day hearing marked the ninth time in two years that panels of the House Energy and Commerce Committee have deliberated tobacco advertising and promotion.

Once again, a broad coalition of advertising, media and civil liberties groups testified against the bill -- The Tobacco Institute was only one of 15 opposing witnesses appearing before the panel. Once again, opponents succeeded in branding the bill a "ban in sheep's clothing." Once again, they were able to position the tobacco advertising issue as a constitutional rather than a health issue. Once again, they appeared to have enough support to keep the bill in committee.

All was quiet on the state activities front, with all but four legislatures out of session. As the month ended, only two of the 18 states considering them passed sampling bans or restrictions; only two of 20 states passed retail or vending sales restrictions; and no advertising restrictions passed in the 12 states where bills were introduced.

On the local level, however, Honolulu has banned advertisements on buses for any products that may not be sold to minors, and New York City's Mayor Koch has ordered a cigarette ad ban on all city-owned billboards.

We alerted our advertising and media allies to a surprise attack by Sen. Biden: a renewed effort to fund the war on drugs by eliminating the tobacco advertising deduction. The six major trade associations of the Advertising Tax Coalition promptly wrote a letter of protest to Senate Majority Leader Mitchell.

**Highlights**

Issue staff managed the production of an extensive "briefing book" for the July 25, 1989 hearing on H.R. 1250. Staff and consultants produced background papers, drafted Congressional opening statements, and developed friendly and hostile questions. Staff also supervised editing, production and distribution of TI statements and exhibits. We worked with Media Relations in

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providing background for the TI press kit. Issue staff also monitored the hearing and provided input for the President's report to the Executive Committee.

At the hearing, the American Association of Advertising Agencies incorporated our visuals in its testimony. The visuals demonstrate the devastating effect of content-control legislation on commercial speech.

The Freedom to Advertise Coalition (FAC) hosted a "press availability" session on Capitol Hill. With our encouragement and support they invited news media to cover the opposition to H.R. 1250 from a room convenient to the hearing. FAC picked up coverage from CNN, FNN, CNBC, the Washington Times and ADWEEK it might otherwise not have obtained.

We persuaded FAC to make an economic case against H.R. 1250 and provided a Peat-Marwick economic impact study to support the argument. With this encouragement and support, FAC adopted the study and released it to media and Congress on July 25.

Also timed for the hearing was an International Association of Advertising study of smoking among young people in 16 countries. The study was made part of the FAC press kit.

First draft of a CASE brochure has been submitted for approval. The brochure will be used by member companies to recruit participants for CASE.

Philip Morris continues to solicit members for the CASE from among its arts and cultural contacts.

Jolly Ann Davidson has started her Responsible Living Program media tour. Her first outing to Philadelphia and Harrisburg resulted in heavy media response: one television and three radio interviews plus several newspaper articles.

A new advertising plan and budget for 1990 was completed and submitted.

The Direct Marketing Association (DMA) has responded favorably to our efforts to get them on board as members of FAC. We expect to close in August.

**Next Month's Goals**

1. Produce a generic legal/constitutional analysis of H.R. 1250 and 1493 (Luken and Synar respectively).
2. Complete white paper on Levine/Atkins bill.

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**Public Relations Division Variance Analysis**

Advertising

**Cost Center Name**

1308

**Cost Center Number**

July 1989

**Month**

F. Panzer

**Cost Center Manager**

Account#/ Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt Over (Under) Budget at Dec. 31, 1988	Explanation
5201 Repro Print & Drafting	\$ 38,687	\$ 43,750	(\$5,063)	(\$10,000)	Youth materials are in sufficient supply to meet demand. Delay in getting clearance for new ad ban pubs.
7301 Prof. Fees	\$205,535	\$218,750	\$13,215	\$20,000	Additional prof. fees for hearings & related PR.
7501 Sup- port Tob & Others	\$ 15,088	\$230,417	(\$215,329)	(\$135,000)	Departure of NASBE; delay in company approval of sponsorship/CASE effort; delay in tob.family coalition launch.
Total	\$260,819	\$492,917	(\$232,098)	(\$125,000)	

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**FIRE SAFETY ISSUE**  
**July 1989**

**Primary Responsibility: Karen Fernicola**

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**Overview**

Though July is usually a quiet month for the fire safety issue, we managed to keep busy on both the legislative and educational fronts this month. Courtesy of several road trips, we continued to encourage support for the Boucher and Breaux "fire-safe" cigarette bills as well as to publicize our fire safety educational materials.

**Highlights**

Reps. Boucher and Bliley wrote to fire service organizations that have endorsed H.R. 673, the "Fire Safe Cigarette Implementation Act of 1989," thanking the groups for their support and providing an update on the bill's status. Fire service officials expressed appreciation at the gesture.

An article on TI's work with the fire service appeared in the July 10 issue of The Nation. Written by Los Angeles Times reporter Myron Levin, the article attempted to disparage TI's grant program and efforts on behalf of the Boucher bill. Fire service representatives quoted in the article did not support that negative stance, however. The industry "[has] done an admirable job," said one official. "I think they have become responsible corporate citizens."

At the prestigious Texas A&M Firemen's Training School, we taught a fire prevention course featuring the TI fire safety education materials and the results of TI-sponsored research on public fire education in the United States and abroad. While there, we met with the executive committee of the Texas State Firemen's and Fire Marshals' Association to discuss the status of proposed federal "fire-safe" cigarette legislation.

We attended the annual conference of the Western Division of the International Association of Fire Chiefs in Tucson, Arizona. While there, we met and renewed acquaintances with many fire service leaders from the Western states.

The Legislative Committee of the National Volunteer Fire Council met in Washington, D.C., this month to set their legislative agenda for the remainder of the year. Among their priorities is continued support for the Boucher and Breaux bills.

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**Fire Safety Issue--July Status Report  
Page 2**

Upon learning that the Florida Fire Chiefs Association had endorsed the Moakley bill in 1988 with no knowledge of the Boucher bill, we met with the group's board to ask them to reconsider. Though unable to reverse the association's endorsement, we were invited to address the entire association on the issue again next January.

On the advice of one of its members, a longtime Moakley supporter, the Illinois Fire Safety Alliance voted to endorse the Moakley bill at its June meeting. We had met with the group's board in January to encourage support of the Boucher bill, and plan to visit individual fire service officials again in September.

Kansas City, Missouri, has proposed doubling its cigarette excise to fund a special hazardous materials and emergency response unit for the city's fire department. We have been working with the State Activities Division to learn more about the situation and about how other such units around the country are structured and funded. We hope to discourage the earmarking of excise taxes for needed public services.

The University of Georgia has completed the college dormitory fire safety video made possible by a TI grant. We will be considering additional funding to the university to duplicate and distribute the video and instructor manual.

A September 25 briefing for fire service officials involved in pilot testing the updated high school curriculum "Firesafety for the Rest of Your Life" has been scheduled at TI headquarters. We will be working with fire safety consultants at Phoenix Associates and TriData Corporation to prepare for the briefing.

Drafts of the 1990 proposed issue plan and budget were refined and submitted on schedule.

Susan Newby joined The Institute mid-month, and she enthusiastically has tackled the challenge of updating our records and learning the details of the grants program.

**Next Month's Goals**

Organize visits with Minnesota fire service representatives.

Notify "Firesafety for the Rest of Your Life" pilot test contacts of final arrangements for briefing session; review all pilot test materials.

Prepare presentation for IAFC Prevention Showcase.

**TI DN 0016647**



**Public Relations Division Variance Analysis**

Fire Safety  
**Cost Center Name**  
1306  
**Cost Center Number**

July 1989  
**Month**

M. Gleason/K.Fernicola  
**Cost Center Manager**

Account#/Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt Over (Under) Budget at Dec. 31, 1988	Explanation
5201/Repro Print & Draft	\$ 42,181	\$ 23,333	\$ 18,848	\$ 3,000	Future reproduction expenses will be charged to the 7500 account.
7300/Prof. Fees	\$368,241	\$259,583	\$108,657	\$45,000	Need to secure and maintain fire service support for Boucher bill has increased consultant time on this issue.
7500/Support Tob. Other Orgs	\$277,616	\$242,083	\$ 35,532	(\$15,000)	Fire safety coloring books bill was paid this month. Year-end grant requests will be acted upon in 1990 in an effort to save money
<b>Totals</b>	<b>\$688,037</b>	<b>\$525,000</b>	<b>\$163,037</b>	<b>\$33,000</b>	

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**SOCIAL COSTS**  
July 1989

Primary Responsibility: Debbie Schoonmaker  
Carol Hrycaj

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**Overview**

July was a relatively quiet month on the social cost front. Economists' media tours continued, as scheduled, and two publications moved closer to production.

**Highlights**

Smoking and the State media tours continued with Tollison and Wagner taking the social cost message to South Carolina and Texas. We relayed background information on the states in advance of the authors' tours.

The social cost question and answer document, "Debunking the 'Social Costs' of Smoking," continued to move forward. At month's end, legal comments were being incorporated into the document; production will begin in early August.

Also scheduled for next month is production of The Institute's social cost topic brochure. We approved final galley proofs and design concept in July.

At the request of the Social Cost Council, we reviewed and commented on potential questions to be asked in a Gallup survey of Americans' attitudes on government regulation. The public opinion poll is scheduled for August or September.

A July meeting of the Social Cost Council was rescheduled for August 9.

Upon receipt of Price-Waterhouse's final version of the economic impact study, we met with Media Relations and State Activities to discuss promotion options. We will meet with consultants to develop support materials for the report.

We reviewed, analyzed and recommended action on an NCI smoking policy "fact sheet" involving social costs.

We revised program plan for next year, and drafted 1990 social cost budget.

**Next Month's Goals**

Print social cost "Q&A" and topic brochure

Participate in Social Cost Council meeting

Finalize 1990 budget

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Public Relations Division Variance Analysis

Social Costs \_\_\_\_\_  
 Cost Center Name \_\_\_\_\_  
 1311 \_\_\_\_\_  
 Cost Center Number \_\_\_\_\_  
 July \_\_\_\_\_  
 Month \_\_\_\_\_  
 Debbie Schoonmaker \_\_\_\_\_  
 Cost Center Manager \_\_\_\_\_

Account/Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt Over (Under) Budget at Dec. 31, 1988	Explanation
5201/Repro. Print & Drftg.	6,225	90,417	(84,192)	(85,000)	Reprints of economists' journal articles expected late 1989.
7301/Prof. Fees	306,595	265,417	41,178	119,000	Media tour costs higher than anticipated.
7501/Support Tob. & Oth Org.	37,500	195,417	(157,917)	(67,000)	Expenses for Social Cost Council research, journal and conference expected in 3rd-4th quarters.
TOTAL	350,319	551,250	(200,930)	(33,000)	

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**MEDIA RELATIONS**

Primary Responsibility: Brennan Dawson

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**Overview**

Media Relations activities in July included the second federal hearing in as many months, a press conference by anti-smoking groups, and continuing interest on tobacco-related issues by the media. Additionally, media tours conducted by consultants continued at a fast pace, producing positive results.

**Highlights**

The Subcommittee on Transportation and Hazardous Materials held a day of hearings on Congressman Luken's bill to limit and define acceptable content for cigarette advertising. Two dozen witnesses, including the tobacco industry, members of the Freedom to Advertise Coalition, and a litany of anti-smoking groups testified.

- o Media coverage was considerably less than for previous hearings on advertising, and this hearing had significantly fewer press in attendance than the airline hearings in June. Four television cameras were on hand, including Cable News Network, ABC-TV and two satellite organizations. CBS and AP radio were joined by a few small stations, with print coverage from the Washington Post, Associated Press, Ad Week and the Louisville Courier-Journal. Staff was on hand during the hearings to promote the industry's positions with the press and to make experts and comments available. Staff also conducted interviews with Financial News Network.

The Freedom to Advertise Coalition (FAC) also hosted a press briefing room near the hearing site, where spokespersons and handouts, including FAC's analysis of the Luken bill and a study by Peat Marwick Main noting that a tobacco advertising ban would mean the loss of close to 63,000 jobs, were available.

In media tours by consultants, this month:

- o Gray Robertson conducted a media tour in Los Angeles and San Diego. Robertson was also featured on Financial News Network's "Moneytalk" program regarding sick building syndrome. He noted that cigarette smoke is "the only visible pollutant in the building and because of its visibility, it becomes the scapegoat for all other pollutants."

"Truth Squad" media tours, discussing ETS and indoor air quality, took Dr. David Weeks to Columbus and Cleveland and Jack Peterson to Cincinnati and Dayton.

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Media Relations  
July 1989  
page 2

Media tours on the alleged "social costs" of smoking by consulting economists Robert Tollison and Richard Wagner were conducted in Columbia, Charleston, Grand Rapids, Lansing, Dallas and Ft. Worth.

The Institute's Responsible Living Program is now being promoted with media tours involving Jolly Ann Davidson. The first of these tours was conducted in Philadelphia and Harrisburg.

Some 5,700 Great American Welcome kits were distributed by mail to members of the Texas, Louisiana and Hawaii Restaurant Associations.

The American Public Health Association (APHA) held a press conference to join with representatives of the American Medical Association, the Asia-Pacific Association for the Control of Tobacco and the Coalition on Smoking OR Health in protesting the U.S. government's involvement in tobacco export issues. Staff covered the event and handled media inquiries, including ABC News and the New York Times.

Staff gave speeches and provided briefings this month for:

The National Association of Tobacco Distributor's Annual Day in Washington;

A meeting of the Public Relations Society (Virginia Beach);

The "Ax the Tax" Rally in Louisville; and

The Agri-Business Meeting in Rocky Mount, NC.

Overall in July, staff participated in 53 broadcast interviews, 96 print interviews, responded to 263 information requests from the public and media and made 77 media relations contacts.

**Next Month's Goals**

Speaker recruitment is a top priority

Plan and implement new approaches for dealing with ETS

Clear and implement a new Great American Welcome plan

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**Public Relations Division Variance Analysis**

Media Relations

**Cost Center Name**

1303

July 1989

Brennan M. Dawson

**Cost Center Number**

**Month**

**Cost Center Manager**

Account#/Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt Over (Under) Budget at Dec. 31, 1988	Explanation
390b/Travel	\$ 43.5	\$134.2	\$( 90.7)	\$( 75.0)	Fewer speakers on road -- current staffing levels indicate this will not change in 1989.
4000/Conferences	- 0 -	23.3	( 23.3)	( 30.0)	Tobacco college cancelled.
5101/Postage & Delivery	26.9	32.1	( 5.2)	( 10.0)	Low activity early in year -- to pick up in 2nd half.
5201/Repro. Print & Draft	1.0	23.3	( 22.3)	( 20.0)	Low demand -- to change in 2nd half.
5401/Other Office	44.6	37.9	6.7	15.0	Continuing high demand for tapes, transcripts & clips for reporting & evaluation.
5501/Memb. Staff Training	( .5)	5.8	( 6.3)	( 2.0)	Reimbursement from TI Hong Kong.

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**Public Relations Division Variance Analysis**

Media Relations  
**Cost Center Name**  
1303  
**Cost Center Number**

July 1989  
**Month**

Brennan M. Dawson  
**Cost Center Manager**

Account#/Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt Over (Under) Budget at Dec. 31, 1988	Explanation
6201/Ads & Space	\$ 10.9	\$ 5.8	\$ 5.0	\$ 7.0	Large # of trade shows.
7301/Prof. Fees	95.9	385.0	(289.1)	(360.0)	Low activity for outside firms & little interest from SAD for local PR firms -- not expected to change.
<b>TOTALS</b>	<b>\$224.2</b>	<b>\$657.4</b>	<b>\$(433.2)</b>	<b>\$(475.0)</b>	

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**Public Relations Division Variance Analysis**

General Coalitions  
**Cost Center Name**

1307  
**Cost Center Number**

July 1989  
**Month**

Stuntz/Gleason  
**Cost Center Manager**

<b>Account/Description</b>	<b>Year-to-date Expenses</b>	<b>Year-to-date Budget</b>	<b>Amount Over (Under) Budget</b>	<b>Projected Amt Over (Under) Budget at Dec. 31, 1988</b>	<b>Explanation</b>
3900/Travel	\$ 89,499	\$ 102,083	( 12,584)	( 5,000)	Heavy travel schedule in late summer/fall should increase expenditures.
5100/Postage	\$ 3,211	0	3,211	15,000	TAN mailings were not a budgeted item.
5200/Repro., print & draft	\$ 21,003	\$ 26,250	( 5,247)	17,000	Enough is Enough, other TI pubs not budgeted to this cost center, but have been charged here.
5500/Member-ship	\$ 2,404	\$ 8,750	( 6,346)	( 7,500)	Staff is not as involved in training programs this year as in past.
6200/Advertising	\$ 2,100	\$ 14,583	( 12,483)	( 15,000)	No ad opportunities in allied publications.

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Continued, page 2



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**Public Relations Division Variance Analysis**

General Coalitions (continued)

**Cost Center Name**

1307  
**Cost Center Number**

July 1989  
**Month**

Stuntz/Gleason  
**Cost Center Manager**

<b>Account/Description</b>	<b>Year-to-date Expenses</b>	<b>Year-to-date Budget</b>	<b>Amount Over (Under) Budget</b>	<b>Projected Amt Over (Under) Budget at Dec. 31, 1988</b>	<b>Explanation</b>
7300/Prof. fees	\$ 172,370	\$ 159,833	12,537	27,000	Federal relations' veterans program, which was not budgeted, will put us over.
7500/Support tob. & other orgs.	\$ 587,106	\$ 718,667	( 131,560)	( 89,000)	Although use of state labor counsel is picking up, it has not been as extensive as anticipated.
<b>TOTALS</b>	<b>\$ 877,978</b>	<b>\$ 1,031,916</b>	<b>( 153,938)</b>	<b>( 60,000)</b>	

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Production Services

Primary Responsibility: Anne Cannell

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**Overview:**

In July we assisted the advertising issues in preparation for the Luken hearing on H.R. 1250. Two sets of briefing books were put together for friendly Congressmen on the subcommittee. We produced 100 color copies of what the proposed ban would do to cigarette advertising. We also updated the Freedom to Advertise Coalition letterhead and News Release paper, for a rush printing of several thousand copies of hearing testimony. We arranged for transcripts of the hearing, which will be available the 1st week in August.

**Highlights:**

The Tobacco 2000 materials were printed and delivered for the National Association of Tobacco Distributors' "Day in Washington" meeting. A second printing of the materials is planned for September.

Twelve logo designs were submitted to Gray Robertson for his new corporate identity. After careful review a design was chosen that will represent his new name: Healthy Buildings International. Hopefully the materials will be printed by the end of August.

Our publication, "Open Door to Hospitality", won the Excellence in Print award from the Printing Industries of America national competition. Over 50,000 pieces were entered. In October The Institute will receive a formal certificate.

Gail Dieleman and I spent a day with Rainbow Graphics where we saw a demonstration on the IBM PC. We reviewed two new software products: Pixe and Mirage. Both are sophisticated graphics packages for in-house slide presentations. All of the information is being compiled and reviewed by the Data Processing Manager.

**Next Month's Goals:**

- . Audio-visual equipment
- . Inventory

TI DN 0016657

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Listed below are projects started, underway or completed this past month.

PUBLIC AFFAIRS

**Advertising Hearing:**

- . Produced labels, tabs and binders for handouts.....Bruce

**ACVA:**

- . New HBI logo approved, mechanicals in production
- . 20 black and white copies made of Airline presentation for F-H.....Lyons

**BCIA:**

- . Membership brochure printed and delivered.....Thomas

**Burn Concerns:**

- . Slide proofs returned, minor changes in production.....Fernicola

**Denver High-Rise Guide:**

- . Corrected galleys in house, under review.....Fernicola

**Fire Prevention Showcase:**

- . Portfolio and label design in production for the International Association of Fire Chiefs 1989 meeting.....Fernicola

**Freedom to Advertise Coalition:**

- . Revised and printed letterhead and News Release sheets
- . Cover comps in production for Economic Report.....Panzer

**NVFC:**

- . Letterhead revised, waiting for blue line....Fernicola

**OICA:**

- . 1 set of Congressional labels printed and delivered to Pat Gaskins

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**TI DN 0016658**

. July newsletter copied and mailed.....Schoonmaker

**Passport to Smokers' Flights:**

. Cover in production, waiting for text  
to print the second edition.....Lyons

**Reprints:**

. International Concepts in Fire Safety.....Fericola  
. CART Letterhead.....Schoonmaker

**"Social Costs" Setting the Record Straight:**

. Revised design in house, under review.....Hrycaj

**Texas Restaurant Association Mailing:**

. Great American Welcome mailing to 4,000  
businesses in Texas.....Merryman

**Tobacco 2000:**

. Printed and delivered.....Bruce

**Tombstone Advertisements:**

. 100 color xeroxes produced for Luken  
Hearing.....Panzer

**Workplace Response Mailing:**

. 106 orders sent to mailhouse for  
fulfillment.....Ransome

**FEDERAL RELATIONS**

**Advertisement:**

. Produced for Congressional Staff Club  
Program.....Vinovich

**Invitations:**

. South Carolina Pig Pickin' invite printed  
and mailed.....White  
. "Night at Birdland" designed and xeroxed.....DeWitt

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**TI DN 0016659**

**Luken Hearing:**

- . Arranged for transcript.....Lewis

**ADMINISTRATION**

**Memo Pads:**

- . Completed for: Booth, Cannell, Collins,  
Newby, Powers, Woodson.

**STATE ACTIVITIES**

**Advertisement:**

- . NY State Tobacco & Candy Distributors ad  
designed and shipped federal express.....Woodson

**Color Copies:**

- . Produced 10 sets of 1990 projections.....Woodson

**Hospitality Cards:**

- . Produced for NCSL meeting.....Minsheu

**Oregon Retailers Brochure:**

- . Comps in production for brochure and signs  
re: minors and cigarette retail.....Boise

**State Cigarette Excise Tax Map:**

- . Updated and printed.....Yoe

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**INFORMATION CENTER**

**PRIMARY RESPONSIBILITY: MAUREEN BOOTH**

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**Overview**

Having come on board at the end of the July, the balance of the month has been spent becoming familiar with the Tobacco Institute's Information Center (IC) and issues, meeting fellow staff members, learning the DECmate and the PC.

**Highlights**

The new Field Representatives and I attended the legal briefing given by Bernie O'Neal.

TIP is in the final proofing stages.

Jenny is continuing to identify subscriptions that can be put onto FAXON.

We met with a representative from Washington Alert, a legislative database that is produced by Congressional Quarterly. This database will enhance the IC's capabilities to provide legislative-related information.

I attended a meeting with TI staff and outside consultants on trade as an issue. As a result of this meeting, we are beginning to identify and secure information on this topic.

We attended a software presentation by a NEXIS representative with Bob Miller, to determine its value to the Tobacco Institute.

Maureen was trained on DECmate by the DP staff.

In routine matters, we handled 54 requests for information - 19 from staff, 6 from member companies, 5 from law firms and 24 from outside individuals and organizations. There was an acute interest in cellulose acetate tow manufacturers, due to a rumored shortage of the material.

**Next Month's Goals**

Maureen will be taking a WordPerfect training course.

The IC staff will work with John Lyons on supporting documentation for a white paper on health scares perpetrated by the media.

We will explore the possibility of providing Federal with tobacco-related information from the Washington Alert database.

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**Public Relations Division Variance Analysis**

Information Center

**Cost Center Name**

1304

**Cost Center Number**

JULY 1989

**Month**

Maureen Booth

**Cost Center Manager**

Account#/ Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt Over (Under) Budget at Dec. 31, 1989	Explanation
4800 Books & Subscriptions	41,459	26,250	15,209	15,000	We are renewing subscriptions for 2-3 yrs. were possible, per Administration's request. This was not budgeted for 1989.
8030 Purchased Computer Services	34,208	26,250	7,958	20,000	There was an increase in searching as the intern Librarian became familiar with the data bases.
TOTAL	79,369	60,666	18,702	35,000	

TI DN 0016662