

COMMUNICATIONS ACTIVITIES

MARCH 1990

MEDIA TOURS BY CONSULTANTS

- o In place of "Truth Squad" media tours, scientific consultants Jack Peterson, Dave Weeks and Larry Holcomb's efforts have been directed toward activities surrounding the publication of the report from the ETS Symposium held at McGill University. This month, as a follow-up to their media interviews, editorials and op-eds were drafted.
- o Gray Robertson conducted a media tour on indoor air quality in Salt Lake City. Included in his media interviews were the Deseret News and two television appearances. A report and available media coverage are enclosed.

Robertson's views about air quality aboard aircraft were also featured on "Good Morning America," where he debated an official of the Air Transportation Association. A transcript is enclosed.

- o Professor Bob Tollison conducted a media tour in New York City, discussing the alleged "social costs" of smoking. During the media tour, Tollison conducted two taped and one live interview reaching different audiences with large listenership. Additionally, WABC-AM expressed interest in interviewing him at a later date. Reports and transcripts are enclosed.

THIRD PARTY AND ALLIED ACTIVITIES

- o Citizens for Tax Justice (CTJ) was joined by House Majority Leader Richard Gephardt and 11 other members of Congress in releasing a study calling for restoration of the "pre-'supply-side' level" of progressivity. Gephardt and his colleagues spoke to a standing-room-only crowd at the Capitol, as CTJ released its own analysis of the federal budget deficit, alternative policy approaches and the effects of tax fairness on families at various income levels.

50779 3552

Communications Activities
March 1990
page 2

Copies of the study and the press materials, which were developed with Labor Management Committee support, are enclosed.

- o CTJ held a press conference responding to Ways & Means Chairman Rostenkowski's deficit reduction plan. CTJ Director Robert McIntyre presented an analysis of the chairman's proposal explaining that several of the initiatives would place an enormous burden on average taxpayers.
- o Editorials opposing increases in excise tax increases were published by Michael Babcock, Professor of Economics at Kansas State University in the Topeka Capital-Journal and by Dwight Lee, Professor of Economics at the University of Georgia's College of Business Administration in the Macon Telegraph and News. Copies are enclosed.
- o Professor Dwight Lee's rebuttal to an article on "social costs" was published in the March edition of the Journal of Medical Association of Georgia. A copy is enclosed.
- o Management attorney John Fox held a seminar on smoking in the workplace in Portland, Oregon.
- o David Schlein, from the American Federation of Government Employees, was the expert panelist on indoor air quality when the Consumer Federation of America held its consumer assembly in Washington, D.C. Schlein has worked closely with Labor Management Committee representatives on a variety of indoor air issues, including ventilation and smoking restriction issues in government buildings.
- o The American Federation of Government Employees District 14 and the Workplace Health Fund of the AFL-CIO sponsored a conference on "Worker Health in an Office Environment in Washington, D.C. NEMI's Frank Powell conducted a session on indoor air quality. Approximately 75 federal and District of Columbia government employees attended the event.
- o During its annual convention, the Florida Council of Senior Citizens passed two resolutions on national health care -- resolving that any health care system should be financed through progressive revenue sources to ensure that the full burden is shared equitably by all of society. The organization is an affiliate of the National Council of Senior Citizens and represents 50,000 individuals in the state.

FEDERAL HEARINGS AND ACTIVITY

- o Chairman Tom Luken (D-OH) convened the Subcommittee on Transportation and Hazardous Materials on March 1 to hear testimony on the "targeting of youth, blacks, women and other minorities by alcohol and tobacco companies."

Three panels, totaling 15 witnesses, offered testimony. Advertising allies testifying were steadfast in their opposition to Luken's bill and characterization of industry practice -- and were outraged that Luken believes these groups to be compromised by tobacco contributions. Also testifying against censoring advertising and patronizing minorities was Tino Duran, president of the National Association of Hispanic Publications.

Testifying for The Institute, former Rep. Charles Whitley addressed the allegations about the industry's targeted marketing strategies, the question of anti-smoking advertising in the media, the industry's position on H.R. 1250 and other pending legislation to ban tobacco advertising. "Cigarette advertising is 'targeted' to adult smokers," Whitley said. He countered claims that the industry improperly targets women, minorities and low-income groups with the observation that "no one ever has accused a cigarette manufacturer of improperly 'targeting' male white yuppies."

Media coverage of this hearing was light; copies of The Institute's testimony and press materials are enclosed.

SPEECHES, BRIEFINGS AND OTHER ACTIVITY

- o Institute staff and consultants met with Amtrak officials to discuss assisting Amtrak with better ventilation of their passenger cars. Amtrak has extended an invitation to our consultant to inspect and make recommendations on how to improve the air quality of the Amfleet Cars.

On a related note, a "new" smoking policy was announced by Amtrak that marginally reduces smoking areas on trains, but preserves the long-standing Amtrak policy of accommodation.

- o Healthy Building International conducted an indoor air quality investigation at the headquarters of United Food and Commercial Workers Local 324 in Buena Park, California. The Labor Management Committee (LMC) offered the investigation after indoor air quality complaints from union members prompted introduction of anti-smoking legislation in the Buena Park City Council.
- o LMC representatives conducted an indoor air quality presentation at the A. Philip Randolph Institute western regional conference in San Diego. Approximately 100 delegates from a number of unions attended.

LMC representatives also provided an indoor air quality presentation before the American Federation of Government Employees (AFGE) National Executive Board in Washington, D.C. Approximately 25 union official representing each of AFGE's geographic regions attended the meeting.

Other LMC indoor air quality presentations were made at the meeting of the Greater Flint, Michigan AFL-CIO Council and American Federation of State, County and Municipal Employees Local #496, also in Flint.

- o Staff, along with marketing expert Scott Ward of Wharton University, traveled to Houston to cover and respond to the Association of State and Territorial Health Officer's meeting on Tobacco Prevention and Control. Media coverage of the event, which emphasized tobacco advertising and marketing, was contained to local press in the Houston area.

- o TI staff gave a presentation on The Institute's Fire Safety Education Program at a Fire Safety Education Symposium sponsored by the volunteer firefighters' associations of Monroe and Oneida Counties in New York. Staff also gave a similar talk at a Fire Safety Education Conference of fire service officials from Illinois and Iowa.

TI staff also presented a workshop on The Institute's program at the Wisconsin Fire Inspectors annual conference.

Communications Activities
March 1990
page 5

- o Institute media relations staff participated in 43 broadcast interviews, conducted 157 print interviews, filled 645 information requests (247 from the media) and submitted 10 letters to the editor during March.
- o In March, Institute staff responded to 945 requests for assistance in on workplace smoking issues.
- o Also enclosed are a sampling of other media coverage that may be of interest.

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