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Stuntz comments re Comprehensive Public Smoking Program
Executive Committee 8/18

THANK YOU.

STAFF ~~HAS~~ MADE A GREAT DEAL OF PROGRESS IN IMPLEMENTING THE COMPREHENSIVE PUBLIC SMOKING PROGRAM, APPROVED BY THIS COMMITTEE IN JUNE.

FOR EXAMPLE, AT THE FEDERAL LEVEL, OUR EXPANDING NUMBERS OF ETS AND VENTILATION CONSULTANTS, AND ALLIES, HAVE BEGUN THEIR EFFORTS TO AFFECT INDOOR AIR ACTIVITIES AT THE AGENCIES, AND IN CONGRESS.

THE ENVIRONMENTAL PROTECTION AGENCY IS COMPILING A LIST OF INDOOR AIR QUALITY ANALYSIS FIRMS FOR ITS USE IN ADVISING THE PUBLIC.

ENV SERVICES, A NEW VENTILATION CONSULTANT FORMALLY RETAINED BY US EARLIER THIS MONTH, HAS CONTACTED EPA TO DISCUSS THOSE PLANS. ENV JOINS ACVA ATLANTIC AND THE NATIONAL ENERGY MANAGEMENT INSTITUTE IN OUR VENTILATION EFFORTS.

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ON A SECOND FRONT. NEXT MONTH. A NEW COALITION OF INDUSTRIES CONCERNED ABOUT THE WAY THE EPA IS DEALING WITH INDOOR AIR ISSUES ... WILL HOLD ITS ORGANIZATIONAL MEETING. SPEAKERS AT THE MEETING WILL INCLUDE THE SCIENCE AND HEALTH REPORTER FOR NEWSWEEK MAGAZINE ... AND THE SAFETY AND HEALTH DIRECTOR OF THE AFL-CIO.

THIS COALITION ... THE BUSINESS COUNCIL ON INDOOR AIR ... WILL CONSIST OF REPRESENTATIVES CHIEFLY FROM THE CHEMICAL INDUSTRY AS WELL AS ORGANIZATIONS THAT ANALYZE AND CLEAN UP THE AIR.

THE BUSINESS COUNCIL WILL COMMUNICATE DIRECTLY WITH REGULATORY AGENCY OFFICIALS, THE NEWS MEDIA AND OTHER INFLUENTIALS. TO DEMONSTRATE THE IMPORTANCE OF GOOD VENTILATION AS THE SOLUTION TO INDOOR AIR POLLUTION.

(PAUSE)

AT THE DEPARTMENT OF TRANSPORTATION ... CONTRACTORS INTERESTED IN BIDDING ON THE STUDY OF ENVIRONMENTAL TOBACCO SMOKE AND OTHER ASPECTS OF CABIN AIR QUALITY ... MET EARLIER THIS WEEK WITH REPRESENTATIVES FROM DOT.

ENV SERVICES ... THE AIR QUALITY ANALYSIS FIRM I MENTIONED EARLIER ... WAS THERE. ENV WILL CONSIDER

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BIDDING ON PART ONE OF THE STUDY ... TO CONDUCT ON-BOARD TESTING.

(PAUSE)

IN CONGRESS, ALTHOUGH GEORGE MITCHELL'S INDOOR AIR QUALITY BILL HAS COME OUT OF COMMITTEE. OUR LABOR FRIENDS HAVE PRIVATELY TOLD MITCHELL'S STAFF THAT THEY ARE CONCERNED ABOUT PORTIONS OF THE BILL THAT GIVE MILLIONS OF DOLLARS TO THE EPA FOR ADDITIONAL RESEARCH.

THEY HAVE ASKED TO MEET LATER THIS YEAR WITH THE BILL'S SPONSORS TO DISCUSS AMENDING THE LEGISLATION TO DEVOTE MOST FUNDS TO INDOOR AIR QUALITY ANALYSIS AND BUILDING RETROFITS, WITH A FOCUS ON PUBLIC BUILDINGS AND SCHOOLS.

IF THEY ARE SUCCESSFUL, THESE AMENDMENTS WILL HAVE TWO EFFECTS ... THEY WILL MOVE THE FOCUS AWAY FROM FURTHER RESEARCH AND TOWARD SOLUTION OF THE VENTILATION PROBLEM. ... THEY ALSO WILL REMOVE A LOT OF MONEY FROM THE EPA.

TO PROMOTE THESE REVISIONS, LEADERSHIP 2000, ONE OF OUR LABOR-SUPPORTED ALLIES, HAS OFFERED TO SPONSOR INDOOR AIR BRIEFINGS FOR MEMBERS OF CONGRESS, AS PART OF ITS REGULAR LUNCHEON BRIEFING PROGRAM.

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THESE BRIEFINGS WOULD BE CONDUCTED BY REPRESENTATIVES FROM OUR OWN LABOR MANAGEMENT COMMITTEE.

WE RECENTLY RETAINED DAVID WILHELM, FORMER RESEARCH DIRECTOR OF THE PUBLIC EMPLOYEE DEPARTMENT OF THE AFL-CIO, TO HELP US CONDUCT THOSE BRIEFINGS. HE WOULD TEAM WITH A FORMER UNION SAFETY AND HEALTH OFFICIAL.

WITH THIS NEW BRIEFING TEAM, WE WILL USE THE PERIOD BEFORE THE NEW CONGRESS CONVENES IN JANUARY TO CONTINUE DISCUSSIONS WITH CONGRESSIONAL STAFF ON THE ISSUE.

(PAUSE)

I WILL FOLLOW UP IN A FEW MINUTES WITH PROGRESS ON THE PUBLIC AFFAIRS SIDE. BUT FIRST, BILL CANNELL WILL REPORT ON PROGRAM ACTIVITY AT THE STATE AND LOCAL LEVEL. BILL ...

(BILL CANNELL)

THANK YOU, BILL.

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IN JUNE ... THIS COMMITTEE ENDORSED A COMPREHENSIVE PUBLIC SMOKING PROGRAM THAT CALLS FOR SOME 170 INDIVIDUAL PROJECTS ... IN THE INDOOR AIR. LEGAL. CORPORATE. HOSPITALITY AND OTHER AREAS.

TO KEEP TRACK OF ALL OF THESE PROJECTS ... AND TO MAKE SURE THEY ALL MOVE FORWARD IN A TIMELY MANNER. STAFF HAS DEVELOPED TIMELINES ... THIS BOOK BREAKS ALL OF THE PROJECTS DOWN INTO WEEKLY DEADLINES.

(SHOW BOOK)

THE CHARTS IN YOUR PACKAGES SUMMARIZE THE CONTENTS OF THE BOOK ... TO DATE ... WE ARE ON TRACK.

AS YOU CAN SEE. JULY AND AUGUST ARE PARTICULARLY HEAVY MONTHS. THERE ARE A LOT OF PROJECTS IN THE START-UP PHASE... AND MUCH OF OUR ACTIVITY IS FOCUSED ON DEVELOPING PROCEDURES FOR FUTURE ACTIVITY -- SEMINARS. MEDIA TOURS. ETC.

(PAUSE)

OUR LITIGATION PROGRAM CALLS FOR PROMOTION OF WORKPLACE SMOKING SEMINARS IN REGIONS OF THE COUNTRY IDENTIFIED BY OUR LOBBYISTS AS KEY AREAS.

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WE ALSO PLANNED TO IDENTIFY APPROPRIATE EXPERTS TO BEGIN BRIEFING MINORITY BAR ASSOCIATIONS ON DISCRIMINATORY ASPECTS OF WORKPLACE SMOKING RESTRICTIONS.

AT THE SAME TIME, WE WOULD INCREASE OUR EFFORTS TO STAND UP FOR SMOKERS' RIGHTS, WHEREVER POSSIBLE.

THE FIRST WORKPLACE SMOKING LEGAL SEMINAR WILL OCCUR EARLY NEXT MONTH IN RALEIGH, NORTH CAROLINA. LEGAL CONSULTANT JOHN FOX WILL CONDUCT THE SEMINARS, SPONSORED BY HIS FIRM ... PILLSBURY, MADISON AND SUTRO.

LATER NEXT MONTH, HE WILL CONDUCT A WORKSHOP ON THE ISSUE AS PART OF HIS FIRM'S COMPREHENSIVE LABOR AND EMPLOYMENT LAW SEMINAR, IN CARMEL, CAL.

THROUGH THE REMAINDER OF THE YEAR, FOX WILL CONDUCT LEGAL SEMINARS IN PORTLAND -- AT THE REQUEST OF THE OREGON ASSOCIATED INDUSTRIES -- AND IN CLEVELAND AND SEATTLE.

AGGRESSIVE MEDIA PROMOTION WILL BE A PART OF THE PUBLIC RELATIONS ACTIVITY SURROUNDING THESE SEMINARS.

(PAUSE)

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MARIO OBLEDO, FORMER EXECUTIVE DIRECTOR OF THE LEAGUE OF UNITED LATIN AMERICAN CITIZENS, AND BALTAZAR BACCO, EXECUTIVE DIRECTOR OF THE HISPANIC NATIONAL BAR ASSOCIATION, HAVE AGREED TO BRIEF MINORITY BAR ASSOCIATIONS FOR US.

BRIEFINGS BEGAN THIS MONTH, AND WILL CONTINUE AT A RATE OF ABOUT ONE A MONTH.

SO FAR, WE'VE LINED UP THE HISPANIC NATIONAL BAR ASSOCIATION, THE NATIONAL BAR ASSOCIATION, AND THE CALIFORNIA ASSOCIATION OF BLACK LAWYERS.

(PAUSE)

SEVERAL YEARS AGO, ATTORNEYS LAWRENCE ASHE AND DENNIS VAUGHN PUBLISHED IN EMPLOYEE RELATIONS LAW JOURNAL A REVIEW OF THE CURRENT CASE LAW REGARDING SMOKING IN THE WORKPLACE. VAUGHN IS EXPANDING AND UPDATING THAT ARTICLE ... EMPLOYEE RELATIONS LAW JOURNAL HAS AGREED TO PUBLISH IT IN ITS WINTER EDITION ... EARLY NEXT YEAR.

FINALLY, COVINGTON AND BURLING RECENTLY UPDATED ITS LEGAL ASSESSMENT OF THE ISSUE. THE NEW MONOGRAPH, WHICH BECOMES A PART OF OUR WORKPLACE BRIEFING KIT, IS INCLUDED WITH YOUR MATERIALS TODAY.

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IT ALSO WILL BE MAILED TO PERSONNEL OFFICERS OF THE FORTUNE 500 COMPANIES ... EARLY NEXT MONTH.

(PAUSE)

WE'VE MADE A GREAT DEAL OF PROGRESS WITH OUR INDOOR AIR QUALITY PROGRAM.

WE'RE ALREADY MORE THAN HALFWAY TOWARD OUR GOAL OF IDENTIFYING SIX ADDITIONAL ETS AND VENTILATION SCIENTISTS ... AND SIX OTHER CANDIDATES ARE CURRENTLY REVIEWING THE LITERATURE.

ALAN KASSMAN, THE FORMER PHILIP MORRIS SCIENTIST WHO NOW IS AN INDEPENDENT CONSULTANT, IS SCHEDULED FOR MEDIA TRAINING LATER THIS MONTH.

JOLANDA JANCZEWSKI, WHO HOLDS A MASTERS DEGREE IN PUBLIC HEALTH, HAS BEEN MEDIA TRAINED. SHE WILL MEET WITH OUR CURRENT SCIENTISTS ... AND LEGAL COUNSEL ... LATER THIS MONTH FOR ADDITIONAL BRIEFINGS ON THE SCIENCE.

JOLANDA ALSO FOUND NANCY STONE, WHO CURRENTLY IS DIRECTOR OF SAFETY AND HEALTH FOR THE INTERNATIONAL UNION OF ELECTRICIANS. MS. STONE WANTS TO LEAVE IUE LATER THIS YEAR AND BECOME AN INDEPENDENT CONSULTANT.

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SHE WILL SUPPORT OUR LABOR MANAGEMENT COMMITTEE EFFORTS.

AS I NOTED EARLIER, WE HAVE ENTERED INTO A FORMAL AGREEMENT WITH ENV SCIENCES, AN AIR QUALITY ANALYSIS FIRM THAT HAS DEVELOPED A PORTABLE SYSTEM FOR MEASURING A VARIETY OF INDOOR AIR COMPONENTS.

ENV WILL CONDUCT AND PROMOTE RESULTS OF A MINIMUM OF TEN BUILDING AIR QUALITY ANALYSES EACH MONTH ... IN LOCATIONS TO BE IDENTIFIED BY OUR STATE ACTIVITIES STAFF ... AND BY OUR FRIENDS IN ORGANIZED LABOR.

ENV ALSO WILL SPEAK OUT INDEPENDENTLY ON THE ISSUE.

NEXT MONTH ... THE NATIONAL ENERGY MANAGEMENT INSTITUTE WILL DISTRIBUTE THE SECOND ISSUE OF ITS INDOOR AIR QUALITY BROCHURE ... AND ITS PROMOTIONAL BROCHURE. THESE MATERIALS WILL GO TO LABOR UNIONS ... VENTILATION CONTRACTORS ... AND BUILDING OWNERS AND MANAGERS THROUGHOUT THE COUNTRY.

NEMI ALSO WILL BEGIN PRODUCTION OF ITS PROMOTIONAL VIDEO NEXT MONTH.

(PAUSE)

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(PAUSE)

IN JUNE. WE TOLD YOU THAT ACTOR HAL HOLBROOK WAS INTERESTED IN SIGNING ON AS NATIONAL SPOESMAN FOR OUR CONFLICT RESOLUTION COALITION. WE WERE DISAPPOINTED LATER TO LEARN THAT HOLBROOK HAD DECIDED AGAINST ENTERING INTO SUCH AN AGREEMENT.

AS BACK UP, WE HAD IDENTIFIED ACTOR E.G. MARSHALL, WHO HAS TENTATIVELY AGREED TO LEND HIS NAME AND PICTURE TO THE NATIONAL INSTITUTE FOR CONFLICT EDUCATION. A FORMAL LETTER OF AGREEMENT WENT TO HIM TWO WEEKS AGO ... HIS AGENT TELLS US HE BELIEVES MARSHALL WILL SIGN IT WHEN HE RETURNS FROM VACATION AT THE END OF THE MONTH.

COALITION RESEARCH IS UNDERWAY NOW. ANTICIPATING THAT MARSHALL WILL BE ON BOARD SHORTLY. WE ARE APPROACHING THE NATIONAL RESTAURANT ASSOCIATION, AMERICAN TRUCKERS ASSOCIATION, AND OTHER GROUPS TO JOIN THE COALITION ... WE HOPE TO HAVE AT LEAST THREE OTHER MEMBERS BY THE END OF THIS MONTH.

(PAUSE)

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OUR "OPEN DOOR TO HOSPITALITY" BROCHURE. THE CORNERSTONE TO OUR SMOKERS AS CUSTOMERS PROGRAM. IS BEING DISTRIBUTED THIS MONTH TO ALL NATIONAL RESTAURANT ASSOCIATION AFFILIATES.

THE PUBLICATION HAD JUST COME OFF THE PRESSES IN JUNE. FOR THOSE OF YOU WHO DID NOT SEE IT THEN. A COPY IS IN YOUR PACKAGE.

WE WILL FOLLOW UP THIS MAILING WITH AN OFFER TO SPEAK BEFORE STATE AND LOCAL RESTAURANT ASSOCIATION GROUPS. THESE PRESENTATIONS WILL BEGIN NEXT MONTH ... WE'VE ALREADY BEEN BOOKED INTO THE ANNUAL MEETINGS OF THREE STATE GROUPS.

THE FEASIBILITY TESTING OF OUR GREAT AMERICAN WELCOME ... URGING BUSINESSES NATIONWIDE TO TREAT SMOKERS AND NONSMOKERS FAIRLY AND REASONABLY ... HAS BEEN EXTREMELY POSITIVE.

THIS MONTH THE PROGRAM ... OUR RESPONSE TO THIS YEAR'S GREAT AMERICAN SMOKEOUT ... WILL GO OUT TO THE FIELD FOR FULL PROMOTION.

(PAUSE)

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EARLIER THIS YEAR ... THIS COMMITTEE AUTHORIZED STAFF TO PLACE THIS ADVERTISEMENT IN RESTAURANT PUBLICATIONS IN THREE STATES ... OVER A SIX-MONTH PERIOD.

(HOLD UP AD)

MIDWAY THROUGH THE CYCLE ... REPORTS FROM THE FIELD ARE POSITIVE. THE AD HAS RAISED AWARENESS OF RESTAURATEURS AS TO BUSINESS CONSEQUENCES OF SMOKING RESTRICTIONS.

FIELD STAFF HAS ASKED THAT WE EXPAND PLACEMENT OF THIS AD TO INCLUDE MISSOURI, KANSAS, IOWA, NEBRASKA AND WISCONSIN.

WE'VE ALSO DEVELOPED A SECOND AD ... THIS ONE TO PROMOTE OUR OWN HOSPITALITY PROGRAM. THE AD ... CLASSY AND LOW KEY LIKE THE BROCHURE ... IS DESIGNED TO STAND OUT FROM THE CLUTTERED, GARISH ADS THAT USUALLY APPEAR IN NATIONAL AND STATE HOSPITALITY TRADE PRESS.

IT WILL ENCOURAGE READERS TO CONTACT US FOR INFORMATION ... GIVE US AN ENTREE TO CONDUCT ONE-ON-ONE BRIEFINGS ... AND IDENTIFY FOR US POTENTIAL ACTIVISTS.

A COPY IS IN YOUR PACKAGE OF MATERIALS.

(DISPLAY AD)

TI DN 0015773

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IN ADDITION TO OFFERING IT TO THE FIELD FOR PLACEMENT IN RESTAURANT TRADE ASSOCIATION ANNUAL JOURNALS, WE PROPOSE RUNNING IT IN NATIONAL HOSPITALITY PUBLICATIONS, AND IN MAGAZINES IN NEW JERSEY, ILLINOIS, VERMONT AND NORTH CAROLINA.

LAST WEEK ... THE COMMUNICATIONS COMMITTEE ENDORSED A ONE-MONTH TEST RUN IN THESE PUBLICATIONS, AT AN ESTIMATED COST OF \$46,400. IT ALSO ENDORSED EXTENSION OF THE BEVERLY HILLS EXPERIENCE AD, AT A COST OF \$132,305.

(PAUSE)

ON SOCIAL COSTS. AUTHORS BOB TOLLISON AND DICK WAGNER THIS MONTH BEGIN THEIR TRAVEL TO PROMOTE "SMOKING AND THE STATE."

SEVENTEEN ECONOMISTS HAVE COMPLETED BOOK REVIEWS ON THE TOLLISON-WAGNER WORK. THEY ARE BEING SUBMITTED TO ECONOMIC JOURNALS AND MAJOR NEWSPAPERS FOR PUBLICATION.

SOCIAL COSTS ECONOMISTS ALREADY HAVE PARTICIPATED IN A PANEL AT THE WESTERN ECONOMIC CONFERENCE. THEY WILL CONDUCT SIMILAR PANELS AT THE SOUTHERN AND ATLANTIC CONFERENCES THIS FALL.

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AND TWO OF OUR FOUR ONGOING RESEARCH PROJECTS HAVE BEEN COMPLETED AND ARE UNDERGOING STAFF AND LEGAL REVIEW. ONE ON SMOKING AND PRODUCTIVITY. CONCLUDES THAT ALL OTHER FACTORS BEING EQUAL, SMOKERS ARE, IF ANYTHING, SLIGHTLY MORE PRODUCTIVE WORKERS THAN NONSMOKERS.

BOTH PROJECTS WILL BE SUBMITTED FOR PUBLICATION IN ACADEMIC JOURNALS THIS MONTH. WE EXPECT TO SEE THE OTHER TWO PROJECTS BY EARLY SEPTEMBER.

TWO WEEKS AGO, WE COMPLETED SHOOTING ON OUR SOCIAL COST VIDEO, FEATURING TOLLISON AND HUMORIST JIM BOREN. BOREN TAKES A HUMOROUS LOOK AT SOME OF THE OUTRAGEOUS SOCIAL COST CLAIMS. WHILE TOLLISON PUTS THE ISSUE IN PERSPECTIVE.

THE VIDEO, WHICH WILL BE USED IN LEGISLATIVE BRIEFINGS, WILL BE READY FOR USE NEXT MONTH.

(PAUSE)

ON OUR SMOKERS' RIGHTS PROGRAM, WE ARE WORKING WITH FIELD STAFF TO IDENTIFY POTENTIAL ACTIVISTS IN KEY STATES.

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HOWEVER. WE ARE DEFERRING MOST ACTIVITY ON THIS PROGRAM UNTIL THE FALL. TO GIVE US A CHANCE TO GET SOME OF THESE OTHER PROGRAMS UP AND RUNNING.

(PAUSE)

THIS MONTH. WE WILL FINALIZE OUR AGREEMENT WITH BESTYPE OFFICE ENVIRONMENTS. THE INDEPENDENT CONSULTANT WE'VE RETAINED TO ADVISE COMPANIES ON DEVELOPING SMOKING POLICIES. AS PART OF OUR REDIRECTED CORPORATE ASSISTANCE PROGRAM.

BESTYPE'S FIRST SEMINAR WILL BE IN NOVEMBER IN NEW YORK CITY. FOCUSING ON A VARIETY OF WORKPLACE ISSUES. INCLUDING INDOOR AIR QUALITY AND SMOKING IN THE WORKPLACE.

PROMOTION OF THIS SEMINAR WILL BEGIN IN EARLY OCTOBER. AT THE OFFICE DESIGNERS' EXPOSITION. ALSO IN NEW YORK CITY. AT THAT TIME. BESTYPE ALSO WILL HAVE COMPLETED ITS SMOKING POLICY BROCHURE AND DIRECT MAIL FLYER.

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LATER THIS MONTH, THE WASHINGTON LEGAL FOUNDATION WILL RELEASE RESULTS OF ITS RESEARCH CONDUCTED TO COUNTER BUREAU OF NATIONAL AFFAIRS CLAIMS THAT WORKPLACE SMOKING POLICIES ARE OVERLY RESTRICTIVE AND A PRIORITY FOR NATION'S EMPLOYERS.

IN FACT, THE LEGAL FOUNDATION'S POLL FINDS, SMOKING IS A LOW PRIORITY FOR MANAGEMENT AND EMPLOYEES ... AND MOST POLICIES HAVE BEEN DEVELOPED TO ACCOMMODATE THE RIGHTS AND PREFERENCES OF SMOKERS AS WELL AS NONSMOKERS.

THANK YOU.

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A COUPLE OF WEEKS AGO. THE CBS EVENING NEWS DID A PIECE ON INDOOR AIR QUALITY. ACVA'S GRAY ROBERTSON WAS FEATURED ... AND AS BACKGROUND FILM ... CBS USED OUR OWN INDOOR AIR QUALITY VIDEO.

ROBERTSON WILL BE THE KEYNOTE SPEAKER AT A TWO-DAY SEMINAR ON INDOOR AIR QUALITY ISSUES ... TO BE HELD IN NEW YORK NEXT MONTH.

HE ALSO CONTINUES HIS MEDIA TOURS ... AND IN JUNE ... AS A TEST ... WE ADDED ADVERTISEMENTS AS AN ADDITIONAL COMPONENT TO PROMOTE HIS MESSAGE.

WE TESTED THE EFFECTIVENESS OF THE ADS ... AND LEARNED THAT WHEN THE ADS WERE SEEN, THEY DID HAVE THE EFFECT OF EDUCATING READERS AS TO THE TRUE NATURE OF INDOOR AIR POLLUTION. UNFORTUNATELY, THE ADS WEREN'T SEEN AS MUCH AS WE WOULD LIKE.

LAST WEEK ... THE COMMUNICATIONS COMMITTEE DIRECTED STAFF TO CONSIDER ADDITIONAL CREATIVE WORK ON THE ADS ... AS WELL AS ADJUSTMENTS TO THE MEDIA SCHEDULES.

WE ARE DOING SO ... AND WILL BE RETURNING TO THAT COMMITTEE SHORTLY WITH OUR RECOMMENDATIONS.

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