

F. NY

NEW YORK STRATEGIC PLAN - 1991

LEGISLATIVE GOALS:

PASS FAVORABLE LEGISLATION

- To enact into law a measure that protects smokers from discrimination in employment.
- To enact legislation moderately restricting cigarette advertising in and around schools and youth activity centers.
- To enact statewide pre-emptive moderate vending/sampling restrictions.
- To enact legislation providing for mandated designated smoking areas in all public buildings including transportation terminals.
- To enact legislation requiring a smoking car on MTA commuter trains.
- To amend New York's Product Liability/Tort Reform Laws to provide a more equitable protection for New York State manufacturers.
- To enact legislation providing for the licensing and registration and standards of behavioral modification programs.
- To enact legislation requiring organizations that conduct health research to fully disclose financial information.
- To enact legislation that provides for a gross-receipts tax funding mechanism to assist counties and localities solid waste reduction programs.
- To enact legislation that requires transportation authorities that receive state funding to maximize their non-fare box revenues.
- To enact legislation requiring disclosure of empirical and other research information by institutions or entities receiving state funding (Truth in Research).

DEFEAT UNFAVORABLE LEGISLATION

- Defeat legislation designed to divest tobacco stocks from public pension funds.
- Efforts to strengthen the statewide Tully/Grannis anti-smoking law.

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DEFEAT UNFAVORABLE LEGISLATION - continued

- Budgetary proposals to raise the state consumer excise tax on cigarettes.
- Legislation to prohibit sampling of cigarettes to adults.
- Initiatives to prohibit the sales of cigarettes in vending machines.
- Legislative proposals to require a self-extinguishing cigarette standard.
- Measures to require cigarette ingredient disclosure.
- Efforts to prohibit cigarette advertising.

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BUSINESS COMMUNITY RELATIONS

- Maximize use of the company's involvement in New York State Business Council, New York City Chamber of Commerce and Industry and major regional business organizations regarding positions affecting overall company business.
- Develop/maintain the company associations with key businesses and business organizations throughout the state.
- Involve appropriate business leaders in all company events.

ELECTED OFFICIAL RELATIONS/PUBLIC AFFAIRS

- Maximize use of the company's functions and aggressively seek out new company sponsored events for legislators and key staff.
- Educate state's political players as to the company's massive economic contribution to New York State.
- Create the company presence designed to maximize visibility with Governor's office and staff, legislature and staff and regulatory agencies and staff.
- Continue targeted product distribution program to reinforce company's overall economic impact and diversity.
- Establish a President's Forum at headquarters where senior management will be addressed by major elected office holders.
- Continue Senior Management Luncheon Program at headquarters with established elected leaders and up and comers in the political world.

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ELECTED OFFICIAL RELATIONS/PUBLIC AFFAIRS - continued

- Develop legislation plant tour program - presentation, legislative discussion and post-tour followup.
- Conduct thirty (30) plant tours of the company's operating companies throughout the state for elected officials.
- Target brand activities in four (4) selected legislative districts.
- Host two (2) major receptions in the Capitol for legislators and staff and one (1) similar event in New York City for local officials. Assist third party organizations (i.e. business organizations) with similar programs.
- Continue marketing company using the "total companies" approach maximizing impact and diversity of each operating company.
- Maximize operating company cooperation to achieve political/legislative goals:
 - An inter-company Task Force for this purpose will be established. (i.e., to coordinate, plan tours, honorarium).
 - Establish a comprehensive legislative action network with contacts at each operating company throughout the state. Network members will be responsible for an outreach program to local opinion leaders within their political jurisdiction, as well as direct contacts to their elected officials.
 - Establish a periodic public affairs/community awareness program where elected officials are invited to address company employees.
 - Establish Community Service Program recognizing contributions of locally elected officials.
- Involve the company's management in selected appointive state and local authorities and committees.
- Host two (2) major charitable events involving senior management and legislative leaders.
- Involve the company's senior management in six (6) major opinion leader events.
- Insure that the company is effectively represented in organizations and activities that it financially supports.

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INDUSTRY RELATIONS

- Continue to lead all industry lobbying efforts on state/local levels.
- Educate vendors/customers as to the potential impact of negative legislation.
- Actively be involved in all aspects of issue training with allied groups such as Business Roundtables, Committees Against Regressive Taxation, Retailer Associations, Wholesaler and Convenience Stores Associations.

LABOR COMMUNITY RELATIONS

- Enhance the company's relationship with organized labor through greater contacts and corporate sponsorships, etc.
- Host a legislative reception for the State AFL-CIO.
- Involve appropriate union leaders in all company events.
- Continue ongoing efforts to expand labor coalition on issues affecting company.

MINORITY COMMUNITY RELATIONS

- Continue constituency development efforts designed to secure support of minority legislators.
- Involve appropriate minority community leaders in all company events.

POLITICAL GOALS

- Establish a state political action committee.
- Encourage each operating company to utilize its political contribution capacity to the maximum.
- Develop and conduct eight (8) employee political education involvement programs.
- Conduct four (4) smoker political education programs.
- On a targeted basis, support/oppose candidates using local operating company resources.
- Continue ongoing efforts to expand political coalitions on free speech/freedom of choice issues.

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PRESS RELATIONS

- Foster better relationships with media by developing an outreach program coordinated with the corporate communications department.
- Respond directly to press on inquiries concerning legislation.

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