

=====**CONFIDENTIAL**=====

THIS DOCUMENT IS SUBJECT TO A COURT ORDER AND THIS DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER

MEMORANDUM

FROM: Richard Marcus  
TO: Martin Gleason

January 31, 1990

DECEMBER ACTIVITY REPORT

TAXES

- \* American Agriculture Movement (AAM)
  - agency discussed possible coalition group activities in Montana with AAM representatives.
  - agency developed program for use of AAM state fair mailing lists.
- \* Economic Policy Institute (EPI)
  - agency met with EPI representative to discuss EPI projects for 1990.
  - agency continued to collect and forward to client EPI Deficit Reduction Study clips.
- \* Coalition on Human Needs (CHN)
  - agency met with CHN representative to discuss plans for initial grassroots activists committee network; agency prepared follow-up memo for client.
- \* Citizens for Tax Justice (CTJ)
  - agency discussed providing assistance for "Crumb Campaign" with CTJ representatives.
- \* Consumer Tax Alliance (CTA)
  - agency began development of informational brochure for CTA; agency also assisted with development of additional CTA materials including a fact sheet on excise taxes.

TI DN 0010284

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- agency participated in meetings with CTA representatives to discuss changes in CTA ads and ad placements.
- agency coordinated and participated in media training by Senior Media Consultant Michael Sheehan, of CTA spokespeople on the excise tax issue as well as release of CTA ads.
- agency provided client with talking points on CTA.
- \* League of Rural Voters (LRV)
  - agency worked with LRV representative to begin preparation of LRV tax materials based on the AAM rural excise tax study; agency also provided LRV with background information on excise taxes for use in materials development.
- \* Opportunities Industrialization Centers of America (OIC)
  - agency prepared draft design comprehensives for OIC 1989 Annual Report.
- \* Agency met with client to discuss full list of tax projects currently underway and under consideration.
- \* Agency continued to discuss, with client, possible coalition activities with the Texas Alliance for Human Needs.
- \* Agency distributed press clippings on tax issues to coalition groups.
- \* Agency participated in excise tax meetings per client request.

PUBLIC SMOKING

- \* Federal Union IAQ Issues
  - agency held discussions with AFGE Local 1812 officers as follow-up to November meeting regarding conclusions of Healthy Buildings International's (HBI) building study of Voice of America headquarters.
  - agency met with AFGE District leadership regarding how best to proceed with IAQ study of Department of Housing and Urban Development (HUD) building.

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Ogilvy & Mather Public Affairs

- \* National Energy Management Institute (NEMI)
  - agency began drafting articles for upcoming edition of NEMI News.
  - agency, per client request, briefed client on NEMI IAQ program and Labor Management Committee grant to NEMI.
  - agency forwarded labor IAQ video dubs to NEMI for distribution to NEMI regional directors.
  - agency continued to monitor NEMI discussions with Cherokee Nation representatives regarding request for ventilation design assistance.
  
- \* McGill Conference Promotion
  - agency met with client to review progress of promotion program for McGill Conference findings.
  - agency representative, per client request, met with Philip Morris representatives, client and Lexington Book Publishers to discuss conference promotion.
  - agency held discussions with scientific witnesses to update them regarding conference promotion plans and media tour schedules.
  - agency continued preparation of media list of print reporters in the top 100 media markets and wire service reporters in the major media markets; agency also prepared media lists of national columnists and regionally syndicated columnists.
  - agency reviewed Lexington Book Publishers' materials and provided client with comments.

MEDIA TOURS

- \* Social Costs Media Tours
  - agency coordinated media tour to Burlington, VT and Portland, ME and accompanied Robert Tollison on the tour.
  - agency coordinated media tour to Seattle and Tacoma, WA and accompanied Richard Wagner on the tour.
  - agency began initial preparations for media tour to Springfield, MA.

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- \* Truth Squad Media Tours
  - agency coordinated media tour to Orlando and Tampa/St. Petersburg, FL and accompanied Dave Weeks on the tour.
  - agency coordinated media tour to Miami and Tallahassee, FL and accompanied Jack Peterson on the tour.
- \* Responsible Living Media Tours
  - agency coordinated media tour to Milwaukee and Madison, WI and accompanied Jolly Ann Davidson on the tour.
  - agency began initial preparations for media tour to Chicago, IL.

GENERAL

- \* Labor Coalitions
  - agency, per client request, met with client to review status and progress of all labor related IAQ projects.
  - agency held discussions with client and Labor Management Committee members to update progress of Mitchell IAQ bill efforts.
  - agency held discussions with the North East Region AFL-CIO leadership regarding annual meeting to be held in Puerto Rico during January; agency began initial preparations for Labor Management Committee representation at meeting.
  - agency met with AFGE representative to follow-up discussions held at the AFL-CIO convention in November regarding expanding AFGE activities and visibility on the IAQ issue.
  - agency, representing the Labor Management Committee, delivered IAQ presentation in Milwaukee to the Executive Council of Wisconsin's largest AFSCME local.
  - agency assisted Savarese & Associates with planning, agenda and execution of the Labor Management Committee meeting held in Washington, D.C.
  - agency held initial discussions with client regarding development of Labor Management Committee excise tax presentation program, including development of Labor Management Committee excise tax support materials.

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- agency drafted initial copy for Coalition of Labor Union Women (CLUW) membership materials.
- agency began initial preparation of media program for CLUW National Executive Board Meeting to be held in Los Angeles, CA.

ADVERTISING

- \* Agency continued development of "pitch" materials for Jolly Ann Davidson presentation to PTA groups and other educational groups as well as additional targeted media.
- \* Agency developed media lists including national talk shows, women's publications, parents' magazines, advice columnists and local community feature columnists for expanded media program with Jolly Ann Davidson.
- \* Agency briefed client on Ethics in Advertising seminar at the University of Tennessee at Chattanooga and provided client with background materials on conference.

SOCIAL COST

- \* Agency participated in strategy session to discuss response to Michigan's version ~~an~~ OTA report. ✓

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