

Notes - UK report to
SAP 8/27/84

It's getting harder to remember the days when so many tobacco issues were demanding our attention simultaneously. Back when, it was smoking and health. In the 70s the nonsmoker issue spilled out into the streets, almost literally. Then the self-extinguishing cigarette issue popped into the picture, at about the same time that the amalgamation of the Tobacco Tax Council and The Tobacco Institute put us into the tax fight.

The goal of The Institute, of course, is reasonable public policies. You people have to kill the bad bills. Our job in public relations is to back you up with the words and deeds that help get a fair hearing. Last year, it was evident that the PR division was not organized adequately to manage its participation in that multiplicity of issues.

We had a publications group, a speakers' group and a special projects group. The format was completely functional. It didn't relate to issues management.

What we've done is to ~~fix~~ redirect our staff into issue management and support groups. Led by Pete Sparber, Duffin and Stuntz are the jugglers. I'll come back in a moment to some of the specifics of their ~~assignment~~ operations. Panzer is responsible for survey and other research. Our speaking group of Merry-men and

women provide issue support as called upon, together with our media spokesman, Bill Toohy, backed up by outside counsel. Lane and Abrams continue to cover the waterfront in the Observer and the Newsletter. When a new publication is needed, the writing is assigned to be most knowledgeable individual without regard to any pecking order. The services of our ad agency are on call to any issue manager.

That's the broad picture. If morale and productivity are too good measures of organizational efficiency, the new format in its first few months has already approved itself. So what's going on that you need to know about?

Susan Stute is handling our overall public smoking activities.
One of them focuses on

Workplace

The response analysis survey--which showed smoking on the job is not a productivity concern and, if anything, its restriction might have a negative effect: Its findings will be in a piece authored by Horace Kornegay in the fall quarter issue of Business and Society Review, followed by an academic article by Al Vogel, who ran the study, and whatever notes we can get in business publications as a result of his briefings of correspondents. All this will be part of our persuasion kit for employers and legislators.

The Solmon-UCLA survey--showing relatively few large companies have restricted smoking: We will consider the publicity and briefing opportunities for the formal report he will give us momentarily. And we've expanded his assignment to present a more extensive questionnaire to the Fortune 500, the Fortune Service 500, and the Inc. 500, to learn attitudes about smoking restrictions and the absence of them.

In both these surveys, identification of the respondents is going to help us in preventive presentations we expect to begin by the end of next month.

In addition, we are negotiating/development of an employer self-administered questionnaire which we think will show an employer that smoking restrictions are counterproductive.

The fourth item in the research phase of this project is the

survey being developed by a corporate space planning consultant which we believe will result in an overall response from that service industry which will discourage smoking restriction decisions because of the difficulties in smoker-nonsmoker segregation.

In more direct backup of our opposition to workplace restriction legislation, we've given the State Activities Division a draft of a manual for our field staff and lobbyists, distilling our experience in opinion surveys, economic analyses and so forth, as a means of alerting those people to promising possibilities. The draft is now being edited in that Division.

Finally, perhaps the most novel development has been the organization and first sit-down of the new labor-management public affairs committee, following your approval July 24. The committee has tentatively scheduled a union-wide tobacco issues briefing seminar for early January. It has okayed our advertisement for liberal magazines which will feature a rainbow group of tobacco workers making the point that attacks on tobacco are attacks on jobs.

Incidentally, our union supporters are on top of incipient resolutions in the AFL-CIO groups in Washington State and Massachusetts which would favor workplace smoking restrictions and we think we can counteract them. And Steve Schlossberg, retired counsel to the UAW, has agreed to write and place an article on legal challenges and negotiating concerns involved in workplace restrictions. He is also on call to testify as needed and to make personal representations to

union groups where necessary.

Mention cap surveying -
update on overall ^{sup restriction} enforcement
attitudes -

THEN
ETS

Roger suggested that I give you more detail about our spokesperson assignments and activities. I mentioned that presentations to employers on workplace issues will begin next month. Anne Browder has that assignment. Walker is zeroing in on potential family audiences--family in the sense of tobacco related organizations where we need continuing updates delivered on the issues along with pep talks to maximize support. Bill Aylward, whose background is special for the purpose, is helping coordinate efforts of his colleagues to develop closer personal relationships with media people around the country--something a little more than stop-and-go interview hits. The speakers group is being more discriminating, too, in choosing their forums so as not to create additional visibility for our antagonists. Finally, Alan Byrn is becoming our fire specialist--like tobacco, there are unlimited audiences in that community.

Now, speaking of fire prevention and education...

Pete Spender is responsible for ^{the} ~~the~~ overall activities

~~Fire Prevention/Education activities~~

Our project has spun off into so many specifics that I'd rather answer questions than run through all of them. Here are some highlights:

Our prevention education grants have gone to 30 city departments and two state fire offices. More than 1400 volunteer departments are using ~~now~~ the recruiting and fund-raising materials we created. The school materials we supported are in distribution. Still to come this year are smoke detector promotion manuals, senior citizen education materials and prevention education evaluation materials, all of which we're helping fire organizations with; and the second installment of the international concepts in fire protection study.

We have earned a growing file of thank-yous and admiration from the firefighting community leadership. Here's one little current example of how we do it--in this case at virtually no cost.

New York Congressman Downey and Senator Glenn sponsored a joint resolution designating August 1st as National Volunteer Firefighters Recognition Day. The President followed up with a proclamation. On behalf of the National Volunteer Fire Council, we provided logistics for a news release to 850 outlets; for a letter to all members of Congress from the NVFC's president; and for letters from ~~the joint resolution~~ Mr. Downey and Senator Glenn to all members of Congress to inform them of the opportunity to send congratulatory messages to the NVFC directors in their constituencies. - and 4045.

~~Team - P.D. Foundation~~

Most important, we know our expanding communication within the fire community has helped avert a crisis in self-extinguishing cigarette legislation. The support being cultivated two years ago in that community by the proponents has clearly waned. Our work even helped beat back the fire-safety motivation in the recent CAB smoking prohibition proceedings.

Looking ahead, we're planning to cut back on new projects in this area and continue our work on a more of a sustaining basis. Our budget recommendations for next year will reflect that.

And then the current diggie -

Responsible Living -- Anne Doffin in charge.

Our priority project--as of the green light ^{to Green} gave us
~~30 days ago~~
~~at your July 21 meeting~~--has been production of our parent
booklet, the media buy, and cementing with NASBE the details
of our rollout.

(DISTRIBUTE)

~~You have the preview kit, it's in the mail to members~~
~~of the other Institute committees; it will be in the hands of~~
~~the field staff at~~
~~a meeting here Monday of the field staff, with instructions to~~
~~go for political and other endorsements in their home areas.~~

NASBE'S president, Ms. Davidson of Iowa, will announce
the project September 25 at a Washington news conference. Meanwhile,
the federal relations staff will preview the material with supporters
^{Con't take our E+Comm chair, and Sen. Ch. Lantieri will take part in that matter}
in Congress, seeking letters of commendation. The PR staff ditto,
among a range of organizations connected with youth welfare.

We hope to be able to share early testimonials with the press
on September 25. But we know we can't get to all the people we
want to see by that time, and we know that in some cases board or
committee action will take awhile longer. The point is that our
drive for good notices will continue at high pressure all this fall.

~~We have, ^{just} by the way, sent the preview kit to ~~the~~ our sister~~
~~associations overseas. Finally, I should mention one detail of the~~
~~media buy: Reader's Digest looked at the material and turned down~~
~~our ad. At this point we're more curious than sorry, and they've~~
~~our agency~~
~~promised us an explanatory note.~~

BRIEFING POINTS FOR FIELD STAFF
TI YOUTH PROJECT

- + BECOME THOROUGHLY FAMILIAR WITH ALL MATERIAL IN KITS
- + SCHEDULE BRIEFINGS FOR LOBBYISTS, TAN ACTIVISTS, KEY STATE OFFICIALS AND OTHER TOBACCO FAMILY MEMBERS FOR SEPTEMBER 3-21
- + REPORT BRIEFING PLANS BY AUGUST 31
- + FINISH IN-PERSON BRIEFINGS BY SEPTEMBER 21
- + USING PERSONALIZED LETTERS, MAIL KITS TO THOSE NOT BEING PERSONALLY BRIEFED BY SEPTEMBER 14
- + ENCOURAGE ENDORSEMENTS OF PROGRAM
- + REPORT ALL ENDORSEMENTS OR POSSIBLE ENDORSEMENTS
- + ASSIST LOBBYISTS IN STATES WHERE THEY WANT ADDITIONAL EMPHASIS AND PUBLICITY