

THE TOBACCO INSTITUTE

GOALS AND OBJECTIVES

1995

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- ✓ Defeat or minimize increases in tobacco excise taxes
- ✓ Ensure reasonable accommodation for smokers
- ✓ Defeat or minimize unfair advertising, promotion and sales restrictions
- ✓ Address other legislative and regulatory concerns

PUBLIC AFFAIRS

**Provide information, experts, allies
and other resources necessary
to meet legislative and regulatory
challenges.**

ISSUE: TOBACCO EXCISE TAXES

- ◇ Continuing pressure at federal level
- ◇ Increasing pressure at state level
 - health care reform
 - deficit reduction
 - social programs
 - punitive proposals

ADDRESSING THE ISSUE: TOBACCO EXCISE TAXES

TI Programs

- Issue materials for legislators, media and public
 - economic impact of the industry
 - smokers pay their fair share
 - ramifications of increased excise tax
- Legislative support
 - package data and materials for specific audiences
 - provide experts for briefings and testimony
- Hearing management
 - witness identification and preparation
 - testimony
- Coordinate industry resources

ADDRESSING THE ISSUE: TOBACCO EXCISE TAXES

Agricultural programs

- Humanizing the job and community issues involved with tobacco
 - testimony
 - personal contact with legislators
 - public and media appearances
 - TGIC/NTC issue materials for media and legislators

- Continuing education and communications on industry issues within the agricultural community

ADDRESSING THE ISSUE: TOBACCO EXCISE TAXES

Labor Management Committee programs

- Communicate labor concerns about jobs, tax fairness and other items
 - LMC lobbyists
 - LMC white papers on job impact
 - LMC white papers on regressivity

- Work with groups not otherwise associated with industry
 - Citizens for Tax Justice
 - Citizen Action
 - A. Philip Randolph Institute
 - Economic Policy Institute
 - Coalition of Labor Union Women
 - Labor Council for Latin American Advancement
 - National Council of Senior Citizens

 - Liberal/fair tax group studies
 - Testimony by groups against regressive taxes
 - Materials on regressivity and tax fairness

ADDRESSING THE ISSUE: TOBACCO EXCISE TAXES

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Program needs

- ◇ Tobacco Institute
- Update Price Waterhouse economic impact study
- Rebut new "social-cost" estimates from federal government
- Provide critical tax publications
 - Tax Burden on Tobacco
 - state data cards
- Commission cross-border studies in critical states
- Increase witness capability for state tax battles

ADDRESSING THE ISSUE: TOBACCO EXCISE TAXES

Program needs

- ◇ Agriculture
 - Modestly increase support for minority farm groups

ADDRESSING THE ISSUE: TOBACCO EXCISE TAXES

Program needs

- ◇ Labor Management Committee
 - CTJ study critical of federal excise taxes for health care financing
 - BC&T study of effects of proposed tobacco regulation on workforce
 - Support increased number of state-LMC representatives
 - EPI/CA study and witness support for liberal/labor alternatives to regressive state tax plans

ISSUE: PUBLIC SMOKING

- Federal and state **regulatory** pressure continuing at OSHAs
- Federal **legislative** challenges continue, state activity to increase
- Preemption/accommodation in the face of continuing local challenges
- Continuing stream of anti-tobacco studies and reports to be addressed

ADDRESSING THE ISSUE: PUBLIC SMOKING

TI Programs

- Scientific and ventilation consultants
 - written comments and submissions
 - testimony and legislative briefings
 - analysis of new studies and data
- Legislative and regulatory support
 - expert witnesses
 - testimony and briefings
- Hearing management
 - witness identification and preparation
 - testimony
- Issue materials
 - IAQ and public smoking brochures for general audiences
 - Packaging of industry positions (science, accommodation) for general public
- Coordinate industry resources
- Legal
 - Coordinate expert testimony
 - Assistance with issue analysis

ADDRESSING THE ISSUE: PUBLIC SMOKING

Labor Management Committee Programs

- Provide labor's support for IAQ -- not smoking bans
 - federal OSHA
 - state OSHAs
 - legislative hearings and briefings through NEMI
 - studies of IAQ issues by labor groups
 - LMC lobbyists
 - state LMC lobbyists

- Work with groups not otherwise associated with industry
 - communication and education to labor community
 - outreach to local unions
 - outreach to other parts of the liberal/labor community

ADDRESSING THE ISSUE: PUBLIC SMOKING

Program Needs

◇ Tobacco Institute

- **Develop new and additional scientific witnesses**
- **Increased ETS and IAQ testimony**
- **Cover and participate in IAQ and ETS seminars**
- **Support for BCIA**
- **Pilot project for smoker accommodation**
- **Labor-law expert to educate business community**

- **Reduction in OSHA legal and scientific needs from 1994 to 1995**

ADDRESSING THE ISSUE: PUBLIC SMOKING

Program needs

- ◇ Labor Management Committee
 - Continuing role of NEMI in federal and state issues
 - Support increased number of state-LMC representatives

ISSUE: ADVERTISING, PROMOTION & SALES RESTRICTIONS

- Continuing **federal** push to restrict advertising and promotion and deny tax deductibility
- ADAMHA-related issues present challenges and opportunities in the states
- Continuing anti-smoking charges that industry advertising "targets" youngsters and minorities

ADDRESSING THE ISSUE: ADVERTISING AND PROMOTION

TI Programs

- Issue materials for use with legislators, media and public
 - First Amendment
 - impact of industry advertising
 - youth smoking materials
- Legislative support
 - witness identification and preparation
 - testimony and briefings
- Allies
 - First Amendment groups
 - advertising community
- Coordinate industry resources

ADDRESSING THE ISSUE: ADVERTISING AND PROMOTION

TI Program Needs

- Testimony in state and federal hearings on proposed advertising and promotional restrictions
- FAC study of advertising's impact on youth smoking with related testimony and promotion
- Support for allied groups
 - ACLU
 - WLF
- Reprint "It's the Law" materials

ISSUE: FIRE SAFETY

- **Federal consideration of legislation mandating a "fire-safe" cigarette is likely to continue**
- **A handful of states also are likely to consider such legislation**

ADDRESSING THE ISSUE: FIRE SAFETY

TI Programs

- Provide assistance to the fire community, state and federal fire agencies
 - technical analysis
 - programs for local fire safety organizations
 - educational materials
 - minimal grants
- Legislative support
 - provide experts for testimony and briefings

ADDRESSING THE ISSUE: FIRE SAFETY

Program Needs

- Pilot project in smoke detector maintenance for volunteer firefighters
- Reprint fire program materials

PUBLIC AFFAIRS DIVISION

Administrative

- Authorized staff positions (10) to remain the same
- Overall reduction in "Administrative" costs projected for 1995
 - legal fees will decline with less OSHA activity
 - increased on-line news and research services
 - increased subscriptions and other materials