

NOTE: THIS INFORMATION IS THE MOST CURRENT AVAILABLE
FROM THE TI AND OTHER SOURCES AS OF THIS DATE.

I. LEGISLATIVE ACTIVITIES:

A. STATUS REPORT: KEY BILLS

1. New York: A8565b passed Codes Committee by vote of 16-5 on April 10.

PM-U.S.A. Action: memo requesting New York Office employees to write letters to Assemblymen with copies to Stanley Steingut mailed April 7 and 8. Memo to New York sales force personnel mailed April 11. Post cards opposing bill distributed to all New York Office employees on April 13.

Industry Action: Meeting held in Miami to discuss distribution of post cards. Industry wide post card campaign launched week of April 10. 75,000 post cards, fact sheets supplied by Philip Morris to industry for this effort.

2. Rhode Island: H7434, state budget bill including a provision for increasing cigarette tax from 18¢ to 23¢ still pending in Rhode Island House.

PM-U.S.A. Action: Rhode Island sales reps. given legal clearance to distribute anti-bootleg point of sales posters and Rhode Island Tobacco Merchants Committee pledge-volunteer cards.

3. Florida:

PM-U.S.A. Action: letter-petition drive aimed at sustaining previous favorable vote against Collier County Smoking Ordinance. Tom Littleton and John Crawford coordinating drive with John Bankhead of TI.

4. Iowa:

Senate Bill 2022. This bill would restrict smoking in libraries, health clinics, public conveyances, and publicly owned buildings except where designated. It passed the Senate on March 21 and was referred to the House State Government Committee. It passed committee on April 6.

PM-U.S.A. Action: Roger Mazingo of the TI advised us on April 12 that there is nothing that the manufacturers can do at this time.

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5. New Jersey:

On Monday, April 10, the New Jersey Public Health Council passed a regulation prohibiting smoking in public places.

PM-U.S.A. Action: October, 1977, Philip Morris was involved in the distribution of petition cards asking the public to write the New Jersey Public Health Council in opposition to the regulation. No further action was requested by the TI prior to the April 10 vote.

B. CALIFORNIA INITIATIVE

1. Virginia Slims of Oakland: Mayor Mascone of San Francisco and Mayor Wilson of Oakland co-hosted a Philip Morris brunch for 273 elected officials, union leaders, trade, community and financial leaders. As a result of this John Henning - Secretary - Treasurer of the California A.F.L. - C.I.O. has agreed to serve as the co-chairperson of Californians for Common Sense. Mr. Henning was our Ambassador to New Zealand during the Kennedy Administration. He is widely respected by many Californians and will add a large and effective grassroots P.A.C. of the state A.F.L. - C.I.O. to the campaign. All arrangements were coordinated by Public Affairs, U.S.A., C.C.S., and Gerrall Associates. (Coordinated by S. Baker)
2. S. Scott, J. Stockdale, and M. Maitino met with PM-U.S.A. Public Affairs group April 1, in San Francisco regarding California anti-smoking initiative. Representatives of Mission Viejo, Miller Brewing, and Philip Morris Industrial invited but were unable to attend.
3. PM-U.S.A. hosted dinner with Lieutenant Governor Mervyn Dymally to discuss California Initiative on April 1. (Coordinated by S. Baker)
4. Woodward & McDowell to present Philip Morris with a detailed campaign plan to be reviewed by J. Stockdale, B. Johnston, and Senior Management.
5. A meeting was held in Miami (April 9) of all Vice-Presidents of Sales (or equivalents) for the purpose of developing a plan to involve major chain accounts in the campaign. The New York situation was also discussed.

II. ONGOING GOVERNMENT RELATIONS PROJECTS:

A. PM-U.S.A. ACTION PROGRAM:

1. Action Manual discussed at March 27th meeting of Public Affairs Coordinating Committee. General revisions recommended by committee. at meeting. Met with individual members of PACG for specific revisions.

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Coordinated changes with Mike DeMita, A. Holtzman, and Don Hoel of Shook, Hardy & Bacon. (A. Miller and P. Larkin coordinating project)

2. Porter Henry developing audio visual presentation and Leader's Guides. (A. Miller coordinating project)
3. Revised Action Manual sent to George Riemer in Richmond. A. Miller and Wes Caldwell to met with Riemer and others in Richmond April 12. Purpose is to develop version of Action Manual appropriate for hourly/non-exempt employees.

B. KENTUCKY PRESENTATION AND BROCHURE:

Mike Moynihan has compiled data on tobacco's impact and Philip Morris' impact on Kentucky. Additional data will be gathered this week. Draft of presentation was started week of April 10. When completed, presentation will be drafted in appropriate legislative form by either Philip Morris executive or other industry spokesman. (A. Miller coordinating project)

C. COUNCIL ON WAGE AND PRICE STABILITY STUDY:

Mike Moynihan to determine how we can get the CWPS to study the economic impact of the tobacco industry on jobs in the U.S. P. Larkin file has been turned over to Moynihan, and he has Washington staff coordinating research. P. Larkin to contact George Berman to coordinate CWPS study with Philip Morris economic impact study. (P. Larkin coordinating project)

C. CORPORATE PARTICIPATION IN THE POLITICAL PROCESS:

Ben Vandegrift (election law expert from Washington and Lee University) conducting research project to determine the laws and regulations which govern corporate political participation on the state and local levels of government. This summary, when completed, will enable Public Affairs Department to monitor any activities our employees are asked to do in a particular state. When completed, a copy of this material will be given to M. DeMita. (P. Larkin coordinating project)

III. GOOD NEWS

A. FLORIDA

1. Dade County: The suit brought against Diane Craig (for smoking in a supermarket) was thrown out of court on April 3.

PM-U.S.A. - Industry Action: Diane Craig contacted President of B & H in Louisville. Joe Diess contacted Ed Grefe who contacted the TI. They provided council for Diane Craig. Good news and good teamwork.

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IV. PUBLIC RELATIONS ACTIVITIES (Coordinated by C. McKillop)

- A. Annual meeting in Williamsburg and Richmond - working on preparations with S. Wiener and advising on overall program presentation. This is resulting in weekly visits to Richmond and meeting with persons who have been designated to make presentations. With regard to this meeting, we are also providing editorial services and working on drafts of both W.W. McDowell and R. Snyder's presentations.
- B. Follow-up of North Carolina announcement event on behalf of C. Goldsmith and other staff members. We are also looking into the possibility of some on-going involvement in the area until such time as we break ground and also providing follow-up material for additional newspaper articles and features.

Gathering of voluminous material - newspaper clips, special supplements, etc. re Cabarrus County announcement.

- C. Initial research and follow-up underway re possibility of placing several feature stories on cigarette smoking in magazines and newspapers. Visit planned with Dr. S. J. Feinhandler in Boston to explore possibilities of placing his articles.
- D. Involvement with A. Miller and P. Larkin in preparation of audio visual presentation for Philip Morris U.S.A. that they are presently working on.

V. PUBLIC AFFAIRS ADMINISTRATION (Coordinated by S. Baker)

- A. P.A. Audio Visuals - list of available tapes and films being catalogued.
- B. Senior Management Forums - background information and research on possible participants being compiled.
- C. Reprint Permissions - file and letters of approval being organized and maintained.
- D. Information Support - information available from the Tobacco Institute on file in S. Baker's office. Copies of TI's The Public Smoking Issue also available.
- E. Orientation/Information for New Public Affairs Staff - collection of materials received from A. Miller.
- F. National Secretary's Week - Interior Department's request for Virginia Slims booth at a day-long fair April 25th in Washington, D.C. saluting National Secretary's Week being coordinated with F. Schwartz.
- G. National Council of Women's-luncheon (April 12, 1978) presenting Clairol's Woman of Conscience Award to Mrs. John L. Loeb attended by S. Baker. Dr. Timothy Costello, President of Adelphi University, spoke regarding Voluntarism. B & H.Lights samples were on the tables.

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