

From Patricia Milita

Date April 2, 1984

Memorandum

To Peter Sparber

MARCH MONTHLY REPORT

Following is a summary of Ogilvy & Mather Public Relations' efforts on behalf of The Tobacco Institute during March:

LABOR RELATIONS

We maintained regular contact with the BC&TWU mostly, regarding the workplace and tax issues. Activities included:

- o Seeking the union's support on D.C. Bill 5-239;
- o drafting testimony for the BC&TWU for the April 2 hearing on that bill;
- o drafting BC&TWU testimony on the self-extinguishing bill in the Maryland Assembly;
- o writing ad copy which the BC&TWU would sponsor and revising ad copy prepared by Marsteller;
- o writing a second article for publication in union literature; and
- o meeting with you for briefings on the above activities.

WORKPLACE PROGRAM

1. The agency assisted The Institute in a letter-writing campaign against D.C. Bill 5-239, including coordinating Solmon's involvement.
2. An article we wrote and submitted to Business Digest publications on Solmon's work appeared during March in the Philadelphia, Central New Jersey, Central Delaware, and Central Pennsylvania Business Digests. We will send you and Bill Toohey copies once we receive them.
3. We met with you and Environetics regarding the architectural/design study. They submitted another revised proposal, which we shared with you last week.
4. We travelled to Response Analysis, where Al Vogel presented the preliminary results of the workplace productivity study and we discussed: How the information will be reported; publicity opportunities; and other details involving the study findings.

FIRE PROGRAM

The agency wrapped up its activities on the NVFC kit, which included:

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- o Revising ad copy and completing the mechanical for the ad entitled, "Where would you be without them?";
- o completing a mechanical for the kit's order form;
- o finding a new photograph and producing a mechanical for the ad entitled, "If your neighbor's house caught fire...";
- o making all arrangements and travelling to Greensboro to manage production of the Richard Petty PSA's (they are complete and delivered to Barbara Lundquist);
- o writing a press release announcing the success of the volunteer publicity kit during its first year;
- o drafting new instructions for the NVFC kit;
- o talking with Jim Monihan and the editor of Dispatch regularly about several releases and the article we prepared; and
- o meeting with Barbara Lundquist on a weekly basis.

TAX PLAN

In mid-March the agency resumed work on the tax plan. We made revisions to the body of the report, assisted in preparing an executive summary/introduction, met with Bill Prendergast to obtain his views on strategies pertaining to federal excises, and began expanding the appendices; e.g., preparing COPE and tobacco vote ratings for legislators, conducting research about California and Minnesota, meeting several times with representatives from the Citizens for Tax Justice.

The agency met with you several times to review the plan.

NATIONAL TOBACCO EDUCATION COUNCIL

We wrapped up our work on this project, printing the letterhead and sending all artwork to Bill O'Flaherty.

Please call me if you have questions or comments.

cc: C. Evans
M. Dowling
M. Silverman
M. Delanty
T. Everett
S. Drake