

MEMORANDUM

July 13, 1988

To: Messrs. Cannell, Emrick, Minshew
From: Walter Woodson
Subject: Communications Committee Meeting, 7/13

Here is a review of discussion points from that meeting. Some are State Activities-related and may require additional explanation for member company personnel.

Report on PAD's work on the Comprehensive Plan

Indoor Air Quality

- . Susan Stuntz ran through progress on various PAD programs, i.e., they are training new ETS witnesses and working to identify others who can address concerns of labor audiences.
- . They are reviewing results of ACVA IAQ ads in Harrisburg and Philadelphia to see if the ads should be run elsewhere, be fine-tuned, etc...SAD has a big say in where they are run.
- . New labor video due in the fall
- . Also a report on ACVA's work at the federal level and our work with a new group, Business Council on Indoor Air Quality.

Corporate Assistance

- . Presented basic outline of timetables for Bestype participation and seminars

Litigation

- . Discussions of SAD/PAD work to set up sites for Fox seminars
- . Review of minority bar association work

N.I.C.E.

- . Holbrook is out, looking for new celebrity...maybe Wilfred Brimley

Smokers as Customers brochure

- . Natl Rest Assn has agreed to ship our new booklet to state assns

TI DN 0009638

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- . Working with field on reactions to TI restaurant ads to see if they are worth doing again

Social Costs

- . General review of plans...apparently 17 economists around the country are reviewing the Tollison book and we're going to try to get those reviews published in business/economic publications
- . Social costs video due in Sept

Smokers' Rights

- . Report on timetables you've seen
- . **NOTE:** After the presentation, Ogburn asked about SAD legislative "proactive" plans which I said were progressing and an update would be provided next week at the SAPC.

History of the Labor Management Committee -- Stuntz (this afternoon I'm going to get a copy of her remarks on this and the report above...the labor remarks, will be helpful in explaining the program to our people)

- . General review of the programs over the years and where it's headed.
- . **NOTE:** Ogburn was most interested in how labor could help in California and Oregon on the initiatives...SMS and I spent some time discussing this with him. While we are working with labor in ORE, labor help was basically a no-go via the CA group this spring...someone other than me has to explain all that to Tom...he's VERY INTERESTED and needs a full briefing

TI Publications

- . Duffin did a good job of outlining our publications...a couple of which I'd never seen
- . Companies are very interested in having a shortened publication list they can refer to when they get cold calls from smokers...WK and Duffin are working up a plan that will help everybody, I think.

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Surgeon General's "addiction" report

- . Brennan has succeeded in having five good clips on the subject cleared...if used carefully, field can share with lawmakers per Lee Stanford
- . Clips are being sent to select members of the media right now

Philip Morris ad campaign to smokers (the Trillion dollar ads you've seen)

- . Program will run through the remainder of 1988 using the same basic ads you've seen
- . Ads will be targeted, i.e., one discussing smokers in restaurants will go in restaurant trade press and one talking about smokers buying American cars will go in car magazines.
- . Some kind of ads will run next year, too, but they haven't decided on what yet.
- . Ads were roundly applauded.

All in all, a good meeting.

Attachments are being routed seperately.

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