

## PUBLIC SMOKING ISSUE

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### Overview

In December, we continued to make progress implementing portions of the comprehensive public smoking program. In light of budgetary concerns, we deferred certain activities, particularly those related to the conflict resolution and smokers' rights programs.

### Highlights

#### Indoor Air Quality

Two additional indoor air quality scientific witnesses completed media training. All new witnesses observed testimony at hearings on smoking restriction legislation. In addition, they have been instructed to prepare sample testimony by January, at which time we anticipate they will be available for legislative activities.

We began working with ENV Services, Inc. to develop promotional materials and sample briefcase air quality tests for a variety of locations. We expect to provide these materials to TI regional staff in late January. The testing service should be available in early February.

Production of new ACVA Atlantic marketing materials is underway, including a marketing kit, a corporate brochure and a brochure for homeowners concerned about indoor air quality.

The National Energy Management Institute continued work on Volume III of its indoor air quality newsletter, scheduled for publication in January. The newsletter focuses on three indoor air quality training sessions scheduled this spring for NEMI contractors. The seminars, designed to provide technical indoor air quality background for NEMI contractors, will be held in Alexandria, Virginia, Oakland, California and Kansas City, Missouri.

NEMI also made substantial progress on development of indoor air quality manuals and an instructional video for use in training NEMI technicians.

With Tobacco Industry Labor Management Committee (LMC) support, the Safe Workplace Air Coalition (SWAC) continued preparations for a two-day indoor air quality conference scheduled for February 14-15 in Washington, D.C. The coalition consists of representatives from American Federation of Government Employees District 14 and NEMI. The conference will focus on poor indoor air quality in government buildings and on the role of labor unions in correcting problems of indoor pollution.

LMC representatives briefed four labor groups on indoor air quality issues, including the American Federation of Government Employees District 4, Florida AFL-CIO United Labor Agency, Joint Council #32 of the International Brotherhood of Teamsters and Minnesota Professional and Technical Health Care Local #113. We continue to identify new indoor air quality briefing opportunities for the LMC representatives.

#### Litigation Program

John Fox conducted his fourth "Breakfast Briefing" on December 6 in Seattle. Forty-five attorneys and human resource managers participated in the seminar on workplace smoking, sexual harassment and affirmative action. Fox also conducted a couple of media interviews, including one with KIRO, the largest AM station in the Seattle area.

Fox's next "Breakfast Briefing" will take place January 24 in Honolulu. The Chamber of Commerce of Hawaii is sponsoring the seminar and actively promoting it to its members. In addition, Fox will participate in Bestype Consulting Corporation's January 12 seminar on emerging workplace issues (see below).

Phyllis James, Fox's partner, has contacted representatives of several minority bars -- including the San Francisco chapter of the Asian-American Bar Association, California Women Lawyers Association, Black Women Lawyers Association, National Bar Association and Charles Houston Bar Association -- to propose discussions on workplace smoking legal issues.

Although James will be a featured speaker on this topic during the Charles Houston Bar's February meeting, feedback she is receiving suggests the issue may not be prescient for many minority bar groups, which seem to focus on membership, organizational and business development issues. James is preparing an assessment of our message and approach and recommendations on vehicles, such as newsletter articles and ads, to reach minority lawyers through their associations.

#### Corporate/Smoker Assistance Program

Bestype Consulting Corporation continued work related to its January 12 workplace issues seminar. BCC placed seminar ads in business and trade journals, produced and distributed a press release on the formation of BCC and the seminar, handled media follow-up, posted approximately 17,000 direct-mail brochures on the seminar, launched follow-up telemarketing efforts, completed and produced a topic brochure on workplace smoking, completed and produced the seminar kit which includes the speakers' vitae and synopses of the speakers' remarks, and drafted a corporate brochure. A few logistical details remain, but all major elements of the seminar are in place.

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In addition, Bestype submitted a letter-to-the-editor of Successful Meetings magazine, which published a "how to ban smoking" article in November.

We received and filled approximately 75 requests for information/assistance concerning workplace smoking issues. The holiday season may account for the decrease in requests over previous months. The quarterly corporate workplace management report is undergoing some minor revisions but will be completed in January.

Employers' guides to smoking in the workplace are making an impact in New England. In the latter half of this year, we have produced five guides for Region I and three more are pending. Our latest guides are for Massachusetts and New Hampshire.

Smokers as Customers

The Wisconsin Innkeepers Association mailed 1,100 Great American Welcome kits to hotel, motel and resort operators in the state.

We placed hospitality ads in several Region I trade journals.

We produced the abridged "Open Door to Hospitality" brochure.

Conflict Resolution Program

Activity on this program is on hold indefinitely.

Smokers' Rights Groups

Activity on this program is on hold indefinitely.

Other Activities

The Tobacco Institute of New Zealand submitted comments on a discussion paper produced by that country's health department entitled "Creating Smokefree Indoor Environments." Our colleagues prominently featured the arguments and materials we provided in October and November. The paper called for immediate adoption of stringent smoking restrictions in workplaces and other places of public accommodation, citing concerns about the alleged health effects of environmental tobacco smoke. Our scientific consultants prepared comments on ETS science, and we prepared comments on policy issues.

Next Month's Goals

Finalize Bestype's 1989 seminar schedule.  
Commence expanded ETS/IAQ briefings.  
Draft a topic brochure for smokers on smoking and the hospitality industry.

Public Relations Division Variance Analysis

Public Smoking

Cost Center Name

1309

December

TBD

Cost Center Number

Month

Cost Center Manager

Account#/Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt Over (Under) Budget at Dec. 31, 1988	Explanation
5101/Postage & delivery	68.9	45.0	23.9	---	Resource guide mailings more costly than projected.
5201/Repro printing & drafting	415.1	900.0	(484.9)	---	Several CPSP programs not implemented.
6201/Advert. space & promotion	978.0	4,364.0	(3,385.2)	---	Comm. Comm. refused to approve certain advertising.
7301/Prof. fees	1,857.0	2,350.0	(493.0)	---	Delays in identifying state and local consultants reduced costs.
7501/Supprt. tob & other prgs.	383.8	1,311.0	(927.2)	---	Some NEMI activity not implemented.
8020/Computer	5.6	0	5.6	---	Unbudgeted item.
TOTALS	3,709.3	8,970.0	(5,260.7)		

Public Relations Division Variance Analysis

Scientific Affairs

Cost Center Name

1302

December

TBD

Cost Center Number

Month

Cost Center Manager

Account#/Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt Over (Under) Budget at Dec. 31, 1988	Explanation
5801/Legal fees	46.8	100.0	(53.2)	---	C&B involvement less than projected.
7301/Prof. fees	1,134.5	3,050.0	(1,915.5)	---	Legislative activity of scientific witnesses less than projected.
TOTALS	1,181.9	3,150.0	(1,968.1)		