



Rec'd 8/15

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Tom,
I hope you find
the attached interesting
reading.

Best,
C. H. Powers

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COMMUNICATIONS ACTIVITIES

JANUARY AND FEBRUARY 1990

MEDIA TOURS BY CONSULTANTS

- o In place of "Truth Squad" media tours, Jack Peterson, Dave Weeks and Larry Holcomb have been conducting interviews on the publication of the report from the ETS Symposium held at McGill University. A package of the promotional materials, distributed to national columnists and science and health reporters at top 100 media markets newspapers, is enclosed.

Discussing the McGill findings, the consulting scientists have conducted interviews with the following newspapers:

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|-------------------------------|-----------------------------------|
| <u>Sacramento Union</u> | <u>Columbus Dispatch</u> |
| <u>Dayton Daily News</u> | <u>Birmingham News</u> |
| <u>Asheville Citizen</u> | <u>Greenville News</u> |
| <u>Winston Salem-Journal</u> | <u>Detroit News</u> |
| <u>Baltimore Sun</u> | <u>Phoenix Gazette</u> |
| <u>Palm Beach Post</u> | <u>Louisville Courier-Journal</u> |
| <u>Florida Times</u> | <u>St. Paul Pioneer Dispatch</u> |
| <u>Paducah Sun</u> | <u>Richmond Times-Dispatch</u> |
| <u>Pensacola News Journal</u> | <u>Wilkes-Barre Citizen</u> |
| <u>Albuquerque Tribune</u> | <u>Seattle Post-Intelligencer</u> |
| <u>USA Today</u> | <u>United Press International</u> |

While follow-up with reporters has been extensive, and most have made assurances that a story has been forthcoming, only one full story and another mention have appeared in print to date. Copies of these articles are enclosed, and we are monitoring the newspapers closely.

- o Gray Robertson conducted media tours on indoor air quality in Bangor, Portland, ME and Columbia, SC. Included in these tours were more than ten interviews, including all of the newspapers in the three markets. A report and available media coverage are enclosed.

Robertson's views about air quality aboard aircraft were covered extensively in a recent article in "Government Executive" and in an article on indoor air quality in "Nation's Business." Copies are enclosed.

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- o Professors Tollison and Wagner conducted media tours in Springfield, MA and Louisville. In Springfield, Tollison had a live television appearance on a network affiliate and taped a radio debate opposite Ed Sweda of GASP. Wagner's media tour in Louisville was immediately following the HHS report claiming "social costs" of \$52 billion per year from smoking, and Wagner was able to effectively argue that smokers more than pay their own way. Reports and transcripts are enclosed.

Tollison also responded to an editorial in the Washington Post proposing an increase in "user fees." A copy of his published letter is also enclosed.

- o Jolly Ann Davidson promoted the "Helping Youth Decide" program in Chicago during a media tour. During her interviews, Davidson spoke with four radio stations. In addition, the Chicago Sun Times will include information on the booklet in a future column. A report on the media tour and coverage is enclosed.

THIRD PARTY AND ALLIED ACTIVITIES

- o Editorials, written by economists Richard K. Vedder of Ohio University, Dominick Armentano of the University of Hartford, and J.R. Clark of the University of Tennessee, appeared. These editorials, opposing excise taxes and discussing "user fees," appeared in the Cleveland Plain Dealer, the New Haven Register, the Memphis Commercial Appeal, the Jackson Sun, the Kingsport Times, the Paris Post-Intelligencer, and the Weakley County Press. Copies are enclosed.
- o The Washington Legal Foundation (WLF) released a 36-page document critical of the pending Synar/Luken bills. Entitled "The New Censorship: What You Need to Know about the Latest Assault on Commercial Speech," the publication will be sent to Congress, the media and the legal establishment. The author is Alan M. Slobodin, president of the WLF legal studies division and adjunct professor of law at George Mason University. A copy is enclosed.
- o Management attorney John Fox held a seminar on smoking in the workplace in Minneapolis.

- o Frank Powell of the National Energy Management Institute (NEMI) conducted three radio interviews to coincide with NEMI's New York City training session. During the interviews, Powell discussed sick building syndrome from a labor perspective.
- o The Illinois Rainbow Coalition held a Tax Justice Seminar to develop and promote the Coalition's action agenda. The agenda promotes a progressive state and federal tax policy and an aggressive advocacy campaign that targets state and federal officials with an anti-excise tax message.

About 200 grassroots activist members attended the meeting. Citizens for Tax Justice participated in the meeting and distributed materials to all those attending.

The seminar received a significant amount of media coverage. Media in attendance included representatives from the Associated Press, the Chicago City News, the Chicago Sun Times, CBS radio, the Chicago Defender, WLS-TV (an ABC affiliate), WMAZ-TV (an NBC affiliate), WLS-AM, WBBM-FM, WMAZ-AM and WVON-AM. Copies of the materials and press clips are enclosed.

- o Two articles from the Bakery, Confectionery & Tobacco Workers union's newsletter are of interest. Enclosed you will find copies of these articles that note the importance of PAC money to a union whose products "are under increasing attack" and report on the BC&T witness who appeared before a hearing by the USTR last November.
- o The National Chamber Foundation (and the Social Cost Council) released a social cost study and a related Gallup poll at a press luncheon in Washington, D.C. In the study on social regulation, the authors explored the costs and dangers of such regulation, and estimated compliance costs at \$725 per person annually. The Gallup poll found that of those individuals surveyed, the vast majority believe government regulation hinders U.S. competitiveness internationally, is not worth the additional costs and serves to benefit special interests. The poll also revealed that more than 80 percent of the respondents said American companies should have the same freedom of speech rights as individuals. Copies of the materials and press clips are enclosed.
- o The Kentucky Labor News recently ran two positive articles related to tobacco. Copies are enclosed.

- o The results of a mail mailing by the American Agriculture Movement on its study about the impact of consumer excise taxes on rural Americans continue to be received. Enclosed you will find an additional package of printed editorials from the small and mid-size weekly newspapers around the country.
- o The U.S. Hispanic Chamber of Commerce national board of directors passed a resolution opposing "any efforts, in whatever form or forum, to ban or restrict truthful, non-deceptive advertising of legal consumer products."

FEDERAL HEARINGS AND ACTIVITY

- o On February 20, Senator Edward M. Kennedy (D-MA) convened the Committee on Labor and Human Resources before a standing-room-only audience to hear testimony on his bill, S. 1883, the "Tobacco Product Education and Health Protection Act of 1990."

Five panels comprising nine witnesses -- including congressional sponsors of anti-smoking legislation -- testified before the Committee. Only two of the witnesses, representing The Tobacco Institute and the Freedom to Advertise Coalition, opposed the bill.

Secretary of Health and Human Services, Dr. Louis Sullivan, was the hearing's star witness. Consistent with his recent public attacks against the tobacco industry, Sullivan called for increased "corporate responsibility" by tobacco companies and advertising agencies to stop the targeted promotion of smoking among the young, women and minorities.

Dr. Sullivan also announced that he was delivering to Congress the National Status Report on Smoking and Health, which provides smoking-related mortality and economic costs for each of the 50 states. "The economic costs attributable to smoking averaged \$221 per person across all 50 states," Sullivan claimed.

While applauding S. 1883's objectives, Sullivan pointed out that anti-smoking activities already under way or in the planning stages at HHS "serve the same purpose and accomplish the identical goals as those set forth in S. 1883." In response to questions, however, Sullivan said he believed that additives should be disclosed to consumers.

Testifying on behalf of The Tobacco Institute, former Rep. Charles O. Whitley repeated Dr. Sullivan's assertion that S. 1883 would duplicate current anti-smoking efforts while imposing additional, unnecessary regulation. He also noted that every legal product targets customers in its advertising; there is no reason the cigarette industry should do differently. "At some point," Whitley concluded, "any industry faced with the prospect of still further regulation is entitled to say 'enough.' We have clearly reached that point with the regulation of tobacco products."

Tom Boggs, representing the Freedom to Advertise Coalition, requested that the Committee not act on S. 1883 until it gave further consideration to the bill's provisions regarding advertising and First Amendment implications. The section of the bill allowing states to restrict or ban tobacco advertising, Boggs stressed, would "suppress the very health message Congress hopes to convey."

Media coverage was extremely heavy. All major broadcast and print outlets attended, many leaving after Secretary Sullivan's testimony. Tobacco Institute media relations staff was on hand to explain the industry's positions on the Kennedy bill, Dr. Sullivan's remarks about targeted advertising, and the HHS Report claiming \$52 billion in annual "social costs" from smoking. TI conducted many interviews, including a live appearance on the NBC Nightly News, Time Magazine, the Washington Post, the New York Times, the Los Angeles Times, United Press International, Associated Press and numerous other broadcast interviews around the country. A copy of The Institute's press kit and media clips are enclosed.

- o Activities surrounding the airline smoking issue ranged from the Department of Transportation's quiet release of its report on aircraft cabin air quality to the imposition of the new six-hour ban.

When the Department of Transportation sent its report to Congress, The Institute had a response ready in 30 minutes. The TI statement (copy enclosed) notes that ETS exposure levels found by the DoT contractors are similar to levels reported in a number of earlier research reports. The TI statement also took issue with risk assessment estimates, calling them scientifically insupportable.

The manner in which the DoT released its report generated little media interest. In fact, the report's findings on cosmic radiation received the vast majority of press attention. Based on the DoT's actions and the understanding that several Members would discuss the report the following week, The Institute distributed its release (copy enclosed) to major media journalists who were likely to cover the issue.

When, the following week, as expected, Senator Frank Lautenberg (D-N.J.) and Representative Richard Durbin (D-Ill) were joined by representatives of the Coalition on Smoking OR Health and the Association of Flight Attendants at a press conference heralding implementation of the airline smoking ban, it was clear that at least some members of the media recognized the event as more show than substance -- with at least one reporter indicating that his reading of the DoT report indicated virtually no difference in pollutant levels between nonsmoking flights and nonsmoking sections of smoking flights. Another reporter asked if legislators were concerned about economic losses in a smoke-free society. ||

The implementation of the smoking ban caused another flurry of media activity. In order to assure that The Institute's comments were included in news stories on the implementation, The Institute produced and made available via satellite a two-minute video news release focusing on the DoT cabin air quality report. A full report of stations using these materials should be available in next month's activities report.

Additionally, Institute media relations staff conducted more than 50 interviews on the issue, including ABC-TV, CBS-TV, Cable News Network's Newsmaker Sunday and Headline News, PBS Nightly Business Report, the Washington Post, New York Times, Los Angeles Times and many other organizations in major and secondary cities. A sampling of the media coverage is enclosed.

- o In response to EPA's request for comments on its ETS Technical Compendium, The Institute filed a 12-volume critique including industry comments on the overall document, reviewer comment on each chapter and supporting documents. The Institute's comments emphasized that the ETS Compendium as drafted fails to reflect uncertainties in the ETS health effects debate and is based on a biased selection of ETS literature.

A total of 18 reviewers contributed to the industry's submission, including several company scientists. The Institute requested that the overall comments be sent to each chapter author for review and consideration, along with the relevant chapter-by-chapter critique and accompanying documentation. The Institute also requested EPA Science Advisory Board review of the Compendium before its release.

SPEECHES, BRIEFINGS AND OTHER ACTIVITY

- o The Institute's newest publications (copies enclosed) are on advertising and social costs. On advertising, a legal memorandum recently prepared by attorneys at Covington and Burling, examines the constitutional implications of legislation introduced by Congressmen Luken and Synar. Two other new publications debunk the "social costs" of smoking. ||
- o The Institute distributed, to all major media, a pre-emptive kit of materials dealing with the legislative recommendations of the Michigan Tobacco Reduction Task Force's report "Tobacco-Free Michigan 2000." As a result, The Institute's views were included in virtually all stories about the report and on many radio talk shows. A copy of the materials is enclosed.
- o The officers and legislative committee of the National Volunteer Fire Council met in Washington, D.C., to discuss the Council's legislative agenda for the year. TI staff and consultants participated in the meeting.
- o Institute staff presented workshops on TI's Fire Safety Education Program at the conferences of the Florida Fire Chiefs' Association, the Minnesota Fire Safety Education Conference and the "Partners in Prevention" conference of the Washington State Association of Fire Chiefs. ||
- o The Winter Meeting of the Toxicology Forum, held in Washington, D.C., featured a session on the health effects of ETS. Speakers included Dr. Ragnar Rylander, Dr. Lawrence Wexler and Dr. Philip Witorsch. Eight Institute scientific consultants participated.

- o TI staff and Labor Management Committee (LMC) consultants participated in planning sessions to develop a 1990-91 strategic program for sheet metal industry contractors. Industry participation, which came at the sheet metal workers' request, focused on allies' efforts to discourage smoking restrictions and instead support comprehensive ventilation solutions to indoor air problems.
- o LMC representatives offered indoor air quality and excise tax presentations at the annual executive meeting of the Northeast Region Council of AFL-CIO State Federation Presidents, at the Presidents' request.
- o At the Labor Management Committee's request, the Metropolitan Washington, D.C., Council of the AFL-CIO wrote the Montgomery County, MD, Council in opposition to the proposed workplace smoking bill. Noting concerns about collective bargaining rights and indoor air quality, Council President Joslyn Williams wrote, "We urge the Council to reject this legislation and begin work on a broader bill which will solve the real problem of indoor air pollution and 'sick building syndrome.'" The D.C. Council has jurisdiction within the AFL-CIO over unions in Montgomery County.
- o On a television program in Raleigh, North Carolina, a discussion on a range of tobacco issues, including imposing smoking restrictions in that city, guests included an Institute representative, and Institute experts in the areas of ETS and workplace smoking.
- o Staff and consultants were on hand to answer questions from Committee members and reporters when the Hawaii legislature convened to hear testimony on several tobacco bills, including one that would have banned sales entirely by the year 2000.
- o Staff testified on the industry's longstanding policy of not directing marketing or advertising to youngsters before a public hearing of the National Commission on Drug-Free Schools. Most of the hearing's attention was directed to activities of the alcoholic beverage industry.
- o Institute media relations staff participated in 93 broadcast interviews, conducted 299 print interviews, filled 842 information requests (385 from the media) and submitted over 20 letters to the editor during January and February.

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- o In January and February, Institute staff responded to 127 requests for assistance in on workplace smoking issues. A copy of 1989's fourth quarter report for corporate assistance is enclosed.
- o Institute staff also provided a one-day briefing for a group of newly-hired member company staff and provided an afternoon of tobacco issues discussion for a group of farmers participating in a member company program.
- o Also enclosed are a sampling of other media coverage that may be of interest.