

Chen

November 23, 1987

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MEMORANDUM

To: Peter Sparber
From: Susan Stuntz *SM*
Re: Comments on Annual Meeting Remarks

My comments on the Chilcote, Mozingo and Kloeppfer draft presentations range from minor to substantial.

On the Chilcote speech:

. Minor edits are marked.

. I have only one general comment, and that's the negative tone of the public smoking portion -- as opposed to the overwhelmingly positive tone of the other segments. There's quite a bit to be positive about -- a lot of it in the labor help on the OSHA petition, on airline smoking, on the Great American Challenge, with the D.C. workplace bill, etc. I think that gets lost in the bad news. Unfortunately, while the labor help on excises (as noted in accomplishment #1) has the appearance of being the icing on the cake, positioning it ahead of the public smoking "accomplishment" makes it appear that we are apologizing for activities on public smoking.

On the Mozingo speech:

. I'm concerned about the continued misunderstandings of the labor/CTJ/other coalition support in the states. Mozingo seems to be suggesting that we can place mini-CARTS, mini-CTJ's and mini labor coalitions in any state we want whenever we want.

. Page 10, where "CART, CTJ and minority groups are just a few of the key, nontobacco allies we plan to employ more fully during our 1988 tax year." As you know, it doesn't work that way. I'd prefer a more cautious suggestion that we're working with our allies at the federal level to attempt to establish similar organizations at the state level -- with Minnesota being our test state.

. Beginning on page 11, Mozingo makes several inaccurate statements about public smoking resources.

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. Economic arguments and experts are no longer in anyone's budgets for public smoking.

. The suggestion that the expanded use of labor is a new "offering" for us is inaccurate and, again, promises more than we can deliver. Mazingo suggests that we can expand labor activity to about 12 states next year -- the six New England states plus Minnesota is more realistic.

. On page 13, I'm bothered by the comment that that the Massachusetts state AFL-CIO adopted three "pro-industry" resolutions this fall. Those resolutions are not necessarily doable elsewhere, and they weren't done to be pro industry. Again, the tone, and the suggestion that such resolutions are achievable elsewhere bothers me.

On the Kloefer speech:

Where to begin? I'd reorganize the whole thing into priorities according to issue, then include the various support functions at the end.

Overall, we propose significant expansion of our public communication activities -- including media tours, videos and consideration of the use of advertising. We will continue our successful coalition building efforts with labor, with Hispanics and veterans' groups, and expand those efforts to include other minority and women's groups, as well as agricultural groups and organizations within the tobacco family. We also propose a new program to deal with the social costs issue.

. If taxes remains our number one issue, the tax program proposes to continue to support our federal legislative effort through third party communications, and with the use of videos and targeted advertising. At the same time, we propose to move our activities to the state level, and have asked for funding to explore establishment of similar third party organizations in a few states identified by SAD. We propose to expand the activities of the economist network, with op-ed pieces, editorial briefings and academic conferences in targeted states. In addition, we propose to begin a media tour by a commissary spokesperson, to bring home the message that efforts to change the price structure of cigarettes

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. If public smoking is our number one long term priority, then we're expanding the focus on indoor air quality, through support of third party organizations that have worked with us in the past on the issue (NEMI); we're considering advertising; we're expanding our media tours -- one Gray Robertson, two Truth Squad, two legal, two Katzenstein per month; we'll expand our corporate relations program (50,000 brochures mailed per quarter) and launch the new hospitality program. We'll also launch a major outreach program to labor on the indoor air quality issue, including sponsorship of briefings for state fed officials. The ventilation project will continue with support of indoor air quality conferences in selected regions.

On the scientific side, we've reduced our budget substantially, mostly because we've moved any research/publication/interaction with the scientific community activity to the CIAR. We've requested funding for scientific witnesses according to requests made by state and federal activities; we've also budgeted for identification and training of new scientific witnesses. I'm not sure where the CIAR fits in, if at all.

. The advertising plan calls for continuation of the successful NASBE community alliance program, with 20 next year (5 per quarter) and increase awareness of Members of Congress. We will make use of the new advertising video and materials developed for the Freedom to Advertise Coalition in media tours and editorial visits in hometowns of key Members of Congress. We propose to expand our materials and research to include "less drastic" alternatives to an ad ban; these activities also may mean some new coalition building activities as some opponents of a ban drop out.

. The fire prevention program has been expanded to include all product regulation activities -- such as efforts to have manufacturers disclose ingredients, and to give FDA or CPSC regulatory authority over cigarette manufacture. On the fire issue, we propose to continue and expand on our successful strategy of supporting efforts by the fire community to deal with the overall fire problem through comprehensive fire safety education programs. We have budgeted for increased legislative activity on the federal and state levels. For the new product regulation program, we propose to identify economists who can publish and speak to the importance of trade secrets in a free market economy, and to seek coalition support through organizations representing manufacturers of other products, and suppliers of

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. We have a new plan to deal with the social costs issue, that calls for identification of economists available to write and speak to the issue, and to brief other organizations and industries on potential application of the argument to their products; academic conferences on the social cost issue; a media tour on a book dealing with social costs that already has been accepted for publication; and reinforcement of tobacco's role in U.S. history and economy.

. The coalition plan calls for increased focus on relations with all segments of the tobacco family -- including growers, distributors and suppliers, as well as key wholesale and retail groups. We will focus additional efforts on key minority and women's groups that have indicated an interest in the past in working with us on specific issues. In addition, we will continue our efforts to expand our relationships with organized labor to include AFL-CIO councils representing women, Black and Hispanic trade unionists. We also have budgeted -- at State Activities request -- for local labor counsel in one or two key states.

. The media relations plan calls for expansion of our efforts to pre-empt or counteract anti-smoking press announcements -- through increased use of radio and television satellite packages, distribution of print materials, targeted mailings and issue campaigns. The plan also calls for increases in the numbers of media tours -- by spokespersons as well as by issue experts -- on all levels. At state activities request, we have budgeted some funds for state or local public relations counsel to be used in targeted regions.

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