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**Public Affairs
Management Plan
Progress Report
February 1988**

TI DN 0018477

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March 16, 1988

MEMORANDUM

TO: William Kloepfer

FR: Peter G. Sparber

Attached for your review and comments are our February 1988
reports.

/mms

cc: Public Affairs staff

Attachments

TI DN 0018478

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EXCISE TAX ISSUE

**Primary Responsibility: Jeffrey D. Ross
Carol Brycaj**

Overview

This month the White House Budget Office projected a fiscal 1989 deficit of \$143 billion, just below the level at which Gramm-Rudman-Hollings automatic spending cuts would be required. However, politicians and economists generally agree the 1989 deficit probably will be much higher. As a result, Congress may be forced to enact new spending cuts and tax increases to comply with 1989 deficit reduction targets. Accordingly, we continue to prepare for proposals to increase federal excise taxes.

State-side, we are making significant progress in expanding our excise coalition resources to the states.

Highlights

Economic consultants are coordinating comprehensive excise tax seminars at the annual meetings of the Western, Atlantic, and Southern Economic Associations' annual meetings being held in July, October, and November respectively.

In an effort to keep our allies up-to-date on the federal excise tax issue, we are now providing them with weekly excise tax/deficit reduction news clips. We were asked to provide these last month when we met with allies to discuss 1988 activities.

A Coalition Against Regressive Taxation (CART) brochure featuring anti-excise tax quotes from leading organizations is in production. We are developing a promotion plan. CART also is setting up meetings with excise tax allies and developing a strategy to reach members of the National Economic Commission, created to find ways to balance the budget.

The CART deficit reduction conference is on hold for now. We are discussing conference opportunities with Citizens for Tax Justice (CTJ).

We have conducted several meetings to discuss updating last year's excise tax video. The video will focus on all excise taxes but will include specific examples of the impact of tobacco excises on regressivity and employment. We are developing a script and expect production to commence next month. Upon completion, the video will be available for use on the federal level and in the states.

TI DN 0018481

EXCISE TAX ISSUE

**Primary Responsibility: Jeffrey D. Ross
Carol Brycaj**

Overview

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CTJ has completed its new state sales and excise tax report, "Nickels & Dimes: How Sales & Excise Taxes Add Up in the 50 States." Promotional activities are now being refined.

We have commissioned a cross border survey with the University of Wisconsin that will assess the impact of excise taxes on revenue in border states. The study, scheduled for completion next month, will be shared privately with targeted state legislators.

Our Minnesota plan is actively underway. The Labor Management Committee has retained a state lobbyist to generate labor support on a variety of issues. We have met with Minnesota CTJ and will support their efforts to oppose regressive taxes. Opportunities include a state specific study on the state's tax structure and a progressive taxation conference. We also have met with Hispanic, veteran and business groups to assess coalition development opportunities.

We are assessing excise tax coalition development alternatives in other states and are preparing recommendations for the state activities division. We may be asked to develop plans for other states.

We are preparing articles for the May edition of The Tobacco Observer which will deal exclusively with the excise tax issue. We also have updated the earmarking topic brochure.

On the commissary issue, we met with the Military Coalition to obtain their endorsement of a media tour to reinforce the importance of the commissary/exchange system to the military community. The Coalition signed off on the concept and recommended incorporating retired officer seminars in the media tour itinerary. We are exploring opportunities and plan to initiate the first tour next month. We have assembled promotional materials and press kits.

Next Month's Goals

- . Evaluate excise tax coalition development strategy for Korean Americans.
- . Re-evaluate Hispanic coalition development priorities.

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Next Month's Goals

- . Evaluate excise tax coalition development strategy for Korean Americans.
- . Re-evaluate Hispanic coalition development priorities.

TI DN 0018482

Excise Taxes

cost center name :

1305

cost center #

February
month

Jeffrey D. Ross

cost center manager

Account #/ Description	year-to-date expenses	year to-date budget	over (under) budget - amount	budget - percentage	Explanation
5200/Repro. Print & Drafting	4,735	35,000	(30,265)	(86%)	No major production expenses to date
6200/Advert. Space & Promo	0	83,333	(83,333)	(100%)	No advertising expenses to date
7300/Professional Fees	34,673	98,333	(63,660)	(64%)	February bills not yet processed
7500/Suprt. to other org.	41,000	117,167	(76,167)	(65%)	Coalition activities not fully underway
TOTALS	80,408	333,833	(253,425)	(80%)	

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1305

cost center #

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PUBLIC SMOKING

**Primary Responsibility: Susan M. Stuntz
John Lyons
Debbie Schoonmaker
Sharon Ransome**

Overview

February was not a short month for the public smoking issues staff, as stepped up indoor air quality work with organized labor, development of a comprehensive strategy to deal with an upcoming airline smoking ban, and renewed interest in the public smoking issue on the part of several federal agencies occupied the bulk of the public smoking issue team's time in February.

As two new staff members moved along quickly with their new assignments, corporate relations staff completed work on the automated response system, including entry of written phone logs into the computer. We are prepared to demonstrate the system at the next Communications Committee meeting March 30.

Highlights

AFL-CIO Executive Council adoption of a resolution supporting improved indoor air quality through proper ventilation installation and maintenance offers tremendous support to the Labor Management Committee's indoor air quality program. Requests for briefings from individual unions and state federations of labor continue to mount. In February, staff and consultants briefed labor officials in Washington State, Oregon and Maryland, along with the executive board of the Food and Allied Service Trades Department of the AFL-CIO, which included seven international union presidents.

The presidents of the Labor Council for Latin American Advancement, the A. Philip Randolph Institute and the Coalition of Labor Union Women, which represent Hispanic, black and women trade union members, respectively, agreed to sponsor LMC presentations on indoor air quality at their regional and national conferences over the next year.

In other activity on the labor front, we agreed to help an American Federation of Government Employees local oppose a smoking ban imposed unilaterally by the Department of Health and Human Services. The Labor Management Committee on March 4 will brief its new Minnesota lobbyist on indoor air quality and tax issues. And the National Energy Management Institute continues to assist the Beverly Hills Restaurant Association in opposing

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the city council's smoking ban. NEMI officials also met with councilmembers in San Diego, Cal., on that county's proposed smoking ban. Also, work was completed on the first edition of a monthly NEMI newsletter for that organization's contractors and customers.

We continued development of a comprehensive plan to ensure that the temporary two-hour ban on smoking on airline flights of two hours or less sunsets in two years. In steps toward implementation of that plan, we met with representatives from smokers' rights organizations, flight attendant and pilots' unions to determine attitudes toward the new law.

Corporate requests for help on workplace smoking issues continue at the rate of about 60 a month. Many of the calls in February were in response to a mailing of our "resource guide" to Illinois employers. We continue to await instructions from State Activities before we proceed with printing and mailing for our employer's and smoker's guides to the New York City smoking restriction law.

To counter a recent Bureau of National Affairs survey that indicates a growing trend toward workplace smoking restrictions, we commissioned a poll to take a fresh look at senior personnel manager's attitudes toward smoking restrictions. Once clearance has been obtained early next month, we expect to be able to publicize results within five weeks.

Staff completed work on the first issue of a revamped Tobacco Observer. This first issue of the new monthly four-pager focuses on smokers' rights organizations, and will be mailed in early March. We also began work on the April edition, which will deal with the airline issue.

The Scientific Witness Team came to town for a two-day briefing on recent developments in ETS and indoor air quality science, in which we participated and coordinated. During the briefing session, the group was able to review and comment on proposed audio-visual materials. They also participated on a brush-up media training session.

We continued to refine ACVA advertisements, incorporating suggestions made by the Executive Committee at its February meeting. We have developed a copy platform, per ExComm request, and will mail revised ads to the Communications Committee in early March. We also continued work on the Great American Welcome proposal to respond to this year's Great American Smokeout, and on the joint Philip Morris/RJR proposal on a new program to deal with smoking restrictions.

Finally, on the federal front, we coordinated development of a strategy to address indoor air quality issues at the Environmental Protection Agency, and have arranged for a briefing of senior staff on the project in early March. We worked closely

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with allies in organized labor to follow up on consideration of a petition calling on the Occupational Safety and Health Administration to ban smoking in the workplace. And we completed a memorandum outlining the status of our preparation for hearings on the public smoking and airline smoking issues.

Next Month's Goals

Completion of materials for the hospitality program.

Target and complete second mass mailing of resource guide.

Implementation of the airline strategy.

Development of presentation materials for Great American Welcome.

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TI DN 0018487

Public Smoke Inc.
cost center name

1309

cost center #

February 1988

Susan Sturck

month

Account # / Description	Year-to-date expense	Year to-date budget	- over (under) budget - amount	percentage	Explanation
5101/Postage & Delivery	\$ 275	\$ 5,833	(5,558)	(95.3%)	First quarter workplace mailings are awaiting site clearance from field.
5201/Repro., Print & Draft	9,182	80,833	(71,651)	(88.6%)	No publications in process to date.
6201/Advertising	0	958,333	(958,333)	(10%)	No advertising planned to date.
7301/Professional Fees	123,871	247,333	(123,463)	(50%)	First of year bills still being processed.
7501/Support to lab. & other ORGS.	64,550	93,500	(28,950)	(31%)	NEMI payments are on hold pending March 9 meeting on project status.
TOTALS	\$197,878	\$1,385,833	(1,187,955)	(85.7%)	

cost center manager

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February 1988

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Account #/ Description	year-to-date expenses	year to-date budget	- over (under) budget - amount	percentage	Explanation
5801/Legal Fees	\$ 13,655	\$ 16,667	(3,012)	(18%)	"Redacted -- Privileged"
7301/Professional Fees	91,402	200,000	(108,598)	(54.3%)	Legislative activity has been less than expected to date.
TOTALS	\$105,057	\$216,667	(111,610)	(51.5%)	

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Center for Indoor Air Research
cost center name

1110

February 1988

cost center #

month

cost center manager

Account #/ description	year-to-date expenses	year to-date budget	- over (under) budget - amount	percentage	Explanation
5801/Travel Fees	\$ 26,356	0	\$ 26,356	100%	No funds budgeted to CIAR.
7301/Professional Fees	142,313	0	142,313	100%	No funds budgeted to CIAR.
TOTALS	\$168,669	0	\$168,669	100%	

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February 1988

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ADVERTISING ISSUE

Primary Responsibility: Fred Panzer

Overview

The legislative front is very quiet. Efforts to restrict tobacco advertising directly or indirectly through the tax code are on the back burner in Congress.

Neither the Republican Administration nor the Democratic Congress is calling for substantial revenue increases. Hence the threat of taxes of any kind on advertising -- generic or tobacco-specific -- has been dissipated.

Under the circumstances, the Freedom to Advertise Coalition (FAC) decided not to use up chips in visiting Members of the Energy and Commerce Committee to take their temperature on the advertising issue.

However, the anti-tobacco lobby is probing for other gaps in our defenses. One new thrust took the form of an Interagency Committee on Smoking and Health meeting on tobacco and U.S. trade policy. The probe shifted from trade to an assault on American advertising and marketing "excesses" in developing countries.

Highlights

Federal and state officials, business and labor groups, and farm organizations turned out in force to oppose the Surgeon General's invasion of U.S. trade policy. But objections from the White House and the U.S. Trade Representative did not deter the Interagency Committee on Smoking and Health from its planned tobacco industry bashing session on February 18.

We prepared TI's submission, which was a detailed letter from Sam Chilcote to Ron Davis of the HHS Office of Smoking and Health, and several other documents on the trade issue, including progress reports and a baker's dozen of thank you letters for TI's president.

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A domestic version of the international attack on American marketing practices is seen in the mounting press coverage of the allegation that the tobacco industry is targeting minority groups. We are working with State Activities in developing a response. This new activity is in addition to our repeated efforts to develop minority group opposition to the anti-advertising legislation, as reported last month.

We are working with State Activities Division to set up a quick response capability among advertising industry allies to deal with state and local level bills restricting tobacco advertising and promotion. Organizations involved include the constituent members of FAC (i.e., the American Advertising Federation, the Association of National Advertisers, the American Association of Advertising Agencies and the Outdoor Advertising Association of America.)

We are working NASBE on several fronts -- (a) coordinating media visits and linking them much more closely with legislative needs (b) in a similar fashion we are encouraging the integration of CAP program developments with federal and state activities and (c) resolving NASBE staffing assignments.

We also prepared an extensive memorandum on advertising hearing readiness for 1988.

Next Month's Goals

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Following completion, it will be made available to our allies in the Freedom to Advertise Coalition.

2. Resolve staffing arrangements with NASBE.

3. Resolve the commitment of the National Association of Convenience Stores (NAC) to join the Freedom to Advertise Coalition. I sent forward a FAC memo on the subject.

TI DN 0018493

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A domestic version of the international attack on American marketing practices is seen in the mounting press coverage of the allegation that the tobacco industry is targeting minority groups. We are working with State Activities in developing a response. This new activity is in addition to our repeated efforts to develop minority group opposition to the anti-advertising legislation, as reported last month.

We are working with State Activities Division to set up a quick response capability among advertising industry allies to deal with state and local level bills restricting tobacco advertising and promotion. Organizations involved include the constituent members of FAC (i.e., the American Advertising Federation, the Association of National Advertisers, the American Association of Advertising Agencies and the Outdoor Advertising Association of America.)

We are working NASBE on several fronts -- (a) coordinating media visits and linking them much more closely with legislative needs (b) in a similar fashion we are encouraging the integration of CAP program developments with federal and state activities and (c) resolving NASBE staffing assignments.

We also prepared an extensive memorandum on advertising hearing readiness for 1988.

Next Month's Goals

[R]

Following completion, it will be made available to our allies in the Freedom to Advertise Coalition.

2. Resolve staffing arrangements with NASBE.

3. Resolve the commitment of the National Association of Convenience Stores (NAC) to join the Freedom to Advertise Coalition. I sent forward a FAC memo on the subject.

TI DN 0018493

Advertising

cost center name

1308

cost center #

February, 1988

month

Fred Pauzer

cost center manager

Account #/ Description	year-to-date expenses	year to-date budget	- over (under) budget - amount	percentage	Explanation
5201/Repro. Print/Draf	\$ 1,492	\$ 19,167	(17,674)	(92%)	a) Delay in completion of counter advertising bookle b) Lack of legislative priority
7301/Prof. fees	13,001	82,833	(69,832)	(84%)	Lack of legislative pressu or focus.
7501/Support to tobacco & other orgs.	1,600	82,500	(80,900)	(98%)	Lack of legislative pressu or focus.
TOTALS --	\$17,033	187,000	(169,567)	(91%)	

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Advertising
 cost center name

1308

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February, 1988

month

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cost center manager

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TI DN 0018494

TI DN 0018495

TI DN 0018495

Life Safety

cost center name :

1306

cost center #

February
month

Lisa Osborne

cost center manager

account #/ description	year-to-date expenses	year to-date budget	- over (under) budget - amount	percentage	Explanation
5200/ Repró. Print. & Drftg.	\$1,766	\$7,500	(5734)	(76%)	No major production expenses to date.
7300/ Professional fees	\$75,140	\$61,667	13,473	22%	TriData bills, quarterly.
7500/ Support to lab. & Other Organizations	\$25,209	\$70,000	(44,791)	(64%)	Grant requests are still -'09 coming in.
TOTALS=	\$102,115	\$139,167	(63,998)	(46%)	

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TI DN 0018496

Life Safety

cost center name :

1306

cost center #

February
month

Lisa Osborne

cost center manager

account #/ description	year-to-date expenses	year to-date budget	- over (under) budget - amount	percentage	Explanation
5200/ Repró. Print. & Drftg.	\$1,766	\$7,500	(5734)	(76%)	No major production expenses to date.
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TI staff met with the Board of the Michigan State Fire Administration and select members of the state's fire service leadership to discuss the SEC issue and the TI program.

TI staff assisted the NVFC officers in arranging a meeting with representatives from the presidential campaigns of Messrs. Bush, Dole, Gephardt, Dukakis, Simon, and Jackson, and the NVFC officers, legislative committee, and various fire service leaders throughout the country.

The fire service representatives were very pleased with the meetings where all six campaigns staffers promised to respond to a position paper from the Joint Council of Fire Service Organizations. Representatives seemed genuinely eager to bring the issues of the U.S. fire problem, the role of the fire service and the federal fire program, to the attention of the candidates.

TI's participation in ISFSI's teleconference on "Residential Fire Safety and Education" was very well received. We prepared segments on rural dwelling fire safety and on private sector initiatives, in addition to four spots on public education. The TI program was featured in the latter.

We have already responded to numerous requests for the program materials as a result of the teleconference.

TI assistance to the Fairfax County Fire and Rescue Department's "Battery for Life" program was completed by Production Services in February. The department was very pleased with the results.

The National Fire Academy is conducting a two and a half day seminar on "Overcoming Barriers to Public Education in the United States," next month. Selected fire service representatives throughout the country have been invited to attend. TI consultant Phil Schaenman, who authored the report, is scheduled to speak.

Next Month's Goals

Response to fire service requests for TI fire prevention program materials.

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ACCIDENTAL FIRE ISSUE

Primary Responsibility: Lisa Osborne

Overview

In February TI staff and consultants began preparing an update and outline on The Institute's readiness for hearings on the "self-extinguishing" cigarette issue and actively challenged similar legislation on the state level. Meanwhile, The Institute continued efforts to raise the visibility of TI's fire prevention program with fireservice leaders in the public and private sector.

We participated in briefings on the SEC issue and the TI program with the Board of the Michigan State Fire Administration, the International Association of Fire Chiefs, Metropolitan Cities Division, the National Volunteer Fire Council, and the International Society of Fire Service Instructors.

Highlights

The Minnesota Senate and House "fire-safe" cigarette bills were amended to require "fire-safe" standards to be developed by 1/1/90 and any cigarettes sold in the state to meet such standards by 7/1/91. After the first public hearing in Minnesota, one state legislator asked the TI lobbyist for more information about The Tobacco Institute's fire safety program.

The Massachusetts Joint Public Safety Committee has set a 3/28 hearing date for that state's companion "fire-safe" cigarette bills. Similar bills are pending in New York and California.

TI staff and consultants prepared a hearing preparation document updating and outlining The Institute's readiness for hearings on the "self-extinguishing" cigarette issue.

TI staff responded to Representative Nancy Pelosi's (D-CA) request for information about the SEC issue when she was asked by Rep. Joe Moakley to co-sponsor his "fire-safe" cigarette legislation.

John B. Stewart, chairman of the IAFC-Metro Chiefs Division, sent a position paper to all metro chiefs supporting the Interagency Committee recommendations and warning against participation in any endeavors inconsistent with this process.

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TI DN 0018498

TI DN 0018499

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**MEDIA RELATIONS
ACTIVITY REPORT**

FEBRUARY 1988

During the month of February, Truth Squad media tours by consulting experts produced very positive results with the media, primarily by re-emphasizing indoor air quality as the focus of the debate. Media Relations staff emphasized coordinating efforts for upcoming projects while filling day-to-day requirements. Regional support was also given priority status due to legislative needs.

HIGHLIGHTS

- o Providing the media and the public with the accurate and correctly positioned message on indoor air quality and the role of environmental tobacco smoke continues to keep Truth Squad members Drs. Peterson and Weeks on the road. This month, David Weeks was in Baton Rouge and Shreveport, while Jack Peterson was in the Seattle/Tacoma area.

During his media tour, Weeks conducted 11 interviews in the two markets. Among these were 5 network television stations, an interview with the health reporter of the Shreveport Journal, 3 radio public affairs programs, and the balance of shorter taped radio interviews.

While Peterson was in Seattle and Tacoma, he discussed the issues on 7 radio programs, including debating the legislator who initiated the anti-smoking bill in Olympia.

- o When the Interagency Committee on Smoking and Health decided to debate the subject of tobacco and United States trade policy, media relations developed a list of 28 free-trade advocating reporters and editorial writers to be briefed. Each of the selected media representatives were provided with all of the relevant information on the Committee's deliberations. Interest in the topic has been expressed from several high-profile writers, and we are following this closely.
- o Planning and input for major initiatives continues to be emphasized. In February, this included extensive work on the airline plan, "Operation Downunder," and the upcoming outreach program for Women's Magazines.

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**MEDIA RELATIONS
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TI DN 0018500

Media Relations
February 1988
page 2

- o Briefings for allied industries as well as member company representatives continued in Minnesota this month. Also taking Media Relations staff to the Twin Cities was testimony before a Minnesota House Subcommittee on the subsequently rejected smoking restriction bill.
- o Media Relations staff prepared articles for the Oklahoma and Colorado Wholesalers' Yearbooks on upcoming legislative efforts, an article on workplace smoking for Potomac News, and gave a speech to the North Carolina Tobacco Growers Association in Raleigh.
- o Among events attended by Media Relations staff this month were the National Press Foundation's Annual Awards Dinner and a luncheon sponsored by Newsweek.
- o The TI-scientific witness team visited Washington this month. Part of the agenda was to assist our consultants deal with the media, along with a refresher media training course.
- o Training for our newest staff member continues. A highlight for February was a tour of tobacco manufacturing plant

IN NEED OF ATTENTION

- o Vacancies in the media group continue to be a problem. We have redoubled efforts to identify potential candidates.
- o Speaker training continues for our new employee, but this needs continued attention.
- o Plans for the airline strategy include an aggressive and demanding public relations component. Assuring coordination and ultimate implementation during March and April will be a priority.

TI DN 0018501

Media Relations
February 1988
page 2

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TI DN 0018501

INDIVIDUAL EXTERNAL COMMUNICATIONS GROUP ACTIVITY

February 1988

BROADCAST APPEARANCES

	<u>Television</u>	<u>Radio</u>	<u>Total</u>	<u>% of ECG Total</u>
MERRYMAN	0	12	12	86
MILLER	0	0	0	0
MORAN	0	2	2	14
TOTAL	0	14	14	

INFORMATION REQUESTS

	<u>Media</u>	<u>Non-Media</u>	<u>Total</u>	<u>% of ECG Total</u>
MERRYMAN	72	58	130	31
MILLER	0	2	2	.4
MORAN	73	221	294	69
TOTAL	145	281	426	

MEDIA RELATIONS CONTACTS

	<u># of Contacts</u>	<u>% of ECG Total</u>
MERRYMAN	12	100
MILLER	0	0
MORAN	0	0
TOTAL	12	

INDIVIDUAL EXTERNAL COMMUNICATIONS GROUP ACTIVITY

February 1988

BROADCAST APPEARANCES

	<u>Television</u>	<u>Radio</u>	<u>Total</u>	<u>% of ECG Total</u>
MERRYMAN	0	12	12	86
MILLER	0	0	0	0
MORAN	0	2	2	14
TOTAL	0	14	14	-

INFORMATION REQUESTS

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TOTAL	145	281	426	

MEDIA RELATIONS CONTACTS

	<u># of Contacts</u>	<u>% of ECG Total</u>
MERRYMAN	12	100
MILLER	0	0
MORAN	0	0
TOTAL	12	

PRINT INTERVIEWS

	<u># of Interviews</u>	<u>% of ECG Total</u>
MERRYMAN	53	65
MILLER	0	0
MORAN	28	35
TOTAL	81	

LETTERS TO THE EDITOR

	<u># of Interviews</u>	<u>% of ECG Total</u>
MERRYMAN	2	67
MILLER	0	0
MORAN	1	33
TOTAL	3	

SCIENTIFIC AND CONSULTANT APPEARANCES

	<u># of Appearances</u>	<u>% of ECG Total</u>
MERRYMAN	0	0
MILLER	0	0
MORAN	0	0
TOTAL	0	

DAYS ON ROAD

	<u># of Days</u>	<u>% of Work Days</u>
MERRYMAN	6	30
MILLER	2	10
MORAN	3	15
TOTAL	11	

TI DN 0018503

PRINT INTERVIEWS

	<u># of Interviews</u>	<u>% of ECG Total</u>
MERRYMAN	53	65
MILLER	0	0
MORAN	28	35
TOTAL	81	

LETTERS TO THE EDITOR

	<u># of Interviews</u>	<u>% of ECG Total</u>
MERRYMAN	2	67
MILLER	0	0
MORAN	1	33
TOTAL	3	

SCIENTIFIC AND CONSULTANT APPEARANCES

	<u># of Appearances</u>	<u>% of ECG Total</u>
MERRYMAN	0	0
MILLER	0	0
MORAN	0	0
TOTAL	0	

DAYS ON ROAD

	<u># of Days</u>	<u>% of Work Days</u>
MERRYMAN	6	30
MILLER	2	10
MORAN	3	15
TOTAL	11	

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SICK/PERSONAL/VACATION DAYS	<u># of Days</u>	<u>% of ECG Total</u>
MERRYMAN	0	0
MORAN	0	0
TOTAL	0	

MINIMUM MONTHLY STANDARDS FOR ECG CATEGORIES:

BROADCAST APPEARANCES:	<u>10</u>	
MEDIA RELATIONS CONTACTS:	<u>20</u>	-
SCIENTIFIC & CONSULTANT INTERVIEWS:	<u>3</u>	-

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SICK/PERSONAL/VACATION DAYS	<u># of Days</u>	<u>% of ECG Total</u>
MERRYMAN	0	0
MORAN	0	0
TOTAL	0	

MINIMUM MONTHLY STANDARDS FOR ECG CATEGORIES:

BROADCAST APPEARANCES:	<u>10</u>	
MEDIA RELATIONS CONTACTS:	<u>20</u>	-
SCIENTIFIC & CONSULTANT INTERVIEWS:	<u>3</u>	-

TI DN 0018504

INDIVIDUAL EXTERNAL COMMUNICATIONS GROUP ACTIVITY

February 1988 - Year-to-Date

BROADCAST APPEARANCES

	<u>Television</u>	<u>Radio</u>	<u>Total</u>	<u>% of ECG Total</u>
GOSS	7	7	14	31
MERRYMAN	3	22	25	54
MILLER	0	0	0	0
MORAN	3	4	7	15
TOTAL	13	33	46	

INFORMATION REQUESTS

	<u>Media</u>	<u>Non-Media</u>	<u>Total</u>	<u>% of ECG Total</u>
GOSS	8	6	14	2
MERRYMAN	119	108	227	30
MILLER	0	2	2	3
MORAN	174	349	523	68
TOTAL	301	465	766	

MEDIA RELATIONS CONTACTS

	<u>% of Contacts</u>	<u>% of ECG Total</u>
GOSS	16	33
MERRYMAN	25	52
MILLER	0	0
MORAN	7	15
TOTAL	48	

TI DN 0018505

INDIVIDUAL EXTERNAL COMMUNICATIONS GROUP ACTIVITY

February 1988 - Year-to-Date

BROADCAST APPEARANCES

	<u>Television</u>	<u>Radio</u>	<u>Total</u>	<u>% of ECG Total</u>
GOSS	7	7	14	31
MERRYMAN	3	22	25	54
MILLER	0	0	0	0
MORAN	3	4	7	15
TOTAL	13	33	46	

INFORMATION REQUESTS

	<u>Media</u>	<u>Non-Media</u>	<u>Total</u>	<u>% of ECG Total</u>
GOSS	8	6	14	2
MERRYMAN	119	108	227	30
MILLER	0	2	2	3
MORAN	174	349	523	68
TOTAL	301	465	766	

MEDIA RELATIONS CONTACTS

	<u>% of Contacts</u>	<u>% of ECG Total</u>
GOSS	16	33
MERRYMAN	25	52
MILLER	0	0
MORAN	7	15
TOTAL	48	

TI DN 0018505

PRINT INTERVIEWS

	<u># of Interviews</u>	<u>% of ECG Total</u>
GOSS	1	6
MERRYMAN	82	49
MILLER	0	0
MORAN	85	51
TOTAL	168	

LETTERS TO THE EDITOR

	<u># of Interviews</u>	<u>% of ECG Total</u>
GOSS	0	0
MERRYMAN	2	29
MILLER	0	0
MORAN	5	71
TOTAL	7	

SCIENTIFIC AND CONSULTANT APPEARANCES

	<u># of Appearances</u>	<u>% of ECG Total</u>
GOSS	14	58
MERRYMAN	10	42
MILLER	0	0
MORAN	0	0
TOTAL	24	

TI DN 0018506

PRINT INTERVIEWS

	<u># of Interviews</u>	<u>% of ECG Total</u>
GOSS	1	6
MERRYMAN	82	49
MILLER	0	0
MORAN	85	51
TOTAL	168	

LETTERS TO THE EDITOR

	<u># of Interviews</u>	<u>% of ECG Total</u>
GOSS	0	0
MERRYMAN	2	29
MILLER	0	0
MORAN	5	71
TOTAL	7	

SCIENTIFIC AND CONSULTANT APPEARANCES

	<u># of Appearances</u>	<u>% of ECG Total</u>
GOSS	14	58
MERRYMAN	10	42
MILLER	0	0
MORAN	0	0
TOTAL	24	

TI DN 0018506

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DAYS ON ROAD	<u># of Days</u>	<u>% of Work Days</u>
GOSS	3	12
MERRYMAN	17	68
MILLER	2	8
MORAN	3	12
TOTAL	25	

SICK/PERSONAL/VACATION DAYS	<u># of Days</u>	<u>- % of ECG Total</u>
GOSS	0	0
MERRYMAN	0	0
MORAN	0	0
TOTAL	0	

MINIMUM MONTHLY STANDARDS FOR ECG CATEGORIES:

BROADCAST APPEARANCES:	<u>10</u>
MEDIA RELATIONS CONTACTS:	<u>20</u>
SCIENTIFIC & CONSULTANT INTERVIEWS:	<u>3</u>

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DAYS ON ROAD	<u># of Days</u>	<u>% of Work Days</u>
GOSS	3	12
MERRYMAN	17	68
MILLER	2	8
MORAN	3	12
TOTAL	25	

SICK/PERSONAL/VACATION DAYS	<u># of Days</u>	<u>- % of ECG Total</u>
GOSS	0	0
MERRYMAN	0	0
MORAN	0	0
TOTAL	0	

MINIMUM MONTHLY STANDARDS FOR ECG CATEGORIES:

BROADCAST APPEARANCES:	<u>10</u>
MEDIA RELATIONS CONTACTS:	<u>20</u>
SCIENTIFIC & CONSULTANT INTERVIEWS:	<u>3</u>

TI DN 0018507

MEDIA RELATIONS

center name

1301

center #

February 1988

month

Brennan Moran

cost center manager

Account Description	year-to-date expenses	year to-date budget	- over (under) budget -		Explanation
			amount	percentage	
900/Travel	\$ 14.1	\$ 38.3	(\$ 24.3)	(63%)	Fewer speakers on road
000/Conferences	\$ 0	\$ 5.5	(5.5)	(100%)	Tobacco College in 3rd Quarter
100/Postage and Delivery	\$ 1.6	\$ 8.3	(6.8)	(82%)	Low activity month
200/Repro., Print., Draft	\$.7	\$ 6.7	(6.0)	(90%)	Projects not yet initiated
400/Other Office Expense	\$ 4.5	\$ 10.0	(5.5)	(55%)	Low demand for clips & tapes
200/Advertis.	\$ 0	\$ 3.3	(3.3)	(100%)	Anticipated for later in year
300/Prof. Fees	\$ 5.2	\$ 99.2	(93.7)	(94%)	Project oriented, with no projects in place yet
TOTALS	\$ 28.3	\$ 175.8	(147.5)	(84%)	

TI DN 0018508

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MEDIA RELATIONS

center name

1301

center #

February 1988

month

Brennan Moran

cost center manager

Account Description	year-to-date expenses	year to-date budget	- over (under) budget -		Explanation
			amount	percentage	
900/Travel	\$ 14.1	\$ 38.3	(\$ 24.3)	(63%)	Fewer speakers on road
000/Conferences	\$ 0	\$ 5.5	(5.5)	(100%)	Tobacco College in 3rd Quarter
100/Postage and Delivery	\$ 1.6	\$ 8.3	(6.8)	(82%)	Low activity month
200/Repro., Print., Draft	\$.7	\$ 6.7	(6.0)	(90%)	Projects not yet initiated
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TI DN 0018509

TI DN 0018509

General Coalitions:

cost center name

1307

cost center #

Susan Stuntz

February 1988

month

cost center manager

Account #/ Description	year-to-date expenses	year to-date budget	- over (under) budget - amount percentage	Explanation
3901/Travel	\$ 17,984	\$ 29,167	(11,182) (38.3%)	little travel to date.
5201/Repro., Print & Draft	0	10,000	(10,000) (100%)	No publications planned to date.
6201/Advertising	400.	8,333	(7,933) (95%)	No advertising planned to date.
7301/Professional Fees	25,810	63,167	(37,357) (59%)	We are waiting identifi- cation from SAD of regional labor consultants.
7501/Support to lab. & other orgs.	113,441	118,833	(5,393) (4.5%)	On target.
TOTALS	\$158,537	\$231,667	(73,130) (31.6%)	

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TI DN 0018510

General Coalitions:

cost center name

1307

cost center #

Susan Stuntz

February 1988

month

cost center manager

Account #/ Description	year-to-date expenses	year to-date budget	- over (under) budget - amount	percentage	Explanation
3901/Travel	\$ 17,984	\$ 29,167	(11,182)	(38.3%)	little travel to date.
5201/Repro., Print & Draft	0	10,000	(10,000)	(100%)	No publications planned to date.
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TI DN 0018510

TI DN 0018511

TI DN 0018511

PRODUCTION SERVICES

Primary Responsibility: Anne Cannell

Overview

The major part of February was spent on "The Tobacco Observer." The layout and design went through several revisions. Once we decided on the format, production started for the March edition. Working closely with Chip Foley, we whittled the copy down, added some graphics and produced mechanicals for the mailing to the Communications Committee. Our distribution date of March still stands.

On the administrative side, we lost the position of Production Coordinator in the reorganization.

Highlights

A slide show consisting of 62 slides was produced for Gray Robertson in five working days.

The California targeted airline mobilization was printed and mailed to over 1,200 TAN activists. Consisting of nine pieces, the project was mailed within five workings days.

We reviewed several design options for the Great American Welcome. The logo chosen will be printed for distribution by the end of March.

Materials for the Fairfax County "Battery for Life" program were completed and delivered.

Next Month's Goals

Review and develop materials for the Scientific Witness Team. Working with Brennan Moran and Walter Woodson, slides, overheads and handouts will be produced.

Gather cost estimates and background information on all the Fire Safety publications for the National Volunteer Fire Council's new distribution center.

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Gather cost estimates and background information on all the Fire Safety publications for the National Volunteer Fire Council's new distribution center.

Listed below are projects started, underway or completed this past month.

ADMINISTRATION

Memo Pads:

- . Completed: Avedon, Cannell, Michel, Miller
Shine, Steele, Woodson

FEDERAL RELATIONS

Cigarette Excise Tax Fax Sheet:

- . One page typeset in-house, copied.....Payne

Flue-Cured, Burley Chart:

- . One page typeset in-house, copied.....Payne

Place Cards:

- . 14 cards completed (Rush).....White

Seven Reasons not to Increase the Cigarette Excise Tax:

- . Two pages typeset in-house, copied.....Payne

Statement on Tobacco Products and CPSC:

- . One page typeset in-house, copied.....Payne

The Tobacco Price Support Program is not a Subsidy:

- . One chart designed, typeset and copied.....Payne

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- . One chart designed, typeset and copied.....Payne

PUBLIC AFFAIRS

ACVA Slide Show:

- . 62 new slides produced to update existing show (Rush).....Robertson

Black History Month Ad:

- . Completed
- . Prints made for framing.....Osborne

Battery for Life:

- . Poster and brochures completed for Fairfax County.....Osborne

Employer's Guide to the New York City Smoking Ordinance:

- . Typeset and reproduced in an 8 1/2 x 11 format
- . Waiting for sponser to produce brochure.....Foley

Great American Welcome:

- . Logo designs in review.....Stuntz/Moran/
Sparber

Home Safety Check:

- . Brochure designed, typeset in-house, copied for Fairfax County.....Osborne

Inventory:

- . February 1 inventory distributed.....Issue Mgrs.

Investigation of Potential Toxic Problem: A Case Illustrating ETS:

- . 12 word charts typeset in-house (Rush).....Sparber

National Energy Management Institute Newsletter:

- . Established bulk rate account for mailing use
- . Reviewed layout designs.....Stuntz

Newsletter:

- . February 19 T.I. newsletter produced.....Duffin

Opportunities Industrialization Centers of America (OICA):

- . February 5 newsletter produced.....Osborne

TI DN 0018514

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Opportunities Industrialization Centers of America (OICA):

- . February 5 newsletter produced.....Osborne

TI DN 0018514

Reprints:

- . CART letterhead.....Ross
- . Cigarette Tax Data letterhead.....Duhaime
- . Indoor Air Quality - Labor VHS tapes.....Stuntz

Tobacco Bulletin:

- . Six page newsletter produced.....Stuntz

Tobacco Observer:

- . Design and format established
- . Production through mechanicals completed....Foley

Willard Scott PSA:

- . Duplicating cassettes.....Osborne

Workplace Mailing:

- . Continuous letters printed.....Ransome

STATE ACTIVITIES

California Mobilization:

- . Mailing consisting of nine pieces printed and mailed on the airline issue (Rush).....Woodson

Display:

- . Booth display alternatives for use at meetings and conventions in review.....Dyer

Legislative Report:

- . Year-end, three volume report in production..Yoe

Piggy-back Envelopes:

- . In review with Data Processing for TAN Mobilizations.....Woodson

Scientific Witness Team:

- . ACVA mini-kits completed.....Woodson

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INFORMATION CENTER

PRIMARY RESPONSIBILITY: LAURA PICCIANO

Overview

We experienced a relatively calm month in February with only a modest number of substantial projects. Progress was made in bringing the new computer system closer to a possible release date.

Highlights

In support of a Hamilton, Frederick & Schneiders business survey, we generated lists containing the basic characteristics of over 6,000 Illinois forms in the categories of Chamber of Commerce and manufacturing.

Responding to member company requests, we identified major public school systems with education programs specifically directed towards smoking or tobacco use. We also reviewed the lives of a dozen famous smokers.

We took advantage of several reading rooms at the Library of Congress in order to gather a variety of foreign and domestic economic statistics.

A number of company profiles in the aviation/environmental and food industries were searched in several online financial databases.

This month we implemented an updated version of our serials control software. This version provides greater control over existing functions. In conjunction with these increased capabilities, Jenny Rusk has begun to more fully automate our subscription records.

Regarding the new VAX computer system, Laura Picciano met twice with IAI consultants on the Center's users' manual. A final draft is due next month. The reference books were weeded and reorganized. We began to enter this first section of the book collection into the database.

Laura attended an Association Librarians Group meeting on PC software.

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In routine matters, we distributed one FOIA update. We also handled 67 routine requests for information - 38 from staff, 4 from member companies, 4 from law firms and 21 from outside individuals and organizations.

Next Month's Goals

1. Completion of car safety research
2. Organize issues file
3. Begin TIP

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TI DN 0018518

Info. Center
 cost center name :

130h

cost center #

February
 month

Laura Nicclano

cost center manager

Account #/ Description	Year-to-date expenses	year to-date budget	- over (under) budget - amount	budget - percentage	Explanation
4801 Books and Subscriptions	\$ 9,702	\$ 7,500	\$ 2,202	29%	Replenish deposit account, two large annual subscription renewals
8030 Purchased Computer Svcs	\$ 5,183	\$ 8,000	\$(2,817)	(35)%	Database usage lower than expected
TOTAL	\$16,191	\$18,500	\$(2,309)	(12)%	

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TI DN 0018519

Info. Center
 cost center name :

130h

cost center #

February
 month

Laura Nicclano
 cost center manager

Account #/ Description	Year-to-date expenses	year to-date budget	- over (under) budget - amount	budget - percentage	Explanation
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TI DN 0018519

TI DN 0018520

TI DN 0018520

**Special Projects
Staff Support Activity Report
February 1988**

Primary responsibility: Anne Duffin

Overview and Highlights

Review and clean up of mailing lists before the first issue of the new Tobacco Observer, research and writing for TI Newsletter and further tracking of candidate positions for the Institute's Super Tuesday Election Program (STEP) filled the month.

On the Observer...

With access to TI Information System, I could finally view records first hand and was able further to refine a new classification system, among other purposes to segregate media and known/suspected anti-smokers, neither of which will get the Observer.

The problem of multiple operators' working on the lists over the years without direction became more obvious -- but I believe ultimately resolvable.

At mid-month the apparent enormity of the unidentifiable (and therefore possibly anti-smoker) contingent brought the decision to isolate the unknowns and run a telephone survey to estimate the scope of the problem before any mailing. Zip code, date of entry and other searches over two days, however, showed no apparent bulges to investigate and getting into individual records narrowed the field, and we abandoned any rush survey project.

Meantime only a partial review of individual records and reserve codes of the "unknowns" has halved that category.

On STEP...

Continuing update of candidate positions permitted delivery of timely rundowns to Hoke Leggett of FRD, Philip Morris' Washington office and a CBS researcher. Although Super Tuesday action has wound down, I will continue to update the document for future reference.

Other Projects

- o Clearance of all Tobacco Observer files for distribution of current materials to issue managers

TI DN 0018521

Special Projects
Staff Support Activity Report
February 1988

Primary responsibility: Anne Duffin

Overview and Highlights

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TI DN 0018521

Special Projects
February 1988 report
page 2

- o Check of SAD legislative consultant lists against Observer and Administrative Resources lists
- o Draft of a letter proposed for TAN activists not responding to two 1987 renewal queries
- o Negotiation with Tobacco Merchants Assn. over exchange of newsletter mailing lists
- o Analysis of TI Newsletter subscribers
- o Selection in consultation with Jeff Ross, SAD and FRD on priority states for production of data cards
- o Update of nine data card manuscripts for production by Marcia Stark and PSD
- o Query of staff on uses of TI's annual consumption data card and subsequent production and distribution of a cheaper one-sheeter instead
- o Research and delivery of information on the primary issue and perique tobacco to a Kentucky retailer and a Louisiana student

Next Month's Goals

- Approval of an updated special projects staff support plan
- Approval of a quarterly Observer readership survey questionnaire
- Completion of a catalog of Observer codes and their definitions
- Completion of mandatory Observer subscriber entry procedures
- Completion of review of 2,500-plus records of "unknown" Observer subscribers
- Editing of "Missouri and Tobacco" for production

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TI DN 0018522

Special Projects
February 1988 report
page 2

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TI DN 0018522

TI DN 0018523

TI DN 0018523
