

MEMORANDUM

FROM: Richard Marcus
TO: Debbie Schoonmaker

March 13, 1989

FEBRUARY ACTIVITY REPORT

TAXES

- * American Agriculture Movement (AAM)
 - agency met with AAM Newspaper Committee to discuss agency's recommended changes to improve design and increase circulation and advertising for AAM Reporter.
 - agency prepared and delivered informal presentation on media relations to AAM state representatives.
 - agency revised proposed 1989 AAM state fair budget at client's request.
 - agency provided additional promotional recommendations for AAM's rural impact excise tax study.
- * Coalition On Human Needs (CHN)
 - agency met with CHN representatives to begin discussing production of educational materials for the group's proposed Capitol Hill visit program.
 - agency assisted CHN in developing and promoting group's response to President Bush's federal budget.
- * Opportunities Industrialization Centers of America (OIC)
 - agency continued to work with OIC to develop design and copy for 1988 annual report and met with group representatives to discuss progress on report.
- * Agency met with Economic Policy Institute (EPI) representatives to discuss possible promotion of two upcoming EPI tax studies.

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- * Agency initiated discussions concerning Financial News Network story on excise taxes.
- * Agency attended February 9th hearing of House Committee on Ways and Means per client request.
- * Agency participated in strategy sessions on excise tax advertising campaign.
- * Agency distributed press clippings on tax issues and National Economic Commission (NEC) to coalition groups and notified them of NEC activities.
- * Agency participated in excise tax meetings per client request.

PUBLIC SMOKING

- * Airline Smoking Bans
 - agency participated in strategy meetings with client to discuss possible ways to combat legislation that would make current airline restrictions permanent; agency followed-up on efforts to identify sponsor for VNR to be released in conjunction with anniversary of two hour ban.
- * Federal Union IAQ Issues
 - agency regularly met with client, research consultants, union officials and SWAC IAQ conference participants to discuss research, materials, logistics and agenda for conference.
 - agency produced participant kit for SWAC conference, finalized logistics and arrangements for conference and participants and assisted client with reviewing and revising survey report.
 - agency drafted materials for SWAC press conference, produced and distributed press kit and materials to comprehensive list of local media and conducted follow-up calls to media; agency briefed press conference participants on media presentation skills and responses to anticipated questions.
 - agency held discussions with ACVA and AFGE Local 1812 representatives to follow-up on possible IAQ audit of buildings in which Local 1812 members work.

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- * National Energy Management Institute (NEMI)
 - agency reviewed and provided client with materials to be used at NEMI IAQ training session to be held February 28 in Alexandria, VA; agency forwarded materials, incorporating client's revisions, to NEMI and attended training session with client.
 - agency provided client with NEMI's technical analysis of IAQ legislation proposed in Massachusetts.
- * Public Smoking Ad Campaign
 - agency continued monitoring TI restaurant and hospitality ads and relayed requests for information to client.
- * Agency, through Senior Media Consultant Michael Sheehan, provided media training for three new members of Scientific Witness Team.
- * Agency participated in weekly public smoking meetings per client request.

MEDIA TOURS

- * Social Costs Media Tours
 - agency coordinated media tour to Albany and Rochester, NY and accompanied Dick Wagner on the tour.
 - agency continued making preparations for March media tours to Massachusetts -- originally scheduled for February -- Arizona and Ohio/Kentucky.
- * Truth Squad Media Tours
 - agency coordinated media tour to Boise, ID and accompanied Dave Weeks on the tour.
 - agency coordinated media tour to Chicago, IL and accompanied Jack Peterson on the tour.
 - agency began making initial preparations for media tours to Nevada and Oregon.

SOCIAL COSTS

- * Agency participated in strategy session with client on ways to combat social cost studies being conducted on the state level and provided client with document outlining program.

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GENERAL

- * Labor Coalitions
 - agency coordinated meeting between ACVA representative and Wisconsin state and local officials to discuss parameters for IAQ study to be conducted at Madison Area Technical College.
 - agency representative gave Labor Management Committee (LMC)/IAQ presentation before state employees attending special meeting of AFSCME locals in Madison, WI and Local meeting of AFSCME officials and members in Milwaukee, WI; agency met with president of Madison Labor Council to discuss IAQ issue.
 - agency worked in conjunction with Savarese and Associates to develop labor coalition plan for California.
 - agency accompanied client to AFL-CIO Executive Council meeting in Bal Harbour, FL; agency activities are listed on attached memo.

AD BANS

- * Agency provided client with memo outlining procedure and possible messages for Jolly Ann Davidson's media tours and began drafting materials for tour press kit.
- * Agency participated in strategy meetings on redirecting "Helping Youth Decide" program and provided client with memo outlining possible promotional activities for program.
- * Agency provided client with list of advertising agencies located in targeted congressional districts.
- * Agency briefed TI's new Director of Issues Management on agency activities surrounding ad ban issue.
- * Agency, at client's request, spoke with Elaine Reiss of O&M New York regarding editorials in Advertising Age and advertising industry's position on ad bans.
- * Agency participated in weekly ad ban meetings per client request.

ATTACHMENT

MEMORANDUM

TO: Susan Stuntz February 27, 1989
FROM: Ogilvy and Mather
SUBJECT: Florida AFL-CIO Meetings

The following is a report of the activities of Leslie Dawson, Tom Donahue, Jr., Mike Forscey, John Jarvis, Harry Kaiser, Richard Marcus and Jim Savarese during the AFL-CIO Executive Council meetings in Bal Harbour, Florida.

A. Philip Randolph Institute

We met with Norm Hill, President of APRI, and discussed plans for cooperative activities during 1989. Issues discussed included excise taxes, indoor air quality, and California activities. President Hill invited us to give IAQ presentations at three APRI regional meetings this year and will explore other opportunities for us with his members.

New England Labor

The Labor Management Committee sponsored a New England labor dinner hosted by Massachusetts AFL-CIO President Arthur Osborn. State AFL-CIO leaders from Massachusetts, New Hampshire, New York, and Pennsylvania attended the dinner. Also attending was the Mayor of Boston and the President of the International Longshoremen's Association.

Florida Labor

Harry Kaiser met with Dan Miller, President, Florida AFL-CIO, and discussed indoor air quality and our work on the issue within the state. Follow-up discussions will be held with Miller regarding the state AFL-CIO's effort to develop a training program in the IAQ area.

Service Employees International Union

We discussed our ongoing work on the indoor air quality issue with SEIU President John Sweeney; Dave Baker, SEIU staff, met with us several times during this period.

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Industrial Union Department

We had dinner with Dave Mallino, IUD Legislative Director. Dick White visited with Mallino about strategy for high risk legislation during this session of Congress.

Bakery, Confectionery and Tobacco Workers Union

We met with Carolyn Jacobson on several occasions and discussed Labor Management Committee issues.

United Steelworkers

We discussed the indoor air quality issue with the union's public relations director. The Steelworkers have been trying to organize office workers in certain areas.

New York Labor

Tom Donahue met with Ed Cleary, President, New York AFL-CIO, and discussed the indoor air quality issue with him. President Cleary invited Donahue to make an IAQ presentation at the state federation's next community services conference. In addition, Cleary said that he wants to raise the issue at his next legislative conference. He also would like to offer our presentation to the head of the New York Business Council.

AFL-CIO Public Employee Department

During the AFL-CIO meetings, the PED premiered its video on state and local government issues. It was announced at a PED Board Meeting that the Labor Management Committee provided funding for the video.

Coalition of Labor Union Women

We met with CLUW President Joyce Miller and discussed plans for cooperative activities for 1989. President Miller expressed interest in continuing member education on the issue of indoor air quality and other issues of mutual interest to CLUW and the LMC.

Labor Council for Latin American Advancement

We met with President Jack Otero and discussed plans for cooperative activities during 1989, including our Hispanic coalition building program. The Labor Management Committee sponsored a dinner hosted by Otero which included another DNC vice-chair, the president of the Ohio AFL-CIO, other Ohio labor officials, and the political director of the United Steelworkers.

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International Brotherhood of Electrical Workers

Harry Kaiser met with Mike Emig, legislative director, IBEW on the IAQ issue. Emig expressed interest in looking into the issue in greater detail.

International Union of Operating Engineers

John Jarvis met with Legislative Director John Brown to discuss the possibility of IAQ presentations before building trades unions. A follow-up meeting is scheduled with Harry Kaiser in Washington.

Food and Allied Service Trades Department

Harry Kaiser discussed the IAQ issue with Department President Bob Harbrant. Harbrant indicated that several affiliates have expressed a growing interest in IAQ. Kaiser will follow up on this with Harbrant.

California

We visited with Dean Tipps about the ground rules for a tobacco/labor coalition in California which would begin with the fight over earmarking of tobacco excise taxes. We all met Democratic gubernatorial candidate, John Van de Kamp.

Democratic National Committee

John Jarvis had discussions with Dick Murphy, Labor Liaison for the Democratic National Committee, about eliminating smoking bans at future DNC functions.

Teamsters

We had discussions with Organizing Director Vicki Saporta about the flight attendants. She indicated she is willing to introduce us to key players in the independent flight attendant associations.

Association of Flight Attendants

Contact was made with the leadership of the flight attendants' union. A message was delivered about the importance of deemphasizing the airline smoking ban as a legislative priority if the union wants Senate committee support for their legislative program. The response was that the smoking ban is a good political issue for the union.

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Senate Majority Leader Mitchell

John Jarvis attended a luncheon for Majority Leader Mitchell at which he reiterated his opposition to excise taxes and encouraged the Florida Speaker of the House to do the same.

AFSCME

We reestablished contacts at the highest level of this union and had conversations about the IAQ issue.

Air Line Pilots Association

We met with Legislative Director Paul Hallisay and discussed the airline smoking ban.

Labor Management Committee

Discussed Labor Management Committee business with Rene Rondou (BC&T Secretary-Treasurer), Bill Holayter (Machinists Political Director), and Whitey Rogers (Carpenters Secretary-Treasurer).

AFL-CIO

There were several opportunities to discuss the AFL-CIO legislative agenda with Bob McGlotten, Director of Legislation, AFL-CIO. We established contact with Charles McDonald, Executive Assistant to the AFL-CIO Secretary-Treasurer and informed him about the LMC and its programs.

Women's Campaign Fund

We met on several occasions with Director Jane Danowitz and discussed ongoing activities.