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**PUBLIC AFFAIRS  
MANAGEMENT PLAN PROGRESS REPORT**

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**September 1988**

**TI DN 0018804**

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**PUBLIC AFFAIRS  
MANAGEMENT PLAN PROGRESS REPORT**

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**September 1988**

**TI DN 0018804**

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## EXCISE TAX ISSUE

Primary Responsibility: Debbie Schoonmaker  
Carol Hrycaj

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### Overview

Activity early in September centered on preparation for the Tobacco College. By month's end, the 1988 state fair program neared completion as the last of the eight events got underway. Recommendations for a December deficit-reduction conference were drafted and sent forward for approval.

### Highlights

The Tobacco College was in session in September. This year, the tax group, with assistance from our allies, presented a National Economic Commission mock hearing. The "hearing" demonstrated the wide range of opposition to excise taxes as a means to reduce the federal deficit.

The final event in this year's state fair program opened its gates late in the month. We travelled to Memphis to conduct an on-site visit of the Mid-South Fair with the director of the American Agriculture Movement, and met with the group's national president and state leaders. The success of the program will be assessed next month as we consider involvement in similar agriculture-community events in 1989.

We met with consultants to discuss a proposal for the December deficit-reduction conference. Our recommendations for the conference were drafted and sent forward for approval.

Activities related to the newly-formed Economic Witness Team are on track. We met with TI's chief economist and consultants to plan a late-October briefing of the team. Media training for the economists is slated for that time.

This month, there was extensive press coverage of the remarks of several National Economic Commission members. We continue to work closely with coalition groups in preparation for the December release of the Commission's recommendations.

We monitored closely the release of a Citizens for Tax Justice study on corporations that "freeload" by paying little, or no, federal taxes.

TI DN 0018805

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We monitored closely the release of a Citizens for Tax Justice study on corporations that "freeload" by paying little, or no, federal taxes.

TI DN 0018805

The week of September 12 was Hispanic Heritage Week. To demonstrate our support of the Hispanic community, we sponsored and attended the Hispanic Caucus fund-raising dinner and Hispanic Designers' Fashion Show and Benefit.

The excise tax topic brochure is underway. Copy and artwork are expected to be completed next month.

**Next Month's Goals**

Evaluate state fair program; plan for next year

Conduct Economic Witness Team briefing

Complete topic brochure

Develop strategy for response to NEC recommendations

Seek deficit-reduction conference approval

**TI DN 0018806**

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**Next Month's Goals**

Evaluate state fair program; plan for next year

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Develop strategy for response to NEC recommendations

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**TI DN 0018806**

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## Public Relations Division Variance Analysis

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Excise Taxes

at Center Name

1305

at Center Number

September

Month

Debbie Schoonmaker

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
4800/Books subscriptions	494	0	494	494	Not a budgeted item
5200/Repro. Print & Drftg.	85,570	157,500	(71,930 )	(50,000)	Video covers; earmarking bro- chure; data cards
6200/Advrt Space & Promo	0	375,000	(375,000)	(500,000)	No advertising expected
7300/Prof. Fees	447,473	442,500	4,973	25,000	Activities stepping up in anticipation of NEC
7500/Support Tob. & other Orgs.	320,946	527,250	(206,304)	0	Coalition groups increasing visibility on NEC matters
TOTALS	854,483	1,502,250	(647,767)	(525,000)	

TI DN 0018807

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Excise Taxes

at Center Name

1305

at Center Number

September

Month

Debbie Schoonmaker

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
4800/Books subscriptions	494	0	494	494	Not a budgeted item
5200/Repro. Print & Drftg.	85,570	157,500	(71,930 )	(50,000)	Video covers; earmarking bro- chure; data cards
6200/Advrt Space & Promo	0	375,000	(375,000)	(500,000)	No advertising expected
7300/Prof. Fees	447,473	442,500	4,973	25,000	Activities stepping up in anticipation of NEC
7500/Support Tob. & other Orgs.	320,946	527,250	(206,304)	0	Coalition groups increasing visibility on NEC matters
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## **PUBLIC SMOKING ISSUE**

**Primary Responsibility:** Jeffrey Ross  
John Lyons  
Sharon Ransome  
Kay Thomas

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### **Overview**

In September we continued to make considerable progress implementing all aspects of the comprehensive public smoking program.

### **Highlights**

#### **Indoor Air Quality**

We conducted legal and scientific briefings for three additional scientific witnesses. We also began planning a two-day briefing in October for all current and potential witnesses. The meeting is designed to provide a detailed briefing on the latest scientific literature and to assist the witness team in effectively communicating their message.

With Labor Management Committee support, protesting government workers rallied at the United States Information Agency (USIA) headquarters in southwest Washington, D.C. to demand that health hazards in the air and drinking water be eliminated from their building.

Labor Management Committee representatives continue to promote their labor briefings on indoor air quality. State Activities Division has asked regional labor counsel to identify additional briefing opportunities.

We also are working to promote indoor air quality briefings to the corporate community. ACVA Atlantic will give a presentation next month to the U.S. Chamber Foundation.

The National Energy Management Institute (NEMI) newsletter was printed and distributed to over 800 sheet metal contractors around the country. The newsletter highlights causes and effects of indoor air pollution and outlines opportunities for NEMI contractors. We also commenced planning for the year's final edition of the newsletter and made progress on the NEMI brochure. ACVA Atlantic developed three new indoor air quality ads to run in targeted markets in conjunction with media

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**TI DN 0018808**

tours and direct mail. Communications Committee approved the ads at their last meeting. ACVA proposes to commence the ad campaigns in November.

We attended two indoor air quality conferences this month: the annual Indoor Air Quality Symposium sponsored by Georgia Tech Research Institute and the APCA Specialty Conference on Combustion Processes and the Quality of the Indoor Environment. A report on the Georgia Conference has been distributed.

Production of the indoor air quality labor video has been completed. Editing of the video will be finalized by the third week in October.

We completed work on the October edition of The Tobacco Observer, which focuses on the indoor air quality issue.

#### Litigation Program

John Fox conducted his first seminar in Raleigh, North Carolina on workplace legal issues--including workplace smoking. Twenty attorneys and human resource managers attended the seminar. Fox reported very favorable audience reaction. Fox also conducted several interviews with local media in conjunction with the seminar.

Fox's seminar is scheduled for next month in Portland, Oregon--more than 50 people have registered. Also, brochures have been mailed promoting seminars in Cleveland, Ohio (November 15) and Seattle, Washington (December 6).

John Fox and Mario Obledo delivered a presentation: "Judicial Reaction to Smoking in the Workplace: Accommodating Diversity," as part of an employment law symposium at the Hispanic National Bar Association's annual meeting in Albuquerque, New Mexico.

Dennis Vaughn submitted an update of his 1985 article on workplace smoking legal issues to the Employee Relations Law Journal. It will be published in the journal's winter edition.

We began constructing a "Fortune 500" mailing list to distribute copies of Covington & Burling's "An Assessment of the Current Legal Climate Concerning Smoking in the Workplace." We also will use the mailing list for distribution of other materials.

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### Corporate/Smoker Assistance Program

This month we received more than 150 requests for assistance on the workplace smoking issue. The majority of requests were responses from previous targeted mailings.

The Washington Legal Foundation is concluding its study of workplace policies--including smoking policies. The survey will be released in late October or early November.

We are drafting a new workplace smoking guide for Maine employers. We expect to commence production next month. We also are scheduled to meet next month with Associated Industries of Kentucky to discuss preparation of an employers' guide.

We prepared talking points for field staff to assist them in preparing for a meeting with Atlanta Mayor Andrew Young, concerning the implementation of a local public smoking law. We also pulled together a selection of policies that accommodate smokers and nonsmokers. The materials were presented to the mayor.

Bestype Consulting continues to develop its program to assist employers with workplace issues--including workplace smoking. Bestype has developed an advertising and direct mail campaign to promote a New York seminar in January. The campaign will promote the seminar as well as the company's expertise in dealing with workplace issues.

### Smokers as Customers

We continue to identify briefing opportunities and to promote the Great American Welcome. We conducted briefings with the Minnesota Licensed Beverage Association, Wisconsin Tourism Federation, Wisconsin Innkeepers Association and Wisconsin Truck Stop Operators. The Minnesota Licensed Beverage Association endorsed the program and distributed kits to 5,000 members. They also invited us to deliver a presentation at their annual meeting in October.

In Nebraska, the Licensed Beverage Association and the Lodging Association completed mailings to approximately 4,800 outlets. We also will participate in their annual trade show in early October.

We have produced an abridged version of the "Open Door to Hospitality." Design and production is underway. The piece will be available for distribution next month.

TI DN 0018810

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TI DN 0018810

We are working with the Restaurant Association of Maryland to assist them in promoting their voluntary program in Baltimore County. Preliminary results indicate the success of the program and how legislation will not be necessary. Building upon the success of the program, the Association wants to promote the program statewide.

#### **Conflict Resolution Program**

We are planning on a December launch for the NICE program. The initial launch will be directed at smokers. We have identified several candidates to serve on the Board of Advisors and expect to finalize agreements with at least three next month.

Creative materials have been refined and will be tested at focus panels scheduled next month. The survey instrument on how the public responds to everyday annoyances--including smoking--has been finalized and the survey will be completed next month.

#### **Smokers' Rights Groups**

We are finalizing our guide to smokers on how to deal with public smoking restrictions. Design and media promotion plans also are underway.

We continue to work on our geographic catalog of smokers' rights groups to help us target groups to work with. This project will be completed next month.

#### **Other Activities**

We gave a presentation on the public smoking program at the annual Tobacco College of Knowledge.

#### **Next Month's Goals**

- . Minority bar briefings.
- . Release Washington Legal Foundation research
- . Complete NICE research/identify Board of Advisors

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# Public Relations Division Variance Analysis

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Public smoking

Cost Center Name

: 1309

September

Jeffrey D. Ross

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	68,370	31,250	37,120	40,000	Resource guide mailings
5201/Repro Print & Draft	233,801	570,000	(336,199)	(150,000)	CPSP activities not fully underway
6201/Advert. space & promo	133,711	3,619,500	(3,485,789)	(2,500,000)	Advertising not fully underway
7301/Prof. fees	938,797	1,533,500	(594,703)	(200,000)	CPSP activities not fully underway
7501/support to tobacco	158,143	795,750	(637,607)	(200,000)	CPSP activities not fully underway
8030/Computer	5,610	0	5,610	5,610	Unbudgeted item
TOTAL	1,538,603	6,550,000	(5,011,397)	(2,999,390)	

TI DN 001812

## Public Relations Division Variance Analysis

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TI DN 001812

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Scientific Affairs

Cost Center Name

1302

September 1988

Jeffrey D. Ross

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	\$ 33,773	\$ 75,000	( 41,227)	( 25,000)	C&B involvement less than in 1987.
7301/Prof. Fees	572,222	1,825,000	(1,252,778)	(1,000,000)	Legislative activity down.
TOTALS	\$606,611	\$1,900,000	(1,293,389)	(1,025,000)	

TI DN 0018813

# Public Relations Division Variance Analysis

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Scientific Affairs

Cost Center Name

1302

September 1988

Jeffrey D. Ross

Cost Center Number

Month

Cost Center Manager

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7301/Prof. Fees	572,222	1,825,000	(1,252,778)	(1,000,000)	Legislative activity down.
TOTALS	\$606,611	\$1,900,000	(1,293,389)	(1,025,000)	

TI DN 0018813

## **AIRLINES**

**Primary Responsibility: John Lyons**

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### **Overview**

Generally speaking, as a media and legislative issue, smoking aboard airliners seems to have receded into the background. In September, Congress passed the Transportation Appropriations bill with a provision requiring the FAA to report on enforcement of the federal airline smoking ban, and DOT received proposals to conduct a cabin air quality study. Otherwise, there was little "environmental" activity. Internally, we initiated a couple of projects and got a couple more back on track.

### **Highlights**

Senator Lautenberg authored the provision requiring FAA to prepare an airline smoking enforcement report by July 27, 1988. FAA has not issued the report and apparently has not given any attention to it; no new deadline has been set.

As the September 27 deadline for cabin air quality proposals approached, we were aware of four organizations planning to submit bids. We continue to offer assistance to several bidders and to monitor developments at DOT.

Aviation Research & Analysis prepared an on-time performance analysis of flights during the second quarter on which smoking was banned. We met with AR&A to discuss the work-product and proposed revisions. A revised analysis should be in hand by October 12.

We received another proposal from Official Airline Guide, Inc. to produce a smoker flight guide according to our specifications. The proposal was much more reasonable than the proposal OAG laid out in May. We are scheduled to meet with OAG in early October to discuss details of the proposal.

We met with Airline Passengers of America official Charles Barclay to discuss membership marketing ideas and polling of APA members on various flight service issues. APA is interested in having us market the organization. In addition, Barclay, who is also executive vice president of the American Association of Airport Executives, agreed to poll his members informally regarding smoking in airport terminal buildings.

The Aviation Safety and Health Association's board of directors will meet November 29 in Washington, D.C. to plan a cabin air quality conference to be held next spring.

TI DN 0018814

## **AIRLINES**

**Primary Responsibility: John Lyons**

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The Aviation Safety and Health Association's board of directors will meet November 29 in Washington, D.C. to plan a cabin air quality conference to be held next spring.

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Airlines - September Report  
Page Two

We began putting briefing materials together for economists to use in preparing op-eds on the impact of smoking bans on airline traffic and profitability. The op-eds should be written in October. Placement will follow immediately.

**In Need of Attention**

Membership marketing of APA.

Analysis of Utah Air Travel Commission report on smoking.

Reduce/consolidate airport information centers.

Follow up on previously initiated projects.

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Airlines - September Report  
Page Two

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Membership marketing of APA.

Analysis of Utah Air Travel Commission report on smoking.

Reduce/consolidate airport information centers.

Follow up on previously initiated projects.

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Airlines

Cost Center Name

1312

Cost Center Number

September

Month

John Lyons

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
5200/ Repro. Print. Drafting	133.5	0	133.5	165.0	Unbudgeted Cost Center
6200/ Advert. Space Promotion	11.4	0	11.4	30.0	"
7300/ Prof. Fees	216.4	0	216.4	280.0	"
7500/ Suprt. Tobacco & Other Orgs	127.9	0	127.9	165.0	"
Totals	489.3	0	489.3	640.0	

TI DN 0018816

## Public Relations Division Variance Analysis

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Airlines

Cost Center Name

1312

Cost Center Number

September

Month

John Lyons

Cost Center Manager

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7300/ Prof. Fees	216.4	0	216.4	280.0	"
7500/ Suprt. Tobacco & Other Orgs	127.9	0	127.9	165.0	"
Totals	489.3	0	489.3	640.0	

TI DN 0018816

## **ADVERTISING ISSUE**

**Primary Responsibility: Fred Panzer  
Janet Bruce**

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### **Overview**

The House appeared to turn off its anti-advertising, anti-tobacco pressure cooker until the next Congress. But action intensified in the Senate, as --

- o Senator Bradley (D-NJ) proposed to amend the Drug bill with several anti-tobacco provisions including an "addiction" warning requirement and a health impact study. Advertising allies have gone on record in opposition and are working the Hill.
- o The Senate Commerce Committee approved legislation requiring labels on all alcoholic beverages that would display a warning statement. Sponsors -- Senators Thurmond (R-SC), Gore (D-TN), Hollings (D-SC), and Ford (D-KY) -- are pushing for enactment of the measure as an amendment to the Drug Bill.
- o Senator Rudman (R-NH) proposes a cigarette and alcoholic beverage tax to finance the war on drugs. He plans to offer it as an amendment to either the Technical Corrections Tax Bill or the Drug Bill. (Ad allies fear that Bradley may piggy back his ad deductibility measure.)

### **Highlights**

Our Freedom to Advertise Coalition allies, most notably the Association of National Advertisers (ANA) joined opposition to the Bradley addiction label by sending strong letters of opposition to Chairman Hollings and all members of the Senate Commerce Committee. Senator Hollings responded by putting a "hold" on the amendment, which he said should not be linked to the Drug Bill.

Strong opposition from the ACLU and our FAC allies helped persuade the Washington (D.C.) Metropolitan Area Transit Authority board of directors to reject proposals to tighten restrictions on tobacco and alcohol advertising to no more than 30 percent of Metrobus or Metrorail advertising sales.

Jolly Ann Davidson discussed NASBE's TI-supported "Helping Youth Say No" and Community Alliance programs with media in San Diego. Production got underway on NASBE/CAP video. We are researching youth programs, conferring with NASBE and laying the groundwork

**TI DN 0018817**

## **ADVERTISING ISSUE**

**Primary Responsibility: Fred Panzer  
Janet Bruce**

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- o Senator Bradley (D-NJ) proposed to amend the Drug bill with several anti-tobacco provisions including an "addiction" warning requirement and a health impact study. Advertising allies have gone on record in opposition and are working the Hill.
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**TI DN 0018817**

for a treatment which should be ready in mid-October. It will be shared with NASBE staff at that stage.

NASBE has received 18 proposals for CAP project grants, the bulk from downstate New York.

We conducted a session at the annual College of Tobacco Knowledge which involved key ACLU, FAC and Hill professional staff.

[ R ] We also did an executive committee memo for President Chilcote on company involvement with witnesses and written statements. Our plan goes to sponsorship of cultural events as well.

Also on the cultural side, we scheduled a meeting in early October with member company personnel to explore the feasibility of forming a coalition of arts, music, theater and dance groups.

Studies developing information and evidence on sports sponsorship are underway. An opinion survey is being developed as the first step of an overall economic impact analysis of a ban on sports sponsorship by tobacco companies.

Meeting set in mid-October with the national vending machine trade association.

We are continuing to research a plan to counter the Oregon regulation that calls for all death certificates to indicate tobacco usage. Specifically, we are working with legal counsel and state lobbyist to determine what specific goals The Institute can actually accomplish, directly or indirectly.

Issue team established and meeting weekly.

#### Next Month's Goals

1. Maintain continuity with NASBE. Liaison staffer leaves end of November. No replacement has been named, but we expect NASBE to do so at its November board.

2. Complete production or placement of publications and publicity pieces, Op-Eds for ad agency CEOs, a pamphlet to be sponsored by the Freedom to Advertise Coalition; revised edition of "In the Public Interest" brochure and several basic ad issue pamphlets.

TI DN 0018818

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TI DN 0018818

## Public Relations Division Variance Analysis

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Advertising IssueCost Center Name

1308

September 1988F. PanzerCost Center NumberMonthCost Center Manager

TI DN 0018819

Account#/ Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt Over (Under) Budget at Dec. 31, 1988	Explanation
-5201 Reproduction & Printing	12,349	86,250	(73,901)	(40,000)	Stepped up FAC public Relation Activities
-7301 Professional Fees	93,483	372,750	(279,267)	(280,000)	Stepped up Public Affairs
-7501 Support	196,005	371,250	(175,245)	(210,000)	Stepped up Public Affairs
Total	317,111	841,500	(524,389)	(530,000)	

## Public Relations Division Variance Analysis

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## **FIRE SAFETY ISSUE**

**Primary Responsibility:** Susan Stuntz  
Karen Fernicola

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### **Overview**

In September we began preparing for October meetings with fire service representatives in Minnesota, where the possibility of "fire-safe" cigarette legislation looms large. We reinforced good relationships in the fire service through our presentation at an International Association of Black Professional Fire Fighters conference and individual meetings with public educators.

Our Tobacco College presentation featured a major fire service official who emphasized the fire service's change in attitude toward the tobacco industry over the years. We also succeeded in filling the fire program/advertising secretarial position.

### **Highlights**

Progress on amassing support for the Boucher legislation this month included formal endorsements from the New York State Fire Chiefs Association, the Firemen's Association of the State of New York and the Washington State Fire Fighters' Association. Efforts to find a sponsor for a Boucher bill companion in the Senate intensified.

In distributing our fire safety education materials to fire departments throughout the country, we have exceeded our goal for not only this year but next year as well. We have begun to receive requests from states where we traditionally have not distributed many of our products, such as North Carolina and Georgia.

We discussed TriData's "Overcoming Barriers" report and the TI Fire Safety Education Program at the biannual conference of the International Association of Black Professional Fire Fighters (IABPFF). Though the last presentation of the conference, our talk attracted more than 40 people.

The new president of IABPFF is Lt. Romeo Spaulding of D.C.'s Fire Department, one of the engineers of the "Cooperative Agreement Between the D.C. Fire Department and The Tobacco Institute" signed in May. We have offered to assist IABPFF in getting its newly created foundation off the ground.

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**TI DN 0018820**

Fire Safety Issue  
September 1988  
Page 2

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While in California for the IABPFF conference, we renewed contact with public educators in San Francisco and Oakland to explore new areas of cooperation.

We approved copy for an October fire safety supplement in the Portland, Oregon, Skanner. In a presentation at the West Coast Black Publishers Association annual conference next month, we plan to discuss our support of the Skanner's fire safety supplements, which are aimed at black populations.

**Next Month's Goals**

Familiarize new secretary Lisa Fandetti with grants program procedures, files, computer.

Prepare presentation of "New Tools" additions to National Volunteer Fire Council at its fall meeting.

Prepare for meeting with Minnesota firefighters.

Prepare presentation for West Coast Black Publishers conference.

Obtain clearance and begin production of new brochure on the fire program.

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Fire Safety Issue  
September 1988  
Page 2

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#### Next Month's Goals

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Prepare for meeting with Minnesota firefighters.

Prepare presentation for West Coast Black Publishers conference.

Obtain clearance and begin production of new brochure on the fire program.

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Fire Safety

Cost Center Name

1306September 1988Stuntz/Fernicola

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
5200/Repro, print & draft	\$ 28,118	\$ 33,750	(\$ 5,632)	(\$5,000)	On track.
7300 Prof. Fees	249,209	277,500	( 28,291)	-0-	Substantial travel schedule for remainder of 1988.
7500/Support to tobacco & other orgs.	267,324	315,000	( 47,678)	-0-	All grant requests are up to date. As travel proceeds, we anticipate additional requests.
TOTALS	\$544,651	\$626,250	(\$81,599)	(\$5,000)	

TI DN 0018822

## Public Relations Division Variance Analysis

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## **SOCIAL COSTS ISSUE**

**Primary Responsibility:** Debbie Schoonmaker  
Carol Hrycaj

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### **Overview**

Media tours for the promotion of Smoking and the State commenced in September. A "social costs" conference, slated for December, is in the planning stages. Progress continues on "social costs" coalition-related activities, including the video and discussions with business groups.

### **Highlights**

The first of this year's Smoking and the State media tours were launched, taking the authors to Richmond, VA, and Tulsa, OK. Initial reports indicate the authors fared well in their first outings. Next month's schedule takes the economists to Philadelphia and Detroit.

We made contact with a major business group to discuss its interest in forming a "social costs" coalition. The tentative response is that this group is willing to take the lead in coordinating coalition activities.

Our video, an important element of coalition-building efforts, is moving forward, albeit slower than anticipated. Rough-cut versions have been previewed by Institute staff and lobbyists.

Planning is underway for a conference in December on the "social costs" issue; the one-day event will highlight the research completed this year.

Activities related to the newly-formed Economic Witness Team are on track. We met with TI's chief economist and consultants to plan a late-October briefing of the team. Media training for the economists is slated for that time.

### **Next Month's Goals**

November "social costs" TTO

Economic Witness Team briefing

"Social costs" topic brochure

**TI DN 0018823.**

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### **Next Month's Goals**

November "social costs" TTO

Economic Witness Team briefing

"Social costs" topic brochure

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## Public Relations Division Variance Analysis

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Social CostsCost Center Name1311Cost Center NumberSeptemberMonthDebbie SchoonmakerCost 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
4800/Books Subscriptions	8,107	0	8,107	8,107	Copies of <u>Smoking and the State, not budgeted item</u>
5200/Repro. Print & Drftg	4,828	142,500	(137,672)	(60,000)	No major expenses to date
6200/Advert Space & Prom	0	15,000	(15,000)	(20,000)	No advertising expected
7300/Prof.	260,734	381,250	(120,516)	0	Second of three pymnts for bk reviews
7500/Support Tob. & other org	0	185,000	(185,000)	(125,000)	Coalition activities pending completion of research
TOTALS	273,669	723,750	(450,081)	(197,000)	

TI DN 0018824

## Public Relations Division Variance Analysis

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## **MEDIA RELATIONS**

**Primary Responsibility: Brennan M. Dawson**

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### **Overview**

Activities by the media team for September were predominantly oriented towards implementing and launching programs of the Comprehensive Public Smoking Plan. Among these, media staff efforts were most concentrated on the hospitality program. New sets of consultant media tours came on line in September, while those already in place continue to go well.

### **Highlights**

New "Social Cost" media tours took George Mason University Professors Bob Tollison and Dick Wagner to Richmond, VA and Tulsa, OK. During the two tours, 7 radio and 1 print interview were completed.

Management labor lawyer, John Fox completed his first privately sponsored smoking in the workplace seminar -- with media visits on the subject -- in Raleigh/Durham, NC. Fox interviewed with 1 television station, 3 radio stations, and the Durham daily paper during his visit.

"Truth Squad" tours in Minneapolis/St. Paul, MN and Nashville and Knoxville, TN were undertaken by Dr. David Weeks. Weeks discussed ETS and IAQ during 1 television, 8 radio, and 3 print interviews.

ACVA's Gray Robertson's September tour was cancelled for scheduling reasons. Nonetheless, a previously taped interview for McNeil/Lehrer aired this month. National "pitches" were made to Changing Times, Fortune, The Christian Science Monitor, and The Wall Street Journal.

The "Helping Youth Say No" media promotion activities went to San Diego, CA this month. Jolly Ann Davidson was heard all over the city, as she had 7 radio interviews and met with the education editors of two local newspapers.

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## **MEDIA RELATIONS**

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September Report  
Media Relations  
page 2

TI speakers and other public affairs staff made contact with numerous state and local hospitality groups across the country, pitching the hospitality program of speeches and exhibits and The Great American Welcome. Mailings for the Welcome were arranged with many groups, including the following associations:

PA Licensed Beverage; PA Restaurant; NJ Restaurant; United Restaurant, Hotel & Tavern of NY; TN Restaurant; IN Restaurant; NV Hotel & Motel; NV Restaurant; GA Hospitality and Travel; NC Restaurant; MN Licensed Beverage; NB Lodging; MN Downtown Hospitality; TX Retail Grocers; VT Retail Grocers; VT Retail Merchants; VT Lodging & Hospitality; NH Retail Grocers; New England Convenience Stores; MA Restaurant; NB Licensed Beverage Association; and WA Restaurant.

Trade show appearances and remarks were also arranged, and will be reported in upcoming months.

A targeted mailing introducing "Open Door to Hospitality" was made to the state directors of the National Restaurant Association.

Media Relations, at the request of State Activities, undertook a media blitz of Albuquerque, NM in the days prior to the city's consideration of a smoking restriction bill. As a result, 2 television interviews were conducted via satellite, 2 favorable newspaper articles were obtained, and several radio interviews by phone were conducted.

In September public appearances made by the media team include speeches to the Rotary Club of Crystal City, VA; the Pennsylvania Association of Candy and Tobacco Distributors; and the Syracuse University Alumni Issues Forum. Testimony was given to the St. Charles, MO City Council. And, media relations attended the Radio Television and News Directors Association Conference in Washington, D.C.

Briefings were given to a Danish pro-smoking group, and a West German Journalist at the request of member companies.

Media staff also participated in and attended the Annual College of Tobacco Knowledge.

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September Report  
Media Relations  
page 2

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**September Report  
Media Relations  
page 3**

**Next Month's Goals**

- Staff levels
- Preparation for Great American Welcome announcement
- Hospitality presentations to commence
- First Communciations Committee report on activities

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**September Report  
Media Relations  
page 3**

**Next Month's Goals**

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- Preparation for Great American Welcome announcement
- Hospitality presentations to commence
- First Communciations Committee report on activities

**TI DN 0018827**



## Public Relations Division Variance Analysis

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Post Center Name

1303September 1988Brennan M. Dawson

Post 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
3900/Travel	\$ 56.5	\$172.5	(\$116.0)	(\$100.0)	Fewer speakers on road
4000/Conferences	- 0 -	24.7	( 24.7)	- 0 -	College bills not yet in.
5100/Post. & Delivery	10.1	37.5	( 27.4)	- 0 -	Low demand for mailings.
5200/Repro., Print & Draft	4.6	30.0	( 25.4)	- 0 -	Projects to be initiated.
5400/Other Office	33.8	45.0	( 11.2)	- 0 -	Demand for tapes & transcripts increasing.
5500/Memb. & Staff Training	4.9	7.5	( 2.6)	- 0 -	More in 3rd & 4th quarter.
5200/Advertis.	.7	15.0	( 14.3)	- 0 -	3rd & 4th quarter activity.
7300/Prof. Fees	108.8	446.3	( 337.4)	( 300.0)	\$150.00 transferred to CPSP, \$150.00 to airline and projects pending.
TOTALS	\$223.9	\$791.3	(\$567.3)	(\$400.0)	

TI DN 0018828

## Public Relations Division Variance Analysis

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Media Relations

Post Center Name

1303September 1988Brennan M. Dawson

Post 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
3900/Travel	\$ 56.5	\$172.5	(\$116.0)	(\$100.0)	Fewer speakers on road
4000/Confer- ences	- 0 -	24.7	( 24.7)	- 0 -	College bills not yet in.
5100/Post. & Delivery	10.1	37.5	( 27.4)	- 0 -	Low demand for mailings.
5200/Repro., Print & Draft	4.6	30.0	( 25.4)	- 0 -	Projects to be initiated.
5400/Other Office	33.8	45.0	( 11.2)	- 0 -	Demand for tapes & transcripts increasing.
5500/Memb. & Staff Training	4.9	7.5	( 2.6)	- 0 -	More in 3rd & 4th quarter.
5200/Advertis.	.7	15.0	( 14.3)	- 0 -	3rd & 4th quarter activity.
7300/Prof. Fees	108.8	446.3	( 337.4)	( 300.0)	\$150.00 transferred to CPSP, \$150.00 to airline and projects pending.
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## Public Relations Division Variance Analysis

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General Coalitions

Cost Center Name

1307September 1988Susan Stuntz

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
3900/Travel	\$101,801	\$ 131,250	(\$ 29,449)	(\$ 25,000)	Staff travel time down
5200/Repro, print & draft	26,839	45,000	( 18,161)	( 20,000)	Little production of materials for other organizations
6200 Advertising	1,000	37,500	( 36,500)	( 40,000)	Few requests for ads from third parties
7300 Prof. Fees	244,503	284,250	( 39,747)	( 75,000)	Reduced activity in federal, state areas
7500/Support tobacco and other org.	402,372	693,500	( 291,128)	( 150,000)	No charges to NTC, TGIC as yet
TOTALS	\$782,439	\$1,201,250	(\$418,811)	(\$310,000)	

TI DN 0018829

## Public Relations Division Variance Analysis

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Cost Center Name

1307September 1988Susan Stuntz

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
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7500/Support tobacco and other org.	402,372	693,500	( 291,128)	( 150,000)	No charges to NTC, TGIC as yet
TOTALS	\$782,439	\$1,201,250	(\$418,811)	(\$310,000)	

TI DN 0018829

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## **Production Services**

**Primary Responsibility: Anne Cannell**

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### **Overview:**

In September we accomplished our goals set last month by producing and delivering materials for the Tobacco College of Knowledge and the Government Relations Seminar. The meeting materials consisted of diplomas, tent cards, nametags, agendas, portfolios and slides.

### **Highlights:**

During the month we produced 10 different slide presentations on the in-house system. Since the need for visuals have increased greatly and are usually rush projects, we are at a tremendous advantage by having this equipment available to us in-house.

The Hospitality booth was delivered. Training for the spoketeam on its set up and packaging for shipment has been completed. Gary Miller was the first to go on the road with it and the results were terrific.

Working with a marketing service out of New Mexico we designed, typeset and printed the Hispanic National Bar Association's 13th Annual Convention brochure and posters.

### **Next Month's Goals:**

1. Begin ordering new audio-visual equipment.
2. Continue training with a new software package that will enable us to produce more sophisticated slide presentations.

**TI DN 0018830**

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Working with a marketing service out of New Mexico we designed, typeset and printed the Hispanic National Bar Association's 13th Annual Convention brochure and posters.

### **Next Month's Goals:**

1. Begin ordering new audio-visual equipment.
2. Continue training with a new software package that will enable us to produce more sophisticated slide presentations.

**TI DN 0018830**

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

**ADMINISTRATION**

**Audio Visual Room:**

- . Recommendations in house, under review.....Milway

**Memo Pads:**

- . Completed: Bruce, Dieman, Doyle, Merryman, Ross

**Winter Meetings:**

- . Scarf designs in the works for gifts.....Milway

**PUBLIC AFFAIRS**

**ACVA:**

- . 9 slides reproduced for Joe Robertson
- . 9 new slides produced in conjunction with existing  
presentation for Simon Turner
- . 50 ads reproduced for Communications Committee.....Thomas

**Chinese PSA:**

- . Duplicating VHS versions.....Fernicola

**Currents: Toward a Civil Rights Approach to Smoking:**

- . Rush reprint.....Lyons

**TI DN 0018831**

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

**ADMINISTRATION**

**Audio Visual Room:**

- . Recommendations in house, under review.....Milway

**Memo Pads:**

- . Completed: Bruce, Dieman, Doyle, Merryman, Ross

**Winter Meetings:**

- . Scarf designs in the works for gifts.....Milway

**PUBLIC AFFAIRS**

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**Data Cards:**

- . CT, DC, IN, KS, MI, MO, MT, OH, WI: delivered
- . AR, HI, ME, NV, TX, UT, VT: in production.....Duffin

**FireCare:**

- . Reprinting 50 copies:
  - . 3 slide shows duplicated
  - . 3 audio tapes duplicated
  - . artwork in production
  - . binders ordered.....Fernicola

**Great American Challenge:**

- . Stats of last year's ad reproduced (Rush).....Moran

**Great American Welcome:**

- . Reprinting 50,000 copies.....Lyons/Moran

**Government Relations Seminar:**

- . Slides produced for presentation.....Stuntz

**He's never seen a cigarette advertisement....:**

- . Design submitted for pamphlet of ad.....Panzer

**Hispanic National Bar Association:**

- . Convention agenda designed, typeset & printed  
(Rush).....Ross

**Hospitality Program:**

- . Advertisement produced and distributed to  
Committees.....Ross
- . Booth display delivered and on the road.....Moran/Lyons
- . Rush ad mechanicals for Nebraska.....Lyons

**Infotab Slides:**

- . Produced 9 slides for John Rupp (Rush).....Ross

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**IAQ Videos:**

- . 21 copies of the Management video produced
- . 10 copies of the Labor video produced.....Stuntz

**In the Public Interest: Three Decades...:**

- . Revised copy at studio, awaiting design.....Panzer

**Labor Slides:**

- . Changes made to existing show & produced.....Stuntz

**OICA:**

- . September newsletter reproduced and mailed.....Ross

**Promotional Photos:**

- . Photo session set up for speaker.....Miller

**Restaurant Signs:**

- . Designed and printed 8 1/2 x 11 signs for MD.....Ransome

**Tobacco College of Knowledge:**

- . Diplomas, tent cards and name tags  
produced.....Davis/Smith

**Tobacco Observer:**

- . V13N7 produced and mailed by Sept. 20.....Panzer
- . V13N8 in production.....Thomas

**Tobacco Photos:**

- . Photo library under review for updates.....Cannell

**Workplace Response Mailing:**

- . 35 orders sent to mailhouse for  
fulfillment.....Ransome

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**Tobacco Photos:**

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**Workplace Response Mailing:**

- . 35 orders sent to mailhouse for  
fulfillment.....Ransome

**TI DN 0018833**

**STATE ACTIVITIES**

**Government Relations Seminar:**

- . Meeting materials completed.....Cannell
- . Slide shows produced for Cannell, Kingham, Minshew,  
Orzechowski, Rita, Yoe

**Tobacco College of Knowledge:**

- . Slide show produced.....Minshew

**TI DN 0018834**

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**STATE ACTIVITIES**

**Government Relations Seminar:**

- . Meeting materials completed.....Cannell
- . Slide shows produced for Cannell, Kingham, Minshew,  
Orzechowski, Rita, Yoe

**Tobacco College of Knowledge:**

- . Slide show produced.....Minshew

**TI DN 0018834**

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## INFORMATION CENTER

**PRIMARY RESPONSIBILITY: LAURA PICCIANO**

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### Overview

Several substantive projects were completed this month. We also concentrated on consolidating and preparing several sections of the Center's collection for inclusion in the database.

### Highlights

We prepared an overview of the current state of the vending and coin-operated amusements industry. Included in this summary were overall industry statistics, lists of the major machine manufacturing and operating companies, as well as an identification of the many issues the vending industry faces today.

Another batch of labels, this time targeted for mailings to businesses in Cleveland, Seattle, and Tacoma announcing consultant John Fox's workplace briefings. The labels were produced using a commercial database containing companies' addresses.

At a member company request, we provided several quotes by Dukakis on the increase in the cigarette excise tax in the state of Massachusetts and at the federal level.

Throughout the month we collected samples of the press coverage of the new smokeless cigarette over the past two years. This was in response to both staff and member company requests.

The next phase of adding to the new database was initiated as we began the process of preparing the book collection for data entry. This will effectively create an online card catalog eventually accessible to all VAX system users.

An update of the serials control system software was installed.

Jenny Rusk attended a three day seminar on one of our commercial database services.

TI DN 0018835

## INFORMATION CENTER

**PRIMARY RESPONSIBILITY: LAURA PICCIANO**

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In routine matters, we handled sixty-eight requests for information - thirty-five from staff, seven from member companies, six from law firms and twenty-one from outside individuals and organizations.

**Next Month's Goals**

Look at Oregon: health stats, pollution rates

Investigate the "business" of philanthropy

**TI DN 0018836**

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Look at Oregon: health stats, pollution rates

Investigate the "business" of philanthropy

**TI DN 0018836**

**Public Relations Division Variance Analysis**

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**Information Center**

**Cost Center Name**

1304

September 88

Laura Picciano

**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
4800 Books & Subscriptions	\$33,718	\$33,750	\$(32)	0	
8030 Computer Services	\$32,106	\$36,000	\$(3,894)	(3,000)	Lower than expected computer use
<b>TOTAL</b>	\$68,636	\$83,250	\$(14,614)	(8,000)	

TI DN 0018837

**Public Relations Division Variance Analysis**

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**Information Center**

**Cost Center Name**

1304

September 88

Laura Picciano

**Cost Center Number**

**Month**

**Cost Center Manager**

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TI DN 0018837

## Special Projects

Primary responsibility: Anne Duffin

### Overview

Although the Institute's "response" to the 25th anniversary Surgeon General's report was not as far along at month's end as I had hoped, September was one of the most productive months yet for Special Projects, even with a week's vacation time therein.

International industry visitors, new heritage booklets and data card updates, new Freedom of Information (FOI) requests, research requests from inside the Institute and out and Tobacco Observer circulation and promotion chores consumed the month.

### Highlights

Returns on the postpaid, give-a-friend-a-subscription postcard insert in the July issue indicate tobacco farmers are among the biggest fans of the new Observer. The subscription offer was not included in copies for company drop shipment or in Philip Morris-label copies. Here, by industry category, is how the new subscribers (964) stacked up against total circulation (54,993) and those who did get subscription cards (16,163):

<u>Industry Category</u>	<u>Percent within Total Circul.</u>	<u>Among All Sent Cards</u>	<u>Among July Subscribers</u>
Agriculture	4%	11%	30%
Distributors	3	10	10
Miscellaneous	10	35	36
Manufacturing	79	28	9
Retailing	3	11	11
Vendors	1	4	3
	<u>99%</u>	<u>99%</u>	<u>99%</u>

September briefings for international visitors included German business journalists and broadcasters and the founder of a Danish smoker's rights group who is branching into other parts of Scandinavia. Planning began for visits of member company public affairs executives from Turkey and the Mid-East in October.

### Other September activity in Special Projects:

- Heritage work included delivery of a new manuscript for the last in the state booklet series and search for artwork for that and another already in type.
- Completion of the last eight 1988 state card updates was a personal satisfaction unfortunately cooled by

TI DN 0018838

## Special Projects

Primary responsibility: Anne Duffin

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revelation of a monumental problem with data card inventories and discovery that the majority of samples accompanying my August 30 memo on 1988 updates -- to staff, member company personnel and tobacco and related organizations -- were outdated 1987 cards. The inventory and orders filled in the interim with outdated cards have since been straightened out by Marcia Stark and workroom personnel.

- . We supplied state cards and heritage booklets in quantity to Wisconsin Co-Op Tobacco Growers Assn. for a statewide farm show and printed 10,000 Texas cards for a member company's distribution at a regional trade show.
- . Continuing aggressive follow-up on a July FOI request on the 1989 SG report indicated the Centers for Disease Control is either foot dragging or is reproducing mounds of paper for our FOI agency. May the latter be true.
- . Two new FOI requests were submitted for paperwork on recently reported National Cancer Institute grants: to the Harvard Institute on Smoking and Public Policy for analysis of public smoking laws and to National Bureau of Economic Research on cigarette taxes, addiction and smoking control. We learned that counsel had submitted FOI August requests on Health and Human Services surveys of 8th and 10th graders on health education, reportedly for development of public policy, and of adult attitudes and "knowledge" about smoking.
- . In further effort to untangle duplication in the complex mix of Observer and TAN mailing label records and member company distribution, I recommended and wrote for the October Observer a box requesting return of mailing labels by subscribers regularly receiving the Observer from more than one source.
- . Other TTO projects included preliminary discussion with a member company of matching Observer records against its comprehensive anti-smoker data base; addition of several newly available and quality industry lists; and further work with Data Processing and its consultants on combining Observer, State Activities and Administration data bases.
- . Research projects included additional work on industry smoking and health research spending for Fred Panzer; expansion of North Carolina economic data for SAD consultant John Cyrus; information on Michael Jacobson and the Center for Science and the Public Interest for UK's Tobacco Advisory Council; location of artwork for a Kentucky county bicentennial booklet and a new Ohio

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TI DN 0018839



tobacco museum in Ripley; and historical research on an old cigarette poster for a TI correspondent.

At Jeff Ross' request I reviewed and edited a new Institute booklet on smoker's rights.

**Next Month's Goals**

- . Completion for clearance of at least half of TI's SG response document
- . Approval of the "Missouri and Tobacco" manuscript and location of proper artwork for that and "Kansas and Tobacco"
- . Update of a readership survey questionnaire, now planned for use after delivery of the November Observer
- . Redistribution of data card updates

TI DN 0018840

tobacco museum in Ripley; and historical research on an old cigarette poster for a TI correspondent.

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**Next Month's Goals**

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- . Approval of the "Missouri and Tobacco" manuscript and location of proper artwork for that and "Kansas and Tobacco"
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TI DN 0018840