
**PUBLIC AFFAIRS
MANAGEMENT PLAN PROGRESS REPORT**

December 1989

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EXCISE TAXES

Primary Responsibility: TBD
Carol Hrycaj

Overview

With Congress out of session until January, we focused on preparing for possible tax battles next year. Responding to reports that an administration "task force" might recommend raising cigarette excise taxes, we implemented a new op-ed program designed to reinforce opposition to federal excise tax increases. In addition, activity on several tax projects continued to move forward.

Highlights

In early December, we learned of reports that an administration "task force" was preparing to recommend increasing tobacco taxes, posturing excises taxes as "user fees." We activated consulting economists in response. They are drafting anti-excise tax op-eds that will be submitted to newspapers in targeted congressional districts.

In addition, select economists are preparing letters to forward to administration officials involved with the "task force." The authors assert that excises are taxes, not user fees, and that increasing excise taxes violates President Bush's "no new taxes" campaign pledge.

The Coalition Against Regressive Taxation (CART) met to discuss the administration "task force," as well as tax matters likely to be considered during the next session of Congress. The CART public relations subcommittee also met to discuss plans for 1990. Regarding the "task force," CART President Tom Donohue sent letters to administration officials reiterating CART's opposition to regressive excise taxes.

In December, we received a proposal outlining a method to gauge the responsiveness of the entire American Agriculture Movement (AAM) state fair mailing list. Late in the month, we learned of an alternate procedure that would enable us to test a representative sample of list members. Both options will be considered before a final determination is made.

AAM requested support for a media workshop to be held during the group's annual convention in January. The workshop would focus on ways AAM state representatives could promote the AAM tax study with local media.

We agreed to support a Coalition on Human Needs (CHN) four-month grassroots excise tax project. CHN activists will form committees in 20 congressional districts of House Ways & Means and Senate Finance Members. The activists will promote a progressive tax agenda within the districts. Materials will be developed for this effort.

We received, and approved, a proposal for a study assessing the impact of taxes on black Americans. TI will assist with the promotion of this study.

In addition, work progresses on tax study examining the effect of taxes on working women. A draft is expected by the end of January.

Consulting economists Robert Tollison and Gary Anderson provided a state-by-state analysis based on the hypothesis set forth in their article, "Political Entry Barriers and Tax Incidence: The Political Economy of Sales and Excise Taxes." We will review the findings of the analysis and assess its utility in tax matters.

George Washington University's National Health Policy Forum held a half-day session on tobacco and alcohol excise taxes. Consultants attended and reported on the event including presentations by advocates of cigarette excise tax increases.

TI field staff requested public affairs support in preparation for a possible tobacco tax initiative in Montana, where ballot proponents seek a 25-cent cigarette excise tax hike. We are working with consultants to identify an appropriate messenger to carry the American Agriculture Movement's excise tax study findings to state legislators.

We continued to assess SAD and TI field staff interest in PAD coalition support during the 1990 special session of the Texas legislature. A proposal from the Texas Alliance for Human Needs is under review.

At SAD's request, we reviewed a draft of the Price Waterhouse New York state cross-border study. The study is similar to the analysis conducted of cross-border cigarette sales in Illinois.

The Consumer Tax Alliance (CTA) proceeded with plans to air and test its anti-tax advertising campaign. CTA's television ads are scheduled to air in six markets for three weeks beginning mid-January. CTA representatives continue to recruit Coalition members and sponsors.

We updated the excise tax hearing readiness memorandum for use in 1990 and reviewed plans for a briefing book on the tax issue.

Next Month's Goals

Continue to work with consultants and staff to air and test ads

Work with consultants on the excise tax op-ed program

Work with consultants on "user fee" letters

Public Relations Division Variance Analysis

Excise Taxes

Cost Center Name

Carol Hrycaj/
Martin Gleason

1305

December 1989

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
5201/ Repro. Print & Drafting	\$ 172,029	\$ 130,000	\$ 42,029.		Economic impact materials charged to 1305 instead of 1311.
6201/Advert. Space & Promo	\$ 1,739,153	\$ 1,407,000	\$ 332,153		Reflects unbudgeted ad campaign research and advertising expenses, and NY SAP's ads.
7301/Prof. Fees	\$ 704,956	\$ 585,000	\$ 119,956		Tax ad campaign costs brought us over budget.
7501/Support Tob. & Other Organizations	\$ 599,869	\$ 859,000	(268,131)		Certain activities-- such as editorial board briefings and military coalition work--did not take place this year.
Total	\$ 3,207,007	\$ 2,981,000	\$ 226,007		

PUBLIC SMOKING ISSUE

Primary Responsibility: To Be Determined
Sharon Ransome
Kay Thomas

Overview

In December, we continued to make progress implementing the public smoking issue plan. ETS activity centered around The Institute's response to two pending EPA projects, an ETS risk assessment and a technical compendium on ETS. We continued our comprehensive evaluation of the corporate workplace smoking assistance program.

Highlights

Indoor Air Quality

Tobacco Institute staff, legal counsel and academic scientists continued developing a detailed response to the environmental tobacco smoke technical compendium distributed by EPA for peer review and comments. The Institute requested and received from EPA a one-month extension of the deadline for comment.

Institute staff and consultants also continued developing the industry's response to the ETS risk assessment now under review at EPA. An industry consultant met with the ETS project manager at EPA to discuss the agency's approach. A strategy meeting was held subsequently to review current information on the risk assessment and consider options for industry response.

Institute consultants completed a response for Occupational Safety and Health magazine on an article by Judson Wells regarding the alleged health effects of ETS. Consultants also prepared responses for the popular press and scientific literature on the effects of carbon monoxide exposure on nonsmokers with pre-existing heart conditions; the presence of carcinogens in nonsmokers exposed to ETS; and the contribution of ETS to benzene concentrations indoors, among other projects.

Labor Management Committee representatives met with AFGE National Vice President David Schlein to discuss the union's expanded activity on indoor air quality. LMC consultants also scheduled a meeting with Schlein in January to discuss the union's plans to introduce indoor air quality legislation before the Washington, D.C. City Council.

LMC representatives provided an indoor air quality presentation before the Executive Council of District 41 of the American Federation of State, County and Municipal Employees in Milwaukee.

Public Smoking - December Report

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Montgomery County Council will hold a work session on January 29, 1990 to consider amendments to Bill 51-89, which if passed, would virtually ban smoking in private workplaces. We have proposed a letter-writing campaign among the various agencies that deal with TI, asking employees of those agencies to write to Montgomery County Council members expressing their opposition to Bill 51-89. Also, we have proposed using our labor consultants to generate mail and other contacts with the Council by individuals and groups within organized labor. We are awaiting the go-ahead from the State Activities division.

Healthy Buildings International issued a report of its indoor air quality investigation at the U.S. Information Agency headquarters in Washington, D.C. The test was requested by AFGE Local 1812.

The National Energy Management Institute tentatively scheduled two contractor IAQ training seminars for the spring in New York and Pittsburgh. Technician training sessions will begin in mid-April.

NEMI representatives also conducted an indoor air quality presentation at a meeting of the Washington, D.C. chapter of the Association of Energy Engineers.

Institute consultants attended two indoor air quality/ETS conferences, including a symposium on chemically-induced cell proliferation and a meeting of the American Society for Testing & Materials' Subcommittee D22.05 on indoor air.

Corporate/Smoker Assistance

The Institute received approximately 67 requests for workplace assistance from both employers and employees during the month of December -- 19 management requests and 48 non-management requests. As reported last month, Region I [CT, ME, MA, NH, RI and VT] is preparing for a targeted resource guide mailing of approximately 30-40,000. The mailing is scheduled for the end of January barring any complications.

Barclay Jackson, regional director in Region I, has asked public affairs to prepare an employer's guide for the Pawtucket Chamber of Commerce.

We are awaiting the results of a Frederick/Schneider's survey of resource guide respondents and self-initiated respondents during the period of January 1, 1988 through November 30, 1989 on the effectiveness of The Institute's workplace smoking materials.

Public Smoking - December Report
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In addition, evaluations from Robert L. Cunningham, vice president of human resources/facility management at Blue Cross and Blue Shield in Washington, and Lewis Solmon, dean of the graduate school of education at UCLA are expected to arrive within several weeks. A full report on these analyses is forthcoming.

The year-end quarterly corporate workplace report for 1989 will be ready by mid/late January.

We continue to receive our normal inquiries for information concerning smokers' rights in the workplace. Many of these referrals are from member companies.

Miscellaneous

Official Airline Guides, Inc., completed and sent to print the final edition of the "Passport to Smokers' Flights" flight guide. The guide is expected to be available for distribution in early February.

Public Relations Division Variance Analysis

Scientific Affairs

Cost Center Name

1302

December

To Be Determined

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
5201/Repro Printing & Drafting	\$ 56,541	0	\$ 56,541		Printing costs not projected for 1989.
5800/Legal Fees	\$196,536	\$100,000	\$ 96,536		C & B engaged in sub- stantial activities in this cost center during November & December.
7301/Pro- fessional Fees	\$639,919	\$950,000	(\$310,081)		Activity of academic scientists was limited during the first several months of the year. Cabin air quality scientific activity was curtailed due to legis- lative developments.

Public Relations Division Variance Analysis

Scientific Affairs (continued)

Cost Center Name

1302

December

To Be Determined

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
7501/Support Tobacco & Other Organizations	\$ 17,593	0	\$ 17,593		
Totals	\$910,589	\$1,050,000	(\$139,411)		HBI materials mistakenly coded to this account.

Public Relations Division Variance Analysis

Public Smoking

Cost Center Name

1309

December

To Be Determined

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
4801/Books & Subscriptions	\$398	0	\$398		Costs for public smoking items not housed in Information Center.
5101/Postage & Delivery	\$ 6,128	\$ 20,000	(\$ 13,872)		Resource guide mailing rescheduled for January.
5201/Repro. Printing & Drafting	\$217,373	\$490,000	(\$272,627)		Great American Welcome materials not produced.
5801/Legal Fees	\$134,893	\$100,000	\$ 34,893		More involvement by legal council than projected due to new ETS strategies and more materials being produced and cleared.
6201/Advertising Space & Promotion	\$694,149	\$700,000	(\$ 5,851)		Enough is Enough ads allocated here. BCC ads eliminated.

Public Relations Division Variance Analysis

Public Smoking (continued)

Cost Center Name

1309

December

To Be Determined

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
7301/Pro- fessional Fees	\$ 3,737,284	\$ 3,354,000	\$383,284		EIS and IAQ scientists activities more costly than projected.
7501/Support Tobacco & Other Organiza- tions	\$ 514,187	\$ 795,000	(\$280,813)		Support NEMI, SWAC and other third-party activities less costly than projected.
Totals	\$5,304,413	\$5,459,000	(\$154,587)		

Public Relations Division Variance Analysis

Airlines

Cost Center Name

1312

Cost Center Number

December

Month

To Be Determined

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
5201/Repro., Printing & Drafting	\$ 45,198	\$ 50,000	(\$ 4,802)		
7301/Pro- fessional Fees	\$345,101	\$316,000	\$27,101		Costs were greater than projected due to unexpected legislative activity.
7501/Support Tobacco & Other Organizations	\$ 54,515	\$125,000	(\$70,485)		Cabin air quality and other third-party activity will not occur.
Totals	\$442,814	\$491,000	(\$48,186)		

ADVERTISING

Primary Responsibility: Fred Panzer
To be determined

Overview

With Congress out of session until January 23, 1990 all is quiet on the Potomac. A similar lull prevails in state legislatures across the country. In the interim, issue staff prepared for the start of a new decade during which the industry would confront four major legislative battles on the advertising front.

They are:

1. "Gateway drugs/Legalization of drugs." Anti-smokers want to hang the hard drug albatross on the tobacco industry. They are supported by groups unhappy with the direction of national drug policy.
2. Cigarette export policy. Anti-smokers want to position the industry as engaged in immoral trade. Their vehicle is H.R. 1249, "Tobacco Export Reform Act of 1989." A hearing is expected early in 1990 before the Gejdenson subcommittee on International Economic Policy and Trade of the House Foreign Affairs committee.
3. Anti-smoking education and sales restrictions. Only the vaguely-worded repeal of the present state pre-emption provision in the Kennedy anti-tobacco bill, S. 1883 keeps our advertising and civil liberties allies opposed.
4. A ban on cigarette advertising and promotion. The old Luken bill, H.R. 1250, "Protect Our Children from Cigarette Advertising Act of 1989," (also H.R. 1493 by Synar) is the focus of opposition by the Freedom to Advertise Coalition, the American Civil Liberties Union and the Washington Legal Foundation. State and local versions of the last two battles would be played out in terms of bans on sampling, retail and vending machine sales to minors, and restrictions on billboards.

Highlights

A generic version of the constitutional analysis of content-control legislation has been printed and will be distributed in January. We also plan to send multiple copies next month to the Freedom to Advertise Coalition and other third parties.

Also available for wide distribution will be a new publication by the Washington Legal Foundation. Entitled "The New Censorship," the 36-page booklet consists of a legal analysis and a compilation of documents about the advertising issue. The WLF will send it to all Members of Congress plus an extensive list of federal officials, legal authorities, law schools and media.

During December, we monitored, analyzed and prepared memoranda on two Federal Trade Commission meetings at which, first, business groups and, then, consumerists discussed advertising issues.

With an eye on the possible impact on the Kennedy legislation, we reviewed the New Zealand report and analyzed the need for a further rebuttal of its criticism of tobacco advertising. We also analyzed a hostile report by the Royal Society of Canada, from the same perspective.

Meetings were organized to bring together staff and consultants early next month to begin work on a campaign that communicates the message that smoking is for adults, not kids. The primary focus of communication would be at the retail level, both in stores and at the site of vending machines.

The British Journal of Addiction has published an edition which reopens the question of advertising's effect on cigarette consumption by youth. On our side are papers by Professor Boddewyn, Professors Ekelund and Jackson and Glen Smith of the Children's Research Unit. The Ekelund and Jackson paper rebuts a New Zealand study by Chettwynd et al., alleging that advertising influences young people's smoking. We have asked them to evaluate the Chettwynd rejoinder.

We contacted, through a consultant, the National Association of Hispanic Publications (NAHP). After reaffirming the group's opposition to Synar/Luken legislation impacting free commercial speech, we were given assurances that FAC staff will contact NAHP. We have subsequently recommended approval of a NAHP request for an advertisement in the group's convention magazine.

A promising report from a consultant regarding a resolution opposing Synar/Luken from the Hispanic Chamber of Commerce proved disappointing. We will review future actions with our consultant.

Next Month's Goals

1. Kennedy Bill plan and white paper.
2. Hearing readiness memorandum.
3. Youth program.

Public Relations Division Variance Analysis

ADVERTISING

Cost Center Name

1308

December, 1989

Fred Panzer

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
5201/Repro. Printing & Drafting	\$ 76,684	\$ 75,000	\$ 1,684	---	Youth materials are in sufficient supply to meet demand. Delay in getting clearance for new ad ban pubs.
7301/Prof. Fees	\$361,480	\$375,000	(\$ 13,521)	---	Additional prof. fees for hearings and related PR deferred to 1990.
7501/Support Tob. & Others	\$ 28,490	\$395,000	(\$366,510)	---	Departure of NASBE; delay in company approval of sponsorship/efforts; delay in tob. family coalition launch; no demand for constituent support.
Total	\$468,559	\$845,000	(\$376,441)	---	

FIRE SAFETY ISSUE
December 1989

Primary Responsibility: Karen Fernicola

Overview

Holidays and vacations, as well as the lack of legislative activity, made December a short and relatively quiet month. Travel on behalf of the fire safety program was kept local. This allowed us time in the office to follow up on old business, continue working on long-term projects and end the budget year on a high note, with the awarding of several fire safety education grants.

Highlights

We began updating the Fire Safety Hearing Readiness Memo for 1990, and staff and consultants continued working on the larger task of preparing documents, questions, testimony and background to be used as briefing materials for any congressional hearings that may take place in 1990 on the "fire-safe" cigarette issue.

Federal "fire-safe" cigarette legislation was on the agenda when the board of the International Association of Fire Chiefs met this month. The IAFC's Prevention Committee--which earlier in 1988 recommended that the IAFC not endorse either bill by name--had asked the board to reconsider its endorsement of the Moakley bill. Although the board reaffirmed its Moakley endorsement, it also strongly urged that a compromise approach to legislation be taken. The IAFC thus has softened its previous position and is the first fire service organization to formally urge a compromise.

A staff person for the Wisconsin Joint Committee on Finance--where the state's "fire-safe" cigarette bill currently resides--called consultant Phil Schaenman for background on the "fire-safe" cigarette issue. We believe the staffer may have been responding to the industry's concerted phone banking efforts in the state, which were organized through our Madison field office.

Phil Schaenman called our attention to an article in the November issue of Fire Technology magazine announcing that a long held rule of thumb in fire investigations is no longer valid. According to the article abstract, "observation of the 'collapsed' state of coiled furniture/bedding springs is not a reliable indicator of whether a fire was initiated by a smoldering cigarette or accelerated by the presence of a hydrocarbon" [i.e., was arson-related]. In practical terms, this suggests that fire investigators will no longer be

justified in attributing a fire to careless smoking based on "collapsed" furniture springs alone.

A recent data analysis from the California State Fire Marshal's Office has revealed encouraging trends in upholstered furniture fires in the state. California, the only state with mandatory upholstered furniture fire safety standards, has seen a dramatic reduction in the number of such fires as the furniture inventory has become more fire safe. From 1974 to 1988, while California's population rose more than 50 percent, the number of upholstered furniture fires dropped from 1542 to 552 per year.

We met with Bill Killen, the director of fire protection for the Naval Facilities Engineering Command, U.S. Navy, to discuss the TI Fire Safety Education Program. Killen, a member of the IAFC Prevention Committee, invited us to give a presentation on the program at the next conference of the U.S. Navy and Marine Corps Fire Protection Association.

The first draft of TriData's newest research report on "Proving Public Fire Education Works" is nearly complete. By the end of January, we expect to receive a draft for review.

Pilot testing on the "Challenge for Life" high school fire safety curriculum wrapped up this month. The developers are preparing a report that describes the results of the testing and suggestions for improving the draft curriculum.

Some additional dollars that became available in December allowed us to replenish depleted supplies of many of our fire safety education materials. We also were able to fulfill several year-end grant requests, including the following:

- o A grant for a "Sparky the Fire Dog" suit to the Bryan, Texas, Fire Department.
- o A grant to the International Association of Fire Chiefs Prevention Committee that will fund a planning session for the Committee's 1990 Prevention Showcase.
- o A grant toward the winter conference of the Tennessee Public Educators Association.
- o A grant to allow the Baltimore County Fire Department to purchase a portable television and VCR for use in its Senior Aid Program.
- o A grant toward building the Fire Safety House of the District Six Volunteer Fire Department in Baton Rouge, Louisiana.

Following a plug for FireCare in the November issue of the Connecticut State Fire Marshal's Update newsletter, we

Fire Safety Issue--December Status Report

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received a number of responses for the senior citizens fire safety program from local fire marshals in the state.

TI staff and consultants have begun to discuss the content of a video scheduled for production in 1990 that will feature The Institute's Fire Safety Education Program along with other information that will be helpful to fire departments. The video is intended for use in legislative and fire service briefings and as a means of promoting TI's programs.

At month's end, the skeleton of our new computer system for grants information debuted. Though system refinements and additions will necessarily take place over the next several months, we will be able to start inputting information as soon as we complete our PC training in January.

In the final week of the year, we reviewed and relegated old files to outside storage.

Next Month's Goals

Finalize plans for trips to California and Florida in January.

Complete development of hearing preparedness documents.

Begin inputting information on fire grants into our new computer management system.

Develop an outline for the fire video and determine who will produce it.

Public Relations Division Variance Analysis

Fire Safety

Cost Center Name

1306

Cost Center Number

December, 1989

Month

M. Gleason/K. Fernicola

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, 1989	Explanation
5200/Repro. Printing & Drafting	\$ 83,342	\$ 40,000	\$ 43,342		Unanticipated number of requests required several reprintings of all materials.
7300/Prof. Fees	\$548,622	\$445,000	\$103,622		Need to secure and maintain fire service support for Boucher bill increased consultant time on this issue.
7500/Support Tob. & Other Orgs.	\$359,448	\$415,000	(\$ 55,552)		Received permission to fulfill several grant requests in December.
TOTALS	\$991,413	\$900,000	\$ 91,413		

SOCIAL COSTS

Primary Responsibility: TBD
Carol Hrycaj

Overview

The successful social cost media tours continued in December with the economists traveling to northeastern and northwestern states. Tollison and Wagner proposed revising and expanding their book, Smoking and the State.

We developed a plan to disseminate the findings of the tobacco industry economic impact study. Copies of the study and executive summary will be available early next year.

Highlights

Robert Tollison and Richard Wagner, co-authors of Smoking and the State, traveled to Seattle/Tacoma, WA, Burlington, VT, and Portland, ME to discuss the social cost concept with the media. We provided Tollison and Wagner with background information on anti-tobacco legislative activity in the states.

They also submitted a preliminary proposal for a revised and expanded edition of Smoking and the State. The authors suggest enlarging the treatise to cover more fully their economic approach to public policy and tobacco issues in light of recent legislative developments.

In December, we met with TI staff and consultants to discuss the distribution of the Price Waterhouse tobacco industry economic impact study and executive summary. We drafted and forwarded recommendations on ways to disseminate the study's findings.

We continued to prepare the economic impact study materials for publication. This involved approving cover design and layout, working with consultants and Price Waterhouse on final edits to the text and finalizing both legal and in-house approval. Both publications will be available early next year.

We approved the revised blueline of a new TI topic brochure, "Social Costs: Setting the Record Straight." The publication will be available in early January. Another public affairs social cost piece, "Debunking the 'Social Costs' of Smoking," is nearing blueline.

William Prendergast incorporated final comments into his monograph, "Smoking, Social Cost and Common Sense." We will seek publication of the work as a part of the Social Cost Council's monograph series. In addition, we plan to begin work on an

executive summary of the document for distribution similar to other public affairs publications.

We prepared a memorandum to accompany the distribution of Tollison and Wagner's social cost research "Social Cost, Rent Seeking and Smoking: A Public Choice Perspective." A reprint of the article will be forwarded to interested parties.

We began to update our hearing readiness memorandum on the social cost issue.

Next Month's Goals

Begin printing economic impact study and executive summary

Distribute new topic brochure

Draft executive summary based on Prendergast paper

Public Relations Division Variance Analysis

Social Costs

Cost Center Name

1311

December 1989

Carol Hrycaj/
Martin Gleason

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
5201/Repro. Print & Drafting	\$ 69,855	\$ 155,000	(85,145)	_____	Reprints of economic research not expected until 1990.
7301/Prof. Fees	\$ 471,320	\$ 455,000	\$ 16,320	_____	Media tour expenses and additional economist activity higher than anticipated.
7501/Support Tob. & Other Organizations	\$ 70,302	\$ 335,000	(264,698)	_____	Journal and seminar deferred until 1990.
Total;	\$ 611,477	\$ 945,000	(333,523)		

MEDIA RELATIONS

Primary Responsibility Brennan M. Dawson

Overview

Reportable activity this month is lighter than usual since our primary focus was in-house, geared toward upcoming events, rather than to rebutting an anti-smoking or promoting an industry generated initiative. While more routine matters and holiday vacation took place during the month, staff was also preparing for the release of the McGill conference report, a "Smoke-Free Michigan" task force report and the Price Waterhouse study on the economic impact of the tobacco industry.

Highlights

The upcoming publication of the proceedings of the McGill University ETS symposium was a major activity this month. Plans for promotion, drafting of materials and working with public relations counsel and consulting scientists were undertaken -- and significant progress was made.

New speaker training moved into a final phase, with both new staff members undergoing rigorous mock interviews with issue managers and analysts. Additionally, our new speakers worked on letters to the editor to refine their issues and messages.

Consultant media activity continued at a high pace with productive results. Media tours this month were as follows:

- o "Truth Squad," tours discussing ETS and indoor air quality, took Jack Peterson and Dave Weeks to Tampa, St. Petersburg, Orlando, Miami and Tallahassee. In over 15 interviews, Peterson and Weeks continued to successfully rebut the notion that ETS is a health hazard and that it is better dealt with in the context of indoor air.
- o Gray Robertson conducted a media tour on indoor air quality in Honolulu. Included were interviews with two television affiliates and the largest newspaper in the state. In other media activity this month, Robertson responded to a recent article on indoor air quality in Mademoiselle, pointing out that "Too often, building managers and businesses have tried to improve indoor air quality by attacking only one indoor air constituent: tobacco smoke."

- o Professors Tollison and Wagner conducted media tours on both coasts -- in Burlington, Vermont and Portland, Maine and Seattle and Tacoma. In Seattle, Wagner debated Rob Rosner of the Smoking Policy Institute on two occasions and garnered supportive phone calls from a live radio program.

As an aside, Lexington Books, publishers of Smoking and the State, the book by Tollison and Wagner promote during the media tours, has informed us that the book has sold out.

- o Jolly Ann Davidson promoted the "Helping Youth Decide" program in Milwaukee and Madison during a media tour. In Madison, Davidson had interviews with the morning and afternoon newspapers. In Milwaukee, she appeared for three minutes live on a network affiliate's noon news, including camera coverage of the booklet and a graphic of the mailing address.

Media staff also gave a briefing to a group of Swiss journalists at the request of a member company.

Overall this month, media relations staff participated in 15 broadcast interviews, conducted 42 print interviews, filled 333 information requests (114 from the media) and submitted nearly 20 letters to the editor. Totals this year were nearly 570 broadcast interviews, over 1,250 print interviews, 3,780 information requests (almost 1,900 from the media), almost 175 letters to the editor, and nearly 1,000 media relations contacts.

Next Month's Goals

- 1) To complete new speaker training, and have our two newest staff members fully trained and deployed.
- 2) To release the McGill report by implementing the promotional plan.
- 3) To plan and begin implementing the release of the Price Waterhouse study on the positive economic impact of the tobacco industry.
- 4) To produce a first draft of the ETS briefing book for clearance.

Public Relations Division Variance Analysis

Media Relations

Cost Center Name

1303

Cost Center Number

December 1989

Month

Brennan M. Dawson

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
3901/Travel	\$ 81.5	\$230.0	\$(148.5)		Fewer speakers on road.
4000/Conf.- ferences	- 0 -	40.0	(40.0)		Tobacco college cancelled.
5101/Postage & Delivery	29.4	55.0	(25.6)		In-house mailings and lower activity levels.
5201/Repro. Print & Draft	5.5	40.0	(34.5)		Low demand for printing and publications.
5401/Other Office	74.6	65.0	9.6		High demand for tapes, clips and transcripts for reports and evaluations.
5501/Memb. & Staff Training	6.0	10.0	(4.0)		TI Hong Kong reimbursement for 1988.
6201/Ads.	14.7	10.0	4.7		Large number of trade show appearances.

Public Relations Division Variance Analysis

Media Relations

Cost Center Name

1303

December 1989

Brennan M. Dawson

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
7301/Prof. Fees	163.5	660.0	(496.5)		Low activity for outside firms; no interest from SAD for local PR.
8030/Computers	2.3	12.0	(9.7)		Info-center providing on-line services.
TOTALS	\$379.8	\$1,127	\$(747.2)		

Public Relations Division Variance Analysis

General Coalitions

Cost Center Name

1307

Cost Center Number

December 1989

Month

Gleason / Stuntz

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	\$ 170,274	\$ 175,000	(4,726)	-	
5101/Postage	\$ 6,218	0	6,218	-	TAN issue mailings were unbudgeted for 1989.
5201/Repro., print & draft	\$ 50,516	\$ 45,000	5,516	-	TIP, Enough is Enough budgeted to 1301 but assigned to 1307.
5501/Member- ship	\$ 7,859	\$ 15,000	(7,141)	-	Staff did not fully use training opportunities.
6201/Advertis- ing	\$ 14,810	\$ 25,000	(10,190)	-	
7301/Profess- ional fees	\$ 316,106	\$ 274,000	42,106	-	FRD-requested veterans' project accounts for overrun.

(Continued, page 2)

Public Relations Division Variance Analysis

General Coalitions (page 2)

Cost Center Name

1307

Cost Center Number

December 1989

Month

Gleason / Stuntz

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, 1989	Explanation
7501/Support to. & other orgs.	\$ 1,502,045	\$ 1,232,000	270,045	-	Additional SAD requests for labor counsel were unbudgeted; costs incurred at year's end.
TOTALS	\$ 2,068,449	\$ 1,769,000	\$ 299,449		

Production Services

Primary Responsibility: Anne Cannell

Overview:

In December, general administrative duties were attended to. All invoices were gathered, approved and processed for accounting. A new video cabinet for tape storage and a slide projector for the main boardroom were purchased. Mary Ellen went to the first WordPerfect class for training and was up and running on her computer by the end of the month.

Highlights:

"Social Costs: Setting the Record Straight", a new addition to our topic brochure series, was printed and delivered. A distribution mailing will take place in early January.

A TAN mailing was coordinated for State Activities. "Smokers' Rights In the Workplace: An Employee Guide" was sent to over 17,000 activists alerting them to options open to employees who face workplace smoking restrictions.

We completed several slide presentations for the Executive Committee meeting which was held on December 7.

New designs for Healthy Buildings International, Inc. (HBI) were submitted for approval. Production was started on a new press kit, corporate brochure and several other pieces that will go in the kit. We rush produced press release sheets and an informational piece which were mailed out before Christmas.

Production was started on design ideas for our new "Economic Impact Study". We will be producing a full report and an executive summary. A February distribution date is planned.

All Christmas projects were completed.

Next Month's Goals:

- . Produce the Annual Legislative Meeting Materials
- . Train on Graphics and WordPerfect

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

PUBLIC AFFAIRS

Christmas Cards:

- . Division cards delivered.....Cannell

Consumer Tax Alliance:

- . Letterhead printed & delivered.....Bring/Hrycaj

"Dear Colleague" Art:

- . Negatives & prints pulled for
Freedom to Advertise Coalition.....Panzer

Debunking the "Social Costs" of Smoking:

- . Blueline in review.....Hrycaj

Executive Committee:

- . Slide presentation completed.....Stuntz

HBI:

- . Corporate brochure comps in-house,
under review
- . News Release sheets printed and
delivered
- . Produced, in-house, chart for Media kit,
Rush.....Thomas

**Idaho: An Employer's Guide to the Issue of
Smoking in the Workplace:**

- . Printed and delivered, Rush.....Ransome

National Association of State Fire Marshals:

- . Revised designs for patch completed.....Fernicola

NVFC Foundation:

- . New letterhead in production.....Fernicola

Passport to Smokers' Flights:

- . Fourth in our series of guides in production.....Lyons

Price Waterhouse Economic Study:

- . Comps approved - mechanicals in production for both study and executive summary.....Hrycaj

OICA:

- . December newsletter copied and mailed.....Hrycaj

Reprints:

- . FireCare videos, labels, cases.....Fernicola
- . Fire Education Evaluation Survey, binders, covers.....Fernicola
- . Hundred Year War.....Inventory

"Social Costs" Setting the Record Straight:

- . Printed and delivered.....Hrycaj

Smoker's Rights in the Workplace:

An Employee Guide:

- . Arranged mailing of brochure to TAN list, printed cover letter and envelopes.....Woodson/Ransome

Tobacco Industry Profile:

- . Blueline approved, printing.....Booth

Workplace Response Mailing:

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

Workplace Smoking: A Guide for Virginia Employers:

- . Printed and delivered, Rush.....Ransome

FEDERAL RELATIONS

Congressional Staff Christmas Party:

- . All materials printed and delivered.....McGovern

TIPAC Letterhead:

- . Revised and reprinting.....McGovern

Tobacco Leaf Belts:

- . New design in production.....McGovern

STATE ACTIVITIES

Advertisement:

- . Hospitality ad produced, Rush.....Dyer

Executive Committee:

- . Slide presentations completed.....Woodson

Stateline:

- . Printed and delivered.....Yoe

The Tax Burden on Tobacco:

- . Text being revised.....Orzechowski

Women Involved in Farm Economics:

- . Typesetting started for their 1990
Policy and Directory.....Cannell

ADMINISTRATION

Christmas Cards:

- . All materials printed and delivered.....Chilcote

Legislative Conference:

- . Production of materials started:
programs, nametags, tent cards, menus,
invitations, hospitality sheets,
biographies, gifts.....Hilderley

Memo Pads:

- . Completed for: Avedon, Burgess,
Dawson, Fernicola, Powers.....Collins

INFORMATION CENTER

PRIMARY RESPONSIBILITY

MAUREEN BOOTH
JENNY DOWDEN

OVERVIEW

December is the month that the Information Center weeds its collection and begins updating the Reference Collection. This year the periodical collection was transferred to new closed-back files. The Information Center staff also received personal computers and were put onto the LAN. The Information Center has been experiencing problems that can expected when switching computer systems.

HIGHLIGHTS

Staff attended training courses for working on the LAN. The Center received a second personal computer. While this new computer will greatly enhance the operation of the library, it is not yet fully booted up. Much, if not all, of the searching is being done on one computer. This problem will be remedied in time as will the other attendant problems.

The periodical collection was inventoried and weeded. Parts of the collection have been warehoused, other parts have been stored in the library for one to two years, and the remainder has been discarded. The library staff chose this time to transfer the collection from the red Princeton files to new close-backed files. Staff members are welcome to the discarded files for their office collections. A non-profit library has been contacted to take the remaining files.

The library staff came up against a difficult research question this month.

It was asked that a list of the members of the Washington Business Group on Health be compiled. A call to the Association was not productive, and material that was sent to a private address did not yield the hoped for information. Pertinent directories and data bases were checked with no luck. Jerry Johnson of O & M's research department was called for help. I have not yet been in touch with him and cannot report what luck he had. I will continue to follow-up.

Computer searches were done for State Activities on billboards and outdoor advertising. The California State Code was searched so that language of the law could be verified.

The Information Center searched Lexis and was able to provide a copy of the Cipollone Decision to staffers.

Information Center
December 1989
page 2

Queries from member companies consisted of requests for copies of studies and reports.

Total Request of the Information Center:

Staff-16, Members-6, Infotab/Law Firms-6, Others-8. Total = 36.

Recent Acquisitions in the Library

1990 Buying Guide Issue, Consumers Reports

Corporate 1000; Winter 1989-90

Directory of Medical Specialists 1989-90

Directory of Publications and Broadcast Media

Encyclopedia of Associations - International Organizations

Fast Facts; Hotel Guide with Locator Maps

New Acronyms, Initialisms and Abbreviations 1990

Physicians Desk Reference 1990

The Harper Book of American Quotations

Vital Statistics of the U.S. 1987 Vol.II Part B.

World Almanac 1990

Information Center _____

Cost Center Name _____

1304

December, 1990

Maureen Booth

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	65,836	45,000	20,836		Conversion of 1 yr. subscrip- tions to 2-3 yr. subscriptions continues. 1990 editions of reference collections are being pur- chased.
8030	55,862	45,000	10,862		Two computer subscriptions with printing charges for Nov. & Dec. were processed in this month. Search requests required access- ing expensive data bases.
TOTAL	121,698	90,000	31,698		