

*Indicates to the...*

Comprehensive Public Smoking Program Budget

Public Affairs Division

Staffing: Currently, the Public Affairs Division assigns four staff members to manage the public smoking program. An Issues Manager directs the program. The Issue Manager is supported by three Issue Analysts, responsible for indoor air quality, service and hospitality, and corporate/smoker assistance programs, respectively. At this time, we do not recommend an increase in staff levels to support an expanded program.

	1988 Suppl. (000)	Annualized (000)
<u>Scientific Affairs</u>		
Scientific Testimony	\$ 500	\$ 1,700
Recruitment & Training	650	400
<b>Total Scientific</b>	<u>\$ 1,150</u>	<u>\$ 2,100</u>
Ventilation Testimony	\$ 200	\$ 800
Recruitment & Training	500	250
<b>Total Ventilation</b>	<u>\$ 700</u>	<u>\$ 1,050</u>
<b>TOTAL SCIENTIFIC AFFAIRS</b>	<u>\$ 1,850</u>	<u>\$ 3,150</u>

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*SMS 7/25/88*

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TI DN 0016609

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	1988 Suppl. (000)	Annualized (000)
<u>Corporate/Smoker Assistance</u>		
Postage & delivery	\$ 10	\$ 55
Repro, print & draft		
Corporate workplace kit	--	100
Smokers' kit	140	250
Resource guide	--	50
Misc. publications	--	--
Corporate IAQ video	--	50
Workplace video	--	50
Advertising		
Level I	\$ 400	\$ 800
Level II	700	1,400
Level III	900	1,800
Professional Fees		
PR Counsel	25	100
Opinion Research	50	150
Management firm @ \$15,000/mo.	90	180
Seminars @ \$20,000	60	120
Legal Experts		
Media Tours	20	300
Seminars @ \$20,000	60	120
Support of tobacco & other orgs.		
Chamber of Commerce grants	20	80
<b>TOTAL CORP. WITH LEVEL I ADS</b>	<b>\$ 875</b>	<b>\$ 2,405</b>
<b>TOTAL CORP. WITH LEVEL II ADS</b>	<b>\$ 1,175</b>	<b>\$ 3,005</b>
<b>TOTAL CORP. WITH LEVEL III ADS</b>	<b>\$ 1,375</b>	<b>\$ 3,405</b>

Level indicates intensity and frequency of the advertising campaign.

*ad audience reach.*

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TI DN 0016610

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	1988 Suppl. (000)	Annualized (000)
<b>Indoor Air Quality</b>		
Repro, print & draft	\$ 20	\$ 100
IAQ exhibition booth	5	---
<b>Advertising</b>		
Level I	\$ 600	\$ 1,200
Level II	1,200	2,400
Level III	1,800	3,600
<b>Professional Fees</b>		
Truth Squad Tours	\$ 176	\$ 500
ACVA IAQ Tours	65	300
Science Writer (Katzenstein)		
Media Tours	---	---
Consulting	5	30
PR Counsel	---	---
<b>Support to tob. &amp; other orgs.</b>		
Labor Management Committee		
National labor counsel	\$ 85	\$ 350
State labor counsel	90	200
Labor media tour	---	150
IAQ materials	20	50
IAQ videos/misc. projects	---	---
State presentations	150	200
LMC PR counsel	---	---
NEMI		
IAQ protocol grant	\$ 150	\$ 150
Spokesperson	50	150
Video	---	25
Promotional materials	50	50
IAQ Seminars		
@ \$30,000	\$ 120	\$ 180
Building study grants	\$ 150	\$ 200
<b>TOTAL IAQ WITH LEVEL I ADS</b>	<b>\$ 1,736</b>	<b>\$ 3,835</b>
<b>TOTAL IAQ WITH LEVEL II ADS</b>	<b>\$ 2,336</b>	<b>\$ 5,035</b>
<b>TOTAL IAQ WITH LEVEL III ADS</b>	<b>\$ 2,936</b>	<b>\$ 6,235</b>

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**TI DN 0016611**

	1988 Suppl. (000)	Annualized (000)
<b><u>Social Costs</u></b>		
Repro, print & draft	\$ 30	\$ 300
Advertising	0	0
<b>Professional Fees</b>		
PR counsel	50	100
Economists	160	500
Spokesperson	50	150
Support to other orgs.	160	300
<b><u>TOTAL SOCIAL COSTS</u></b>	<b><u>\$ 450</u></b>	<b><u>\$ 1,350</u></b>

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**TI DN 0016612**

	1988 Suppl. (000)	Annualized (000)
<u>Conflict Resolution</u>		
Repro, print & draft	\$ 150	\$ 350
Advertising		
Phase I	\$ 100	\$ 400
Phase II	200	800
Phase III	300	1,200
Professional Fees		
PR Counsel	\$ 75	\$ 200
Spokesperson	75	150
Media tours	15	30
Polling & research	150	100
Support tob. & other orgs.		
NICE coalition	\$ 100	\$ 300
NICE conferences @ \$20,000	60	120
<b>TOTAL CONFL. W/LEVEL I ADS</b>	<b>\$ 725</b>	<b>\$ 1,250</b>
<b>TOTAL CONFL. W/LEVEL II ADS</b>	<b>\$ 825</b>	<b>\$ 2,050</b>
<b>TOTAL CONFL. W/LEVEL III ADS</b>	<b>\$ 925</b>	<b>\$ 2,450</b>

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**TI DN 0016613**

	1988 Suppl. (000)	Annualized (000)
<u>Smokers' Rights Groups</u>		
Repro, print & draft	\$ 100	\$ 350
Support tob. & other orgs.	\$ 50	\$ 200
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<b>TOTAL SMOKERS' RIGHTS</b>	<b>\$ 150</b>	<b>\$ 550</b>

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**TI DN 0016614**

	1988 Suppl. (000)	Annualized (000)
<u>Smokers as Customers</u>		
Repro, print & draft	\$ 120	\$ 200
Video	--	50
Information booth	5	--
Advertising		
Level I	\$ 200	\$ 400
Level II	400	800
<i>Level III</i>	<i>400</i>	<i>800</i>
Professional Fees		
PR Counsel	\$ 50	\$ 75
Research	\$ 50	\$ 50
Management firm	\$ 75	\$ 100
Support tob. & other orgs.		
Hospitality grants	\$ --	\$ 100
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TOTAL SERV. W/LEVEL I ADS	\$ 500	\$ 975
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TOTAL SERV. W/LEVEL II ADS	\$ 700	\$ 1,375
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TI DN 0016615