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DRAFT

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**PUBLIC SMOKING ISSUE  
PROGRESS REPORT**

**Peter G. Sparber**

**Executive Committee**

**October 29, 1987**

**TI DN 0015780**

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page 2

I AM PLEASED TO REPORT WE HAVE  
MADE SIGNIFICANT PROGRESS IN  
ALL ELEMENTS OF OUR PUBLIC  
SMOKING PROGRAM ... SINCE MY  
LAST REPORT THIS PAST AUGUST.

WE HAVE AND WILL CONTINUE TO  
RELY ON FOUR STRATEGIES ...

1. BROADEN THE PUBLIC ISSUE TO  
OVERALL INDOOR AIR QUALITY.

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page 3

2. CHALLENGE THE SCIENTIFIC  
COMMUNITY TO DEAL HONESTLY WITH  
ETS.

3. DEMONSTRATE THE MANY  
UNINTENDED ... NEGATIVE ...  
ECONOMIC AND SOCIAL  
RAMIFICATIONS OF SMOKING  
RESTRICTIONS.

4. RELY ON THIRD PARTIES TO  
COMMUNICATE OUR POINT OF VIEW.  
MY REPORT THIS MORNING WILL  
FOCUS ON MAJOR PROJECTS ...

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FIRST ... THE CENTER FOR INDOOR AIR RESEARCH.

WE HAVE MADE MORE PROGRESS SINCE AUGUST THAN IN THE PRECEDING TWO AND A HALF YEARS.

THE CENTER IS INCORPORATED ... ITS BOARD IS ESTABLISHED ... HAS DRAFTED AN OPERATING BUDGET FOR 1988 ... AND HAS AUTHORIZED NEW RESEARCH INTO AIRCRAFT CABIN AIR QUALITY ...

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WITH THE HELP OF AN EXECUTIVE  
RECRUITING FIRM ... WE HAVE  
NARROWED THE FIELD TO TWO  
EXCELLENT CANDIDATES FOR THE  
POSITION OF EXECUTIVE DIRECTOR.  
THE FINALIST SHOULD BE ON BOARD  
BY THE NEW YEAR.

WE HAVE BEEN VERY FORTUNATE TO  
HAVE TWO SCIENTISTS ON LOAN  
WHILE WE SEEK STAFF. GUY  
OLDAKER FROM R.J. REYNOLDS AND  
... MORE RECENTLY ... BILL  
CROUSE FROM LORILLARD .. HAVE  
BEEN INVALUABLE. WE'D LIKE TO  
THANK YOU FOR MAKING THEM  
AVAILABLE.

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SECOND ... WE CONTINUE TO FIELD HUNDREDS OF REQUESTS FOR HELP FROM SMOKERS ... COMPANIES ... UNIONS ... AND OTHERS CONCERNED ABOUT WORKPLACE RESTRICTIONS.

BY THE END OF THIS MONTH WE WILL HAVE THE ABILITY TO HANDLE TRIPLE THE NUMBER OF REQUESTS WITH EXISTING STAFF.

THAT ... IN TURN ... WILL ALLOW US TO BEGIN OFFERING ASSISTANCE THROUGH MAILINGS TO 50,000 ORGANIZATIONS PER QUARTER.

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THIRD ... OUR WORK WITH THE NEWS MEDIA CONTINUES TO PRODUCE EXCELLENT RESULTS.

SINCE AUGUST ... GRAY ROBERTSON HAS VISITED THE NEWS MEDIA IN SIX MARKETS ... MAKING NEARLY 70 MARKETS ... AND OVER 350 INTERVIEWS TO DATE. ON SEPTEMBER 23, HE WAS FEATURED ON THE "TODAY SHOW ..."

(videotape)

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ALAN KATZENSTEIN ... A  
RESPECTED SCIENCE WRITER ...  
HAS APPEARED IN ... MARKETS ...  
WILL HANDLE ... MORE IN 1987  
... AND HAS WRITTEN INNUMERABLE  
LETTERS TO THE EDITOR AND OP-ED  
PIECES.

IN YOUR PACKET IS A COLLECTION  
OF KATZENSTEIN'S RECENT PIECES.

(pause)

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IN AUGUST ... WE LAUNCHED OUR  
"TRUTH SQUAD" ... A TEAM OF  
SCIENTISTS ASSIGNED TO SET THE  
RECORD STRAIGHT WITH  
JOURNALISTS CONCERNED ABOUT  
ETS.

"TRUTH SQUADS" HAVE BEEN TO  
MIAMI ... PORTLAND, OREGON ...  
MILWAUKEE ... ATLANTA AND  
CHICAGO ... AND ARE SCHEDULED  
FOR HALF A DOZEN MORE MARKETS  
THIS YEAR.

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IN SOME CASES ... WE HAVE  
PAIRED "TRUTH SQUADS" WITH  
REPRESENTATIVES OF LABOR. IN  
PORTLAND, THE COMBINATION WAS  
QUITE EFFECTIVE.

FOR THE PAST TWO YEARS ... WE  
HAVE HAD OTHER THIRD PARTY  
SPOKESMEN ON THE ROAD AS WELL.  
JOHN FOX ... A FORMER LABOR  
DEPARTMENT OFFICIAL ... TALKS  
ABOUT THE LEGAL AND LABOR  
RELATIONS RAMIFICATIONS OF  
SMOKING RESTRICTIONS. HE HAS  
HIT \_\_ MARKETS AND IS  
SCHEDULED FOR \_\_ MORE THIS  
YEAR.

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HERE'S A RECENT INTERVIEW WITH  
FOX ...

(videotape)

TO HELP FOX ... WE HAVE ASKED  
DENNIS VAUGHN TO CONDUCT  
INTERVIEWS. MR. VAUGHN IS A  
MEMBER OF THE BOARD OF THE U.S.  
CHAMBER OF COMMERCE.

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I SHOULD ADD THAT THE RECENT AMERICAN SOCIETY FOR PERSONNEL ADMINISTRATION REPORT ON SMOKING RESTRICTIONS ... HAS ALREADY BEEN A BIG HELP TO JOHN FOX ... AND OUR OTHER EFFORTS TO DISCOURAGE VOLUNTARY RESTRICTIONS.

THIS REPORT ARGUES THAT SMOKING RESTRICTIONS POSE SERIOUS LEGAL PROBLEMS FOR BUSINESSES ... AND SHOULD BE AVOIDED. WE WORKED CLOSELY WITH ITS AUTHORS TO ENSURE THE PROPER LANGUAGE.

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page 13

I HAVE COPIES HERE FOR YOU.

IN SPRING OF LAST YEAR ... WE  
PREDICTED THAT THE ANTI-SMOKERS  
WOULD HAVE DIFFICULTY  
MAINTAINING THEIR MOMENTUM WITH  
THE NEWS MEDIA ... ON THE  
SUBJECT OF ETS.

WE CONTINUE TO SEE COVERAGE OF  
SPECIFIC LEGISLATIVE BATTLES  
... BUT WE HAVE SEEN JUST —  
INDIVIDUAL STORIES ON ETS SINCE  
\_\_\_\_\_ ... WHILE  
COVERAGE OF OVERALL INDOOR AIR  
QUALITY HAS REACHED FAIRLY HIGH  
LEVELS.

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WE ARE TAKING FULL ADVANTAGE OF  
THE MOUNTING PUBLIC INTEREST IN  
INDOOR AIR QUALITY.

-- WE ARE WELL ALONG IN  
DEVELOPING ADVERTISEMENTS WHICH  
PLACE ETS IN A PROPER  
CONTEXT ...

TI DN 0015794

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page 15

CREATIVE MATERIAL WAS PRODUCED  
LAST MONTH ... HAS BEEN  
SUBJECTED TO POLITICAL AND  
LEGAL SCRUTINY ... EXAMINED BY  
FOCUSED GROUP PANELS IN SAN  
FRANCISCO, CHICAGO AND NEW  
JERSEY ... AND WILL UNDERGO  
FURTHER MARKET TESTING IN A FEW  
DAYS.

THE ADS DEMONSTRATE THAT INDOOR  
AIR QUALITY ... NOT ETS ... IS  
THE ISSUE AND THAT VENTILATION  
IS THE ANSWER.

TI DN 0015795

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THE ADS WILL BE SIGNED BY THIRD PARTIES CLOSELY IDENTIFIED WITH VENTILATION ISSUES ... AND WILL BE AIMED AT BUSINESS LEADERS AND PUBLIC OFFICIALS IN CITIES CONSIDERING FURTHER SMOKING RESTRICTIONS.

OUR RECOMMENDATIONS WILL GO TO THE COMMUNICATIONS COMMITTEE AND THEN TO YOU IN DECEMBER.

-- WE HAVE BRIEFCASE AIR  
QUALITY ... OR "PASS" ... TESTS  
PLANNED FOR WASHINGTON,  
D.C. ... CHICAGO ... AND  
PITTSBURGH ... WITH BUSINESS  
GROUPS SCHEDULED TO HOST PRESS  
CONFERENCES ON TEST RESULTS IN  
EACH CITY.

NOW THAT WE HAVE HAD SOME  
EXPERIENCE WITH THE BRIEFCASE  
TESTS ... IT IS OUR VIEW THAT  
THE CITY-BY-CITY TESTS DO NOT  
NEED TO BE SO ELABORATE AND SO  
TIME-CONSUMING ... FOR US TO  
DERIVE PUBLIC RELATIONS AND  
POLITICAL BENEFITS.

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page 18

THE PER CITY COST OF \$80,000  
PLUS ... CAN BE REDUCED  
SIGNIFICANTLY ... BY AS MUCH AS  
TWO-THIRDS IN SOME CITIES ...  
BY LIMITING THE NUMBER OF TEST  
SITES AND BY CHANGING  
SUPPLIERS.

AS A RESULT WE WILL BE ABLE TO  
VISIT MORE CITIES ... MORE  
RAPIDLY ... AND AT LESS COST.

(pause)

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OUR GREATEST ALLY ... TO DATE  
... ON INDOOR AIR QUALITY ...  
HAS BEEN ORGANIZED LABOR.

LET ME SHARE SOME OF OUR MOST  
RECENT RESULTS.

-- ONE OF THE EMERGING  
BATTLEFIELDS IS IN LABOR  
GRIEVANCES RELATED TO SMOKING  
RESTRICTIONS.

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WORKING WITH COVINGTON ... WE  
HAVE PROVIDED EXPERT WITNESSES  
AND INFORMATION TO LAWYERS  
FOR THE COMMUNICATIONS WORKERS  
IN A GRIEVANCE AGAINST MICHIGAN  
BELL ... AND WITH COUNSEL FOR  
THE PRINTERS UNION AGAINST THE  
DES MOINES REGISTER. THIS  
LATTER GRIEVANCE HAS THE  
POTENTIAL OF OVERTURNING  
GANNETT'S NATIONWIDE SMOKING  
BAN.

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page 21

IN ANCHORAGE LAST MONTH ... WE WORKED WITH NINE PUBLIC EMPLOYEE UNIONS IN A GRIEVANCE AGAINST THE CITY. A NEWSPAPER ACCOUNT OF THAT EFFORT CARRIED THE HEADLINE, "CIGARETTE SMOKE NO MORE DANGEROUS THAN PEANUT BUTTER, EXPERT SAYS."

(pause)

JUST IN THE PAST FEW MONTHS ... WITH ENCOURAGEMENT FROM OUR LABOR-MANAGEMENT COMMITTEE ...

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page 22

-- THE SERVICE EMPLOYEES  
INTERNATIONAL UNION  
COMMISSIONED GRAY ROBERTSON TO  
EXAMINE FIVE OFFICE BUILDINGS  
HOUSING STATE WORKERS IN MAINE  
AND NEW HAMPSHIRE ... AND WILL  
PUSH FOR LEGISLATION NEXT YEAR  
ESTABLISHING VENTILATION  
STANDARDS IN THOSE STATES.

- THE MASSACHUSETTS STATE  
LABOR FEDERATION PASSED A  
RESOLUTION CALLING FOR MORE  
ATTENTION TO INDOOR AIR  
STANDARDS. IT WILL BE A  
LEGISLATIVE PRIORITY NEXT YEAR.

TI DN 0015802

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-- AFL-CIO PRESIDENT LANE KIRKLAND PERSONALLY APPEALED TO THE WASHINGTON, D.C. CITY COUNCIL TO REJECT WORKPLACE RESTRICTIONS. THE FEDERATION'S OSHA DIRECTOR ... PEG SEMINARIO ... ALSO VISITED CITY COUNCIL MEMBERS TO ARGUE THE ISSUE.

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-- IN PITTSBURGH, A COALITION OF ENGINEERS AND LOCAL LABOR GROUPS WILL SPONSOR AN INDOOR AIR QUALITY SYMPOSIUM ... AND WILL THEN PUSH FOR VENTILATION STANDARDS ... RATHER THAN THE WORKPLACE SMOKING RESTRICTIONS NOW BEFORE THE CITY COUNCIL.

-- SOME OF OUR BEST SUPPORT HAS COME FROM ED CARLOUGH ... PRESIDENT OF THE SHEET METAL WORKERS INTERNATIONAL UNION ...

TI DN 0015804

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I'D LIKE TO SHARE WITH YOU A  
VIDEOTAPE ... NOW IN WIDE USE  
BY LABOR GROUPS ... ACROSS THE  
U.S.

(Carlough/Gray videotape)

-- IN COOPERATION WITH THE  
ASSOCIATION OF UNION  
VENTILATION CONTRACTORS ... THE  
SHEET METAL WORKERS HAVE FORMED  
THE NATIONAL ENERGY MANAGEMENT  
INSTITUTE ... OR "NEMI" AS IT  
IS CALLED.

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JUST IN THE PAST FEW MONTHS ...

o ONE "NEMI" OFFICIAL ...  
WHO SAT ON A NATIONAL ACADEMY  
OF SCIENCES PANEL INVESTIGATING  
INDOOR AIR QUALITY ... INSISTED  
THAT ETS BE PLACED IN A  
REASONABLE CONTEXT. HE  
SUCCEEDED.

TI DN 0015806

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THAT REPORT ... WHICH IS CLEARLY THE BEST OF THE THREE RECENT NAS REPORTS DEALING WITH ETS ... HAS BEEN INCORPORATED IN OUR "TRUTH SQUAD" TOURS ... AND IS REGULARLY REFERRED TO BY GRAY ROBERTSON ... ALAN KATZENSTEIN AND OUR SPOKESMEN. STATE AND FEDERAL LOBBYISTS HAVE COPIES AND ARE USING IT IN CONJUNCTION WITH LEGISLATIVE BRIEFINGS.

THERE IS A COPY IN YOUR PACKET.

TI DN 0015807

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page 28

o "NEMI" OFFICIALS ... AS WELL AS OTHER FRIENDLY LABOR OFFICIALS AND GRAY ROBERTSON ... DEFENDED OUR INTERESTS AT THE RECENT POLICY FORUM ON INDOOR AIR ... SPONSORED BY THE EPA AND THE NATIONAL COUNCIL FOR CLEAN INDOOR AIR ... AND ATTENDED BY AN ARMY OF ANTI-SMOKERS.

o "NEMI" IS WORKING WITH T.I. STAFF ON A PROPOSAL FOR THE BEVERLY HILLS CITY COUNCIL ... THAT WILL REQUIRE LEVELS OF VENTILATION AS AN ALTERNATIVE TO THE SMOKING BAN.

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WE HAVE DEVELOPED ADS ... TO  
RUN IN RESTAURANT INDUSTRY  
MAGAZINES ... DESCRIBING THE  
DISASTROUS ECONOMIC EFFECTS OF  
THE BEVERLY HILLS SMOKING BAN  
... AND URGING RESTAURANT  
OWNERS TO INCREASE THEIR  
OPPOSITION TO NEW RESTRICTIONS.

WE WILL HAVE COPIES AT THE  
DECEMBER MEETING.

TI DN 0015809

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AND IN THE NEXT FEW WEEKS WE  
WILL HAVE THE RESULTS OF A  
SURVEY OF REGULAR RESTAURANT  
PATRONS ... DEMONSTRATING THAT  
SMOKERS WILL NOT PATRONIZE  
RESTAURANTS THAT TREAT THEM  
UNFAIRLY. THIS SURVEY WILL  
ALSO BE USED TO INCREASE  
RESTAURANT INDUSTRY SUPPORT.

o "NEMI" HAS NEARLY  
FINISHED TRAINING SOME 200  
UNION CONTRACTORS ... THROUGH  
ITS SEVEN REGIONAL OFFICES ...  
TO CONDUCT AIR QUALITY AUDITS  
... MUCH THE SAME AS THOSE  
CONDUCTED BY GRAY ROBERTSON.

THIS WORK WITH "NEMI"  
EFFECTIVELY CLONES GRAY ... AND  
MOVES US AHEAD VERY FAST.

o "NEMI" WILL ALSO PLAY A  
LARGE ROLE IN OUR PLANS FOR  
THIS YEAR'S GREAT AMERICAN  
SMOKEOUT.

BY INTRODUCTION ... THE CANCER  
SOCIETY USES THAT DAY TO  
ENCOURAGE SMOKERS TO QUIT. WE  
HAVE NEVER BEEN ABLE TO RESPOND  
DIRECTLY TO THAT MESSAGE.

TI DN 0015811

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LAST YEAR ... PHILIP MORRIS  
TOOK A LIGHTHEARTED APPROACH  
... BY APPEALING TO THE GREAT  
AMERICAN SMOKER ... AND DID AN  
EXCELLENT JOB OF DIVERTING  
ATTENTION AWAY FROM SOCIETY  
EFFORTS.

THIS YEAR ... WE WILL USE THE  
GREAT AMERICAN SMOKEOUT TO DRAW  
ATTENTION TO INDOOR AIR QUALITY  
... BY ISSUING "THE GREAT  
AMERICAN CHALLENGE."

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page 33

ABOUT A WEEK BEFORE NOVEMBER  
19 ... THIS YEAR'S SMOKEOUT ...  
THE INSTITUTE WILL CHALLENGE  
THE ACS TO TEST THE AIR  
BREATHED BY ITS STAFF,  
VOLUNTEERS AND VISITORS IN ANY  
OF ITS OFFICES OR FACILITIES IN  
THE U.S.

WE WILL OFFER TO PAY FOR THOSE  
INDOOR AIR AUDITS ... BUT WITH  
THREE CONDITIONS.

TI DN 0015813

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1. THAT THE CANCER SOCIETY USE UNION VENTILATION CONTRACTORS TO CONDUCT THE TESTS ... MEMBERS OF "NEMI."
  
2. THAT THE RESULTS BE MADE PUBLIC.
  
3. THAT THE ACS AGREE TO FOLLOW THE CONTRACTORS' RECOMMENDATIONS.

OUR RESEARCH SUGGESTS THAT THE ACS OFFICES ARE IN LESS EXPENSIVE FACILITIES ... LIKELY TO HAVE VENTILATION AND AIR QUALITY PROBLEMS. IT IS A FAIR BET THAT THE CONTRACTORS WILL NOT FIND MUCH CIGARETTE SMOKE IN ACS FACILITIES ...

THAT BEING THE CASE ... IT IS OUR PLAN TO HAVE LOCAL JOURNALISTS ... AND POSSIBLY SOME OF THEIR OWN BOARD MEMBERS ... PRESSURE THE SOCIETY INTO ACCEPTING OUR CHALLENGE IN SOME LOCATIONS.

WE WILL FOCUS ON MARKETS ...  
AND JOURNALISTS ... MOST  
RECENTLY VISITED BY GRAY  
ROBERTSON ... AND WILL BACK UP  
THE MEDIA WITH ADS IN NEW YORK  
AND WASHINGTON.

IF SOME CHAPTERS ACCEPT THE  
CHALLENGE ... WE WILL FOLLOW-UP  
WITH PUBLICITY FROM THE UNION  
CONTRACTORS.

IF NO CHAPTERS AGREE TO THE  
CHALLENGE ... WE WILL PROMOTE  
THAT FACT.

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IN ADDITION TO A BLITZ OF VIDEO  
... AUDIO ... AND PRINT PRESS  
PACKETS ... WE INTEND TO RUN  
THIS ADVERTISEMENT IN THE NEW  
YORK TIMES ... WASHINGTON POST  
AND USA TODAY ... THE DAY  
BEFORE THE SMOKEOUT.

(show ad)

WE LOOK FORWARD TO REPORTING  
THE RESULTS ...

THANK YOU.

TI DN 0015817

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