

**ISSUES**

Public Smoking

Taxes

Advertising :

Fire

September 19, 1986

MEMORANDUM

To: Peter Sparber  
From: Susan Stuntz, Jeff Ross, Lisa Osborne  
Re: Public Smoking Issue - August 1986 Report

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**Overview and Highlights**

Planning for and response to the National Academy of Sciences report on aircraft cabin air quality consumed some 50 percent of staff time during the month. Also on the federal level, several sessions were held on EPA and GSA issues.

Promotion of the ACVA indoor air quality findings met with initial success with media in Arizona and Colorado markets. More than 30 briefings were completed during the two three-day media tours. Similar tours are scheduled for twice a month through next April.

Staff also resumed corporate relations efforts, following a summer lull. Ten corporate and/or professional association briefings were completed during the month, including Hewlett-Packard, Kaiser Aluminum and Lockheed in California. On the restaurant front, follow-up meetings in New Jersey resulted in a commitment from the restaurant association there to cooperate in a "success story" article, and a commitment from TI to rejoin NJRA.

With two-thirds of the year gone, we already have met or exceeded most of our goals for the year. With 80 briefings on indoor air quality issues, we have more than doubled our goal of 30; we are more than 88 percent toward our goal of 120 corporate workplace briefings; we are 95 percent toward our goal of 20 workplace briefings before professional associations (that goal will be met in October, with a presentation at a Bureau of National Affairs seminar); we have exceeded our goal of 20 workplace briefings before labor and minority groups.

**In need of attention**

- Clearance of affirmative action paper for presentation to AAAA convention in early 1987.

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- . Planning for Great American Smokeout.
- . Follow up on interest in clean indoor air coalition.
- . Follow up on status of air quality briefing papers.

#### MONTHLY PROGRESS TOWARD PLANS

Strategy I: Position the industry as concerned about the broad issue of indoor air quality.

#### Reportable Items:

##### Goals:

1. Air quality briefing papers available for use by March 1986.
  - . Michaelson and Katzenstein papers both have been completed. Michaelson paper has been forwarded to scientists for review; Katzenstein also under review by IAPAG. Follow up needed.
2. Conduct at least 35 briefings on the broader issue.

Current count: 81

Most recent contacts: David Mudarri, EPA; government affairs directors of Delta, Pan Am. Robertson has briefed 30 print and broadcast journalists on ACVA findings; Katzenstein has completed 16 additional briefings.

##### Tactics:

1. Continue to oppose unnecessary legislation.
  - . Scientific witness testimony:
    - . Nothing new to report.
  - . Ventilation testimony:
    - . Nothing new to report.
  - . Ventilation building studies requested:
    - . American Federation of Government Employees -- 15 studies in progress.
    - . Jacobson has proposed studies in Iowa and South Dakota; we await further word from him on building identification.
    - . Scanlan is seeking a building in Suffolk County, N.Y., and in New York City.
    - . American Federation of Government Employees State Dept. local has asked for two studies.

- . Economic witness testimony
  - . No additional requests to date.
- . Economic impact studies underway:
  - . No additional requests to date.
- . Voter survey underway:
  - . New York City results received in draft form.
- . Solidify opposition to federal workplace smoking legislation:
  - . Oppose General Services Administration restriction rulemaking.
    - . We have filed a Freedom of Information request to obtain copies of comments; request filed 8/15. Follow up needed.
    - . Contact continues with AFGE to assess progress of negotiations with GSA.
    - . Follow up luncheon held with NAGE affiliate of SEIU re its comments.
    - . Stuntz assigned to review proposed revisions suggested by OPM and AFGE; recommend follow up strategy for federal relations.
- . Support as appropriate to federal relations re Scheuer/Ritter legislation.
  - . Vietnam veterans continue to visit members of the full Energy and Commerce Committee, to share their concerns about the legislation.
- . Follow up on reports that Repace is enjoying a rebirth at EPA, with new air and radiation leadership having a new interest in indoor air quality.
  - . Balter, Robertson, Stuntz and Millman met with D. Muddari (EPA indoor air quality program coordinator) 8/27. Millman, Stuntz to hold follow up meeting in September-Oct.
  - . Robertson has provided materials requested by Mudarri.
  - . Sparber, Stuntz met with Lewis, Wiedemeier re EPA strategy 8/22. Stuntz followed up with memo re organization, players at EPA.
- . Respond to NAS cabin air quality report.
  - . Sparber, Stuntz, Staph, Lyons met 8/6 to discuss strategy to respond to anticipated ban recommendation; follow up meeting with SDC, Lewis.
  - . Stuntz, Forscey, BC&T coordinated activity vis a vis flight attendant unions; TWU and Teamsters released

statements opposing recommendation to ban.

- . Stuntz, Lyons, Hope and Gerchick coordinated DoT, ATA coalition efforts.
- . Staph coordinated TI press activities.
- . Attend and report on TI, NAS media events.
- . Follow up assignments include continuing contact with ATA, unions, DoT; assessment of report from a scientific and labor perspective; preparation of background documents.

2. Prepare and publish indoor air quality position papers.

- . As reported above, all papers submitted to the 1/29 NAS hearing have been submitted for publication. Awaiting word from IAPAG as to where the articles have been submitted.
- . Katzenstein will identify semi-technical publications as potential recipients of position papers. 25 have been identified; as they have run no articles on ETS in the last 2 years, Katzenstein will focus attention instead on indoor air quality; he is responding to articles as they appear.
- . IAPAG scientists will draft outline for response to expected Surgeon General's report on "involuntary smoking." Michaelson expects first draft to be completed by early fall.

3. Brief labor and industry personnel on the issue.

- . ETS symposia scheduled for June has been cancelled. Schwartz to submit proposal for reconstituted seminar. Last word had a new seminar scheduled for March - April, 1987.
- . O&M has been quietly contacting environmental and building organizations to assess interest in indoor air quality issues. NAS committee on building air quality wants to hear a Robertson presentation; similar interest by architects and building preservation orgs. Follow up is needed.
- . TI wrote Air Transport Assn. 8/12 proposing

a joint ATA-TI study of cabin air quality.  
No word as of 9/15.

- . Katzenstein media tours completed in Detroit, Indianapolis, Dayton. He prepared an assessment of the Califano Committee report, at B. Buckley's request. No word as to use. Katzenstein also has completed and cleared an assessment of the NAS cabin air quality report.
- . Katzenstein letters have been prepared and mailed to U.S. News & World Report and Kansas City Star. Dayton Daily News has asked him for a 500-word op-ed piece. Wall Street Journal has an editorial completed and awaiting appropriate time to run.
- . Robertson has completed media tours in Arizona and Colorado, including 30 briefings of print and broadcast media. Fleishman-Hillard to provide all clips, selected broadcasts in early September.

**Strategy II:** Work with human resource professionals and private industry to increase awareness of TI's workplace smoking program.

**Reportable Items:**

**Goals:**

1. Complete at least 120 workplace smoking issue briefings.

Current count: 107.

Most recent contacts: Cushman & Wakefield, Hewlett-Packard, Lockheed Corp., Signal Companies, Kaiser Aluminum.

2. Make workplace presentations before 20 professional associations.

Current count: 19.

Most recent contacts: California Manufacturers Assn., California Hispanic Chamber of Commerce, Latino Peace Officers Assn., Mexican American Correctional Assn., American G.I. Forum.

3. Respond to all requests for assistance.

Current count: 356.

Tactics:

1. All resources available for use by 1/1/86.
  - . Completed.
2. Organize teams of experts to conduct briefings.
  - . Osborne is handling workplace follow-up calls now, and is in training to back up Ross on briefings.
3. Introduce new resources.
  - . Vaughn and Ross are contacting prospective companies for smoking policy development case studies. Will approach business journals to determine interest; formal proposal will be submitted after initial feedback.
  - . Ross met w/ Solmon re Hoel Committee proposal to review cost/absenteeism literature. We await instructions from Spears.
  - . Stuntz to check with Shook, Hardy & Bacon re availability of Heimstra to write on productivity.
  - . Economic consultants have submitted eight proposals to study various aspects of "social costs" issues. Comments have gone to WK.
  - . Affirmative Action position paper has been shortened drastically. Fox has met and discussed with Ethridge (6/23) and AAAA (7/11). C&B clearance still required. Ross is coordinating.
  - . Materials for workplace "kit" for organized labor have been cleared by counsel; design concept approved. BC&T has begun follow up with organized labor to garner sponsorship. Carpenters have signed off; meetings continue with professional employee unions, CWA, AFL-CIO OSHA department.
  - . Public smoking topic sheets. Drafts need to be reviewed and revised; revisions had been deleted from 1985 budget. Will be completed in 1986.

- . Popular version of "Cigarette Smoke and the Nonsmoker." Katzenstein draft not appropriate as a "pop" version. Staff will review for possible other uses. In the meantime, we must begin anew work on the "pop" version.
  - . We have begun review of the "Some Considerations" workplace kit for possible revision, addition, deletion, once current supply is exhausted. New material/kits to be prepared by year's end.
4. Select opportunities for briefings.
- . Briefing completed 8/5 with Cushman & Wakefield, Lyndhurst, N.J. Follow up is continuing.
  - . Chase Manhattan Bank, Long Island Railroad and Colorado Public Service Commission member have asked for briefings. All will be scheduled in by year's end.
  - . Briefings completed in California week of 8/18. Companies include Lockheed, Signal Corp., Cal. Chamber of Commerce, Kaiser Aluminum.
  - . Utilize consultant/lobbyist client lists. PR workplace consultants have been asked to assist with introductions. Where feasible, they will do so.
    - . Fox, Vaughn are arranging workplace briefings with their clients in conjunction with media relations tours. Ross is coordinating.
  - . Seek contacts from member company supplier and subsidiary lists. No progress to date.
  - . Direct mail promotion of TI assistance. Second wave of mailings to 86 Fortune 1000 companies completed in late June. Follow up is on schedule. Next mailing, to defense contractors who may be reacting to DoD smoking policies, will take place in September.
  - . Follow up on all requests for assistance.
    - . Staff responded to 33 requests for workplace assistance in August. Of these, 10 resulted in detailed briefings.



- . We continued our follow-up with ITT Communications. That smoking committee has recommended a reasonable policy that accommodates smokers and nonsmokers.
- . Work through field staff and lobbyists to identify speaking forums.
  - . Dennis Dyer (Region I vice president) has tentatively identified the North Shore Chamber of Commerce, Springfield, Mass. We await word from him.
  - . Dyer also has proposed the New England Regional Council. We are waiting for Dyer to reschedule.
  - . Bill Trisler (Region III) arranged meeting with Michigan Chamber of Commerce. We have asked him to assist with follow up as well.
  - . Meeting with Ill. chamber lobbyists completed 9/9. They will follow up with a meeting with the chamber.
- 5. Incorporate "success stories" into future briefings.
  - . Success stories will be part of "how to" kit discussed above.

**Strategy III:** Encourage responsible corporate decision making with regard to smoking restrictions.

**Reportable Items:**

**Goals:**

See Strategy II.

**Tactics:**

1. Follow up with field staff on use of "fair" policies.

**Workplace**

- . New Hampshire booklet on hold pending discussion w/ Dyer.
- . Meeting w/ Vermont chamber of commerce scheduled for 9/22. Booklet to be finalized then.
- . Michigan chamber okayed design and draft copy 9/10. Next draft due 10/15.
- . Ill. chamber has asked to see draft copy

by 9/22.

### Restaurant

- . Meeting w/ Mass. Rest. Assn. scheduled for 9/25.
  - . Morris has asked for opinion, economic studies on smoking restrictions for Memphis Restaurant Assn. Osborne has obtained needed materials from NRA; we await go-ahead and receipt of additional information from the restaurant assn.
2. Aggressively promote implementation of fair policies in appropriate areas.

### Workplace

- . Vermont is now on track; New Hampshire remains on hold.
- . Michigan is on track and will be finalized by 10/15.
- . Meeting with Ill. lobbyists held 9/9. They will approach the chamber and schedule a follow up meeting.

### Restaurants

- . Materials have been provided to the Louisiana Restaurant Assn. We are following up to determine member response. La. Hotel and Motel Assn. also has received customized materials.
  - . Delaware meeting on hold until progress is made in Illinois.
  - . Florida meeting cancelled until state assn. trade show is over; will follow up in mid-October.
  - . Additional material given to Ill. Restaurant Assn. They will consider the program during Nov. board meeting.
  - . Received commitment from N.J. Restaurant Assn. to assist in follow up and publicity for its fair policy program. Meeting held 8/5; we will follow up after September assn. trade show.
  - . Osborne met w/ Washington state licensed beverage assn. and Oregon Restaurant Assn. Program implementation scheduled for mid-Sept.
  - . Field staff is helping us follow up with contact at Red Lobster.
  - . Continued meetings with National Restaurant Assn.
3. Refer to these "fair" policies as examples of

responsible corporate decision making in  
TI-prepared articles.

. No progress on TI materials. Legislative  
opposition to any restrictions makes such  
reference difficult.

4. Encourage officials of organizations adopting such  
policies to oppose legislated restrictions.

No new progress to report.

5. TI spokesmen will identify opportunities to address  
business organizations during regularly scheduled  
media relations visits.

No progress to date.

6. Institute spokesmen may assist in implementation of  
voluntary restaurant program.

No progress to date.

**Strategy IV:** Establish a broader political and  
professional relationship with organizations and  
individuals affected by restrictions.

**Reportable Items:**

**Goals:**

1. Obtain statements opposing smoking restrictions  
from labor, Hispanic, veterans and affirmative  
action groups.

. No new progress to report.

2. Appear on conference programs.

. Alex King has arranged a presentation  
on smoking in the workplace at the Washington  
State AFL-CIO meeting in October. Forscey,  
Wilhelm, Robertson to be invited.

3. Brief at least 20 officials from these  
organizations.

Current count: 24.

Most recent contacts: Cal. Hispanic Chamber of  
Commerce, Latino Peace Officers Assn., Mexican  
American Correctional Assn.; American G.I. Forum

**Tactics:**

1. Commission position papers that describe attitudes toward smoking restrictions.
  - . Affirmative action position paper was reviewed with AAAA board of directors March 11. "Final" draft has been shortened dramatically; has been reviewed with Ethridge and AAAA. Now must go to C&B. Ross is coordinating.
  - . Labor law article on smoking restrictions has been given to Forscey for review and rewrite. Again, no longer a priority given workload on federal issues.
2. Obtain and publicize statements opposing smoking restriction legislation.
  - . Gerchick arranged 8/22 meeting between Stuntz and director of national capital area ACLU. They are interested in cooperative efforts re hiring bans. Follow up needed.
  - . Philip Morris has asked for a briefing on extent of smoker hiring bans nationwide. Guy Smith to set date.
3. Maintain and improve relations with appropriate organizations.
  - . Osborne, Stuntz are establishing relations with women's and minority organizations re smoking restrictions. Activity is noted in coalition report.
4. Conduct individual briefings on issue for conference planners.
  - . See AAAA plans above.

**Unplanned Items:**

**Strategy I, Tactic 1.**

- . Smoking restrictions as a deterrent to economic development.

**Strategy II, Tactic 2.**

- . Response to Surgeon General 1986 report

on "involuntary smoking."

- . Response to draft OTA report on smoking in the workplace.
- . GSA response initiative.

Strategy II, Tactic 3.

- . Workplace "kit" for distribution by labor management committee.

Completed in 1986:

Strategy I:

- . Technical air quality briefing papers (by IAPAG group.)
- . Testimony before NAS "passive smoking" committee.
- . Ventilation Studies:
  - . Madison Building, Detroit, Mich.
  - . Redmond, Wash.
- . Economic impact studies:
  - . Indiana
  - . Michigan
  - . New York State
  - . New Hampshire
  - . Vermont
  - . New York City
  - . Massachusetts
  - . Scheuer and Ritter bills
  - . GSA rulemaking
- . Economic witness testimony:
  - . Michigan
  - . New Hampshire
  - . New York City
  - . Scheuer/Ritter hearing
  - . 21 letters to GSA
- . Voter Survey:
  - . New England
- . Organized Labor Assistance
  - . Ga. AFL-CIO was asked to attend Atlanta conference on smoking or health. Staff was not available to attend.
  - . New York State
  - . New York City
  - . Scheuer, Ritter bills
  - . GSA rulemaking
- . Draft TI comments for OTA report on smoking

in the workplace, coordinate submission of consultant comments, review and draft reaction to final report.

GSA Rulemaking

- . Stuntz, Ross, Osborne letters to GSA.
- . Letters from 36 friends produced.
- . AFGE comments, economic impact study.
- . Coordinate Tollison meeting with Helms, Dole, Jim Miller.
- . Review and edit draft TI comments.
- . Review comments for IAM submission.
- . Review draft comments for PED submission.
- . Review economic, ventilation, scientific comments.

Scheuer/Ritter legislation.

- . Draft and/or review testimony for IAPAG, Robertson, Tollison, Burch, Solmon, Lewis, PED, AFGE.
- . Coordinate witness preparation for 6/12 and 6/27 hearings.
- . Coordinate testimony for friendly congressmen.
- . Draft questions for friendly and unfriendly witnesses.
- . Arrange and attend briefing with Robertson and Bliley staff.
- . Follow up questions for Bliley transmittal to Repace.

Report to WK on "Americans United for a Smoke-Free Environment."

Meeting with Air Transport Assn. and RJR scientists 6/11.

Meeting w/ Delta, Pan Am government affairs directors re Bates, Hatch legislation.

Report to C&B re Johnson & Johnson wellness program.

Katzenstein media briefings in Portland, New Orleans and Baton Rouge.

Strategy II:

. Have met 98 percent of year's goal of briefings.

Materials:

- . ACVA op-ed pieces and letters to the editor.
- . Employee Relations Law Journal article published and distributed.

. Assisted John Rupp w/ his May 2 presentation to Council of State Governments.

. Drafted remarks, q&a material for Arthur

Stevens presentation to Pace Univ. law students.

- . Tobacco College presentations.
- . Assistance to Bureau of National Affairs in development of its workplace smoking issue book.
- . Identification of companies to be targeted for initial promotional mailing.
- . Identification of Fortune 1000 companies in state activities priority states.
- . Mailing and follow up to 231 Fortune 1000 companies.
- . Consultants have shared N.J. and Fla. chamber workplace booklets with clients in those states.
- . Assistance to Ron Saldana in identification of a speaker on legal issues regarding smoking in the workplace for Orange County, Cal., Chamber of Commerce.

Strategy III:

- . Article for NJBIA in New Jersey Business magazine, describing employer responsibilities under new N.J. workplace law.
- . Booklets for N.J. and Fla. employers outlining responsibilities under workplace laws.
- . Comments re N.J. Dept. of Health guidelines on N.J. workplace law.
- . N.J. Restaurant Assn. mailing.
- . Louisiana Hotel and Motel Assn., and Restaurant Assn. mailings.
- . Arby's Roast Beef Restaurant mailings.
- . American Food & Wine Institute reception.
- . RJR-Ogburn briefing on restaurant program.
- . Briefing for Jim Peters, president of Responsible Hospitality Institute.
- . Letter critiquing 11/85 American Chamber of

Commerce article on smoking restrictions  
mailed 1/16/86 over WK signature. Published  
3/86.

- . Maine Chamber of Commerce brochure.
- . Article for Maine Today.

Strategy IV:

- . VFW has passed a resolution opposing public  
smoking restrictions.
- . AFL-CIO executive committee has passed a  
resolution opposing smoker hiring bans and  
legislated workplace smoking restrictions.
- . AFGE on record as opposing workplace  
restrictions.
- . LULAC executive council resolution opposing  
workplace smoking restrictions.



Cost Center Name Public Smoking No. 1309 Prepared by Susan Stuntz

**Variance Analysis of Budget vs Actual Expenditures**

For 8 Month Period Ending 8/31/86

	-----Year to Date-----			Projected Variance at Year End (000)
	Actual (000)	Budget (000)	Amount Over<Under> Budget (000)	
<u>4800/Books &amp; Subscriptions:</u> Unplanned expenses.	\$*	\$0	\$*	\$*
<u>5000/Office Supplies:</u> Unplanned expenses.	*	0	*	**
<u>5200/Repro, Print &amp; Draft:</u> Reprint of workplace kit delayed until year's end.	33,120	110,000	(76,880)	(45,000)
<u>5400/Other Office Expense:</u> Unanticipated expenses in connection with federal hearings.	2,653	0	2,653	3,000
<u>6200/Advertising:</u> Unanticipated expenses in connection with New York City efforts.	5,320	0	5,320	10,000
<u>7300/Professional Fees:</u> Delayed billings; unanticipated expenses in connection with federal, New York City initiatives.	618,653	656,000	(37,347)	150,000
<u>7500/Support Tob &amp; Other Orgs:</u> Slow demand for workplace, restaurant programs; no progress with air quality seminar.	41,936	230,000	(188,064)	(85,000)
<b>OTHER</b>				
<b>TOTALS</b>	<u>\$702,570</u>	<u>\$996,000</u>	<u>\$(293,430)</u>	<u>\$134,000</u>

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