

COMMUNICATIONS EFFORTS

MARCH 1989

Media Tours by Consultants

- o Gray Robertson conducted a media tour in Chicago and Springfield. Reports and available media coverage from the tour are enclosed.

Also, as a result of the People article, Robertson conducted interviews with KMOX-AM (St. Louis), New Woman, Business Age and Business and Health.

- o "Truth Squad" media tours, discussing ETS and indoor air quality, took Dr. David Weeks to Las Vegas and Reno, and Jack Peterson to Portland and Eugene. Reports and transcripts are enclosed.
- o Media tours on the "social costs" of smoking by consulting Professors Tollison and Wagner were conducted in Springfield, Lexington and Cincinnati. Reports and transcripts are enclosed.

Third Party and Allied Activities

- o The Safe Workplace Air Coalition (SWAC), formed by the American Federation of Government Employees and the National Energy Management Institute, held a conference in Washington, D.C. to focus on indoor air quality in federal and D.C. government buildings. More than 125 union representatives participated in the conference, featuring ACVA's Simon Turner and other indoor air quality and legal experts.

More than two dozen news organizations, including AP, UPI and the Washington Post covered SWAC's news conference the next day when union officials released a survey of worker complaints about workplace air, and criticized the General Services Administration for dealing with the symptoms -- by banning smoking -- instead of the problem. Enclosed you will find the press kit and clippings.

- o The American Civil Liberties Union and the Washington Legal Foundation were jointly featured at a Freedom to Advertise Coalition press conference one hour in advance of Rep. Mike Synar's news conference to introduce his Children's Health Protection Act. The occasion marked an historic first -- the only time the two civil liberties groups had ever worked together on a legislative issue. Press materials and clips, including an article from Synar's home town of Oklahoma City concluding that the sponsor was upstaged, are attached.

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- o A three-page critique of the new Synar content control bill, written by Barry Lynn of the ACLU, was mailed by the Washington Legal Foundation to its list of 2,000 influentials in the media, the White House, the administration and Congress, as well as CEOs and general counsel of Fortune 500 firms and federal and state judges. A copy is attached.
- o The California State Firemen's Association, the Iowa Firemen's Association, and the Wisconsin Fire Chiefs' Association have endorsed H.R. 673, the "Fire-Safe Cigarette Implementation Act of 1989," sponsored by Congressmen Boucher and Bliley.
- o The International Association of Black Professional Fire Fighters also endorsed the Boucher/Bliley bill, and has written to members of the Congressional Black Caucus urging them to cosponsor the bill.
- o The National Volunteer Fire Council, with assistance from TI's Fire Safety Education Program, has launched its "Safe Passage" campaign. "Safe Passage," a public relations campaign to increase safe travel in emergencies, emphasizes the shared responsibility of the fire service and the general public in reducing emergency vehicle deaths and injuries. The "Safe Passage" kits, one of which is enclosed with this report, have been mailed to more than 5,000 volunteer fire departments across the country.
- o TI staff and consultants presented a workshop on the Institute's Fire Safety Education Program at an International Society of Fire Service Instructors conference in Cincinnati.
- o Labor Management Committee representatives discussed indoor air quality issues with participants at the Coalition of Labor Union Women (CLUW) National Executive Board meeting in Las Vegas. The Board meeting was attended by approximately 300 delegates representing 50 to 60 international unions. LMC representatives also conducted presentations at the Sheet Metal Workers International Association western regional meeting in Las Vegas and at a meeting of the New Bedford Fall River Building Trades Council.
- o The National Energy Management Institute (NEMI) conducted indoor air quality technician training seminars in Oakland and Kansas City to educate NEMI certified technicians on the causes of and solutions to sick building syndrome.

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Legal Briefings

- o Two new law review articles written by TI consultants (copies enclosed) have appeared:
 - In the California Western Law Review, John C. Fox and Bernadette M. Davison of Pillsbury, Madison & Sutro published "Smoking in the Workplace: Accommodating Diversity." The article concludes that "Employers have an obligation to accommodate the competing interests of smoking and nonsmoking employees."
 - In Employee Relations Law Journal's winter edition, Dennis H. Vaughn of Paul, Hastings, Janofsky & Walker published "Smoking in the Workplace: A Management Perspective." Mr. Vaughn's article concludes that "Employers, in short, face a range of options for addressing smoking the workplace. Awareness of these options, combined with a willingness to work with employees to accommodate the wishes of both smokers and nonsmokers, will permit employers to choose the approach most suited to their particular needs and circumstances."

These law review articles are being sent to officers of the Fortune 1000 and to trade association executives. Staff is pursuing other opportunities for promotion.

Hospitality Program

- o Institute staff participated in four hospitality trade shows: the D.C. Metro Restaurant Association, the North Carolina Food Service Exposition, the Indiana Restaurant Association and the Milwaukee Restaurant Association.
- o In addition to distribution through trade show exhibits, almost 4,000 Great American Welcome kits were distributed through mailings to the Mississippi and Milwaukee Restaurant Associations.

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Speeches, Briefings and Other Activity

- o Rep. Tom Luken's home town paper, the Cincinnati Enquirer, editorialized against his proposed content control bill. "There is positive danger," the editorial states, "in any level of government's appointing itself the infallible guardian of the public's voluntary conduct and imposing draconian rules to assure compliance with its dictates, particularly when they are aimed at legal products in the marketplace." A copy of the editorial is enclosed.

Other columns opposing the advertising proposals also appeared. Enclosed you will find columns by Steven Dow, associate professor of business law, published in the Lansing State Journal and from Jonathan Macey, law professor at Cornell University published in the Press & Sun Bulletin (Binghamton, NY).

- o Newspaper ads by Americans for Nonsmokers Rights in the Washington Times urging Drug Czar Bill Bennett to fight the "Number One Drug Abuse Problem -- Tobacco" prompted the New York Post and syndicated columnist Richard Cohen to editorialize against this push. Copies of these articles are enclosed.
- o Senators Lautenberg and Hatch's press conference with Surgeon General Koop announcing their proposed smoking ban on all domestic airline flights resulted in a number of stories, including opposing guest columns in USA Today. Other media attention was predominantly from the Senators' home states. A sampling is enclosed.
- o A bill protecting smokers from hiring discrimination in Maryland received considerable media attention in the area. Press clips are enclosed.
- o This month, TI speakers conducted 153 media interviews, filled 295 requests for information from the public and the media, and made media relations contact with nearly 70 reporters and editors.
- o Also enclosed are other news clips and Tobacco Institute letters to the editor for your information.

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