

11-Aug-88

VIA ELECTRONIC MAIL

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MEMORANDUM

TO: Walter Woodson  
FROM: Michael Brozek  
Dan Nelson  
RE: Comprehensive Public Smoking Program/Public Affairs  
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Walter, the following information is in response to your memo of July 29, 1988 concerning Public Affairs' initiatives on the indoor air quality issue.

ACVA:

Gray Robertson's company is one resource that Region IV is willing to use any time it is available. In the past, ACVA personnel have been very helpful in media presentations as well as providing effective one on one discussions with legislators.

Our efforts to improve the working relationship with organized labor in Minnesota and Wisconsin will depend heavily on our ability to make the resources of ACVA available to labor leaders. Currently, we are making tentative arrangements with Wes Lane of the Minnesota Teamsters to have an ACVA representative make a presentation at one or more Teamster meetings. As soon as a labor consultant is brought on board in Wisconsin, Region IV staff will initiate an orientation for key labor groups in Wisconsin.

Notwithstanding scheduling efficiency and productivity, we will notify TI headquarters as early as possible when we are in need of indoor air specialists. Unfortunately, we often do not receive adequate notice when an expert will be needed in a committee hearing setting.

BESTYPE:

We are anxious to see more specific information about Bestype's program. Upon initial review of what Bestype has to offer, indications appear that they will attempt direct contact with management personnel of private businesses. In this light, we would request that Bestype be made available in Iowa and Nebraska. These two states currently have state wide smoking restrictions. However, it seems that some businesses have been going beyond

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what is called for in statute. If Bestype can influence business managers to implement workable and fair policies, they would accomplish two functions: 1) change business management attitudes toward restrictive smoking policies, and 2) lessen the support for more restrictive smoking policies imposed by stricter state law.

HOSPITALITY PROGRAM:

Region IV is cooperating with TI Public Affairs staff in their pilot phase of the Great American Welcome program. It is our understanding that all hospitality businesses participating in the Great American Welcome will get the Open Door to Hospitality brochure as part of the ongoing hospitality industry program.

We encourage the buying of advertisements for the Open Door program for trade groups that may not participate in the Welcome program. Any purchase of advertisements makes a positive contribution to a trade association's bottom line. Contributions of this type enhance our ability to recruit allies.

TI RESTAURANT ADS:

We view an accelerated buy of advertisements in trade magazines the same way as the aforementioned hospitality program. Purchasing ads is good policy.

JOHN FOX SEMINARS:

? Region IV is not listed in the initial target list. However, we would be interested in bringing John Fox to the region sometime in November either in Minneapolis or Milwaukee. Let's please discuss the feasibility of this.

MFB:DCN:jmr

cc: George Minshaw  
Paul Emrick

*Brennan,*

*Maybe we can squeeze  
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