

FEDERAL ACTIVITIES 1980

1980 DEPARTMENTAL GOALS AND OBJECTIVES

GOAL I Increase Access to Congressional Offices

Background: All members of TI's Federal Relations staff have substantial contacts at present. With high turnover rates in Congress, it is essential to maintain those contacts with incumbents and to develop new ones with entering freshmen Congressmen. Since incumbents have seniority in committee assignment, our first priority is in maintaining present contacts.

Objectives

- 1) To increase TOPPAC support of deserving incumbents.
- 2) To seek out and make effective use of political, professional, business and social opportunities which expand and enhance our contacts.
- 3) To provide staff assistance and industry support on a wide variety of legislative and political activities.
- 4) To encourage member company and allied industry support of Congressional activity.
- 5) To increase distribution of timely and meaningful communications to Congress.

Comment: While we do not intend to set specific quotas for contacts made on The Hill, we have established a consolidated contact book in which we have cross-indexed Federal Relations staff by their Hill contacts ranked in order of ease of access. This is constantly updated and serves as an index of accomplishment of this objective. (See Attachment A)

GOAL II Improve Working Relations With Tobacco Industry Organizations

Background: The various tobacco allied organizations have worked in the past most closely with companies and specific members of TI staff on an ad hoc basis in matters concerned with agriculture or export. These contacts should be mobilized and coordinated with the Federal Relations Department for use in national legislative efforts.

Objectives

- 1) To develop a regular schedule of meetings with them.
- 2) To convene joint meetings for special situations to meet legislative and political needs.

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- 3) To integrate in our Congressional Inventory their Hill contacts and to use them in lobbying support as needed.
- 4) To solicit our participation and attendance at their conventions and/or board meetings.

GOAL III Strengthen Relationship With Executive Branch
White House, Departments & Agencies

Background: The task is similar to working with Congress, but more difficult and sensitive, because campaign contributions are not a factor and access to agencies is limited by ex parte restrictions. The key to success is being on the scene, being where the action and government actors are.

Objectives

- 1) To participate actively or as observers in key events involving Administration officials including: legislative and regulatory hearings; advisory committee meetings; scientific, professional and business meetings and seminars.
- 2) To participate actively or as observers in party political conventions and meetings on the national, state and local levels.
- 3) To seek opportunities to join in lobbying efforts in support of Administration legislative or political goals.
- 4) To make greater use of outside legal and legislative counsel in providing regular coverage of key executive branch agencies.
- 5) To coordinate the information gathering resources of the Institute in monitoring the activities of the Executive Branch, departments and agencies.

GOAL IV Develop Coalitions With Non-Tobacco Congressional Staff

Background: Success depends on our ability to analyze issues, identify mutual interests, develop credible mutual positions and follow through with effective lobbying support. Examples: (a) working with a broad coalition of business, mayors, and labor in support of federal aid to cities; this alliance expanded our contacts with the New York delegation and the black caucuses, (b) joint cooperation in defense of agricultural price supports; this strengthened our ties with the entire farm bloc, (c) defending our industry against incrimination from the asbestos industry, the chemical industry, uranium mining, and certain insurance companies; this extends our contacts to labor, consumer and environmentalist members.

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Objectives

- 1) To analyze current legislative and regulatory trends, as well as emerging government policy in order to seek out issues having mutual impact on tobacco and other interests.
- 2) To develop and maintain contact with potentially allied groups, and to provide staff members and new constituent groups assistance, scientific and legal back-up, and industry support.
- 3) To encourage company support to these non-tobacco members directly or via subsidiary companies and allied industries.
- 4) To provide TOPPAC support.

GOAL V Improve TI Political Effectiveness Via TOPPAC, TAN, Industry-Wide Political Action

Background: Achievement of this goal is contingent upon securing the full faith and understanding of our member companies. The industry must reach agreement on those issues of importance and then arrive at a viable position that will effectively accomplish its political action goals. Similar attention to issues and support of positions must be achieved within the Institute.

Objectives

- 1) To fund TOPPAC at the highest attainable level.
- 2) To utilize TAN as required, as an effective lobbying tool for Federal legislative and regulatory purposes. (TAN coordinator contacts are already included in our Congressional Inventory.)
- 3) To work more closely with company political staff.
- 4) To play a timely and effective role through participation in industry and institute committees which have political policy implications.

PRIMARY ISSUES

- 1) Cigarette taxation: increase in present 8¢ excise tax, and also uniform excise tax in response to high health costs or smuggling.
- 2) Industry attacks on tobacco; e.g., asbestos, chemicals, life insurance, self-extinguishing cigarettes.
- 3) Teenage smoking, which involves action against tobacco.
- 4) Health promotion and disease prevention, an approach which is targeted at smoking.

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- 5) Agriculture: supports, exports, prices.
- 6) Congressional attacks on industry advertising practices and sampling.
- 7) Agency (FTC-CAB) actions against the industry.

MAJOR PROJECTS

- 1) Scheduled visits to Hill offices to "sell" publications and TI support services as well as regular working meetings with Hill staff.
- 2) Establishment of "golden leaf" award for outstanding pro-tobacco members of congress.
- 3) Working TAN organization into national legislative plans.
- 4) Coordinate relationship with member companies' corporate public affairs and Washington offices.
- 5) Expanded program of monitoring and contacting Executive Branch.
- 6) Interfacing with TI computer system.

LEGISLATION

(a) ACTUAL

See Attachment B.

(b) POSSIBLE

- Workers compensation reform including asbestos bills
- Uniform cigarette excise tax and other bootlegging controls
- Price support--"Food for Peace", alternative price supports
- International controls on exports of tobacco and tobacco products as to health notice
- Multi-national regulations
- Repeal of McCarran-Ferguson Act--federalizing insurance regulation
- Corporate responsibility and hazardous materials bills
- Regulation of cigarette additives for health & safety purposes (e.g., fire)
- Attempt to redefine tobacco as a drug and smoking as addictive behavior

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MEMBER OF CONGRESS ARMSTRONG, WILLIAM L. (R) STATE AND DISTRICT Colorado

COMMITTEES AND RANK: Banking, Housing & Urban Affairs 4, Budget 4, Labor & Human Resources 5

FED. REL. CONTACT

OTHER TI CONTACT

COMPANY CONTACT

A. Jack Mills Judy Brunelli TAN

Fred Panzer John Patterson TI lobbyist

B. Bill Hecht - B

Marlow Cook - A

C. Dave Henderson

CONTACT WITH STAFF (GIVE STAFFERS NAME AND TITLE)

A. Staffers name, title, Rating - name of TI contact

B. _____

C. _____

MEMBER COMPANY PLANT LOCATION IN DISTRICT OR STATE:

GENERAL COMMENTS:

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*Additional
Committee
information*

- SEN. WILLIAM L. ARMSTRONG IR CO
- Committee on Banking, Housing, and Urban Affairs
- Subcommittee on Consumer Affairs
- Subcommittee on Financial Institutions
- Subcommittee on International Finance
- Committee on the Budget
- Committee on Labor & Human Resources
- Subcommittee on Aging
- Subcommittee on Child & Human Development
- Subcommittee on Employment, Poverty & Migratory Labor

POSITION ON TOBACCO Determined by Govt. Relations Staff

ATTACHMENT A