

*L- Today
Copy: GM/BC/PS
FYI from Savarese.
WW 10/5*

MEMORANDUM

TO: Jeff Ross
Walter Woodson

FROM: Ogilvy & Mather
Savarese and Associates

October 5, 1988

=====**CONFIDENTIAL**=====

THIS DOCUMENT IS SUBJECT TO A COURT ORDER AND THIS DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER

The following are some brief thoughts on which of our public smoking projects might be utilized in State Activities' targeted states and cities. We are ready to discuss any of these ideas with you in more depth and to follow-up on them at your direction.

LABOR IAQ PROGRAM

We can be most helpful in areas targeted for ventilation work through our labor IAQ program. In our labor IAQ work, we will be able to be of help in areas where TI has a labor lobbyist on board or where the TI lobbyist or field staff has an established relationship with the AFL-CIO.

Specific activities that we have been able to provide in the past include the presentation of indoor air quality seminars to labor groups, the presentation of testimony on smoking restriction/indoor air quality legislation and letters to elected officials.

A brief summary of the resources we have available in the list of target locations include:

- Massachusetts -- Massachusetts has the most sophisticated labor coalition program of any state already in place. It has all the necessary elements for success -- a local labor consultant, a committed TI regional vice-president, and a receptive State Federation. We will continue to work through these established channels on any labor IAQ projects.
- Maryland -- Through BC&T, we have limited contact with the State Federation legislative director. Tom Donahue has addressed the AFL-CIO lobbyists in the state. Jim Savarese

TI DN 0010058

*L- Today
Copy: GM/BC/PS
FYI from Savarese.
WW 10/5*

MEMORANDUM

TO: Jeff Ross
Walter Woodson

FROM: Ogilvy & Mather
Savarese and Associates

October 5, 1988

CONFIDENTIAL

THIS DOCUMENT IS SUBJECT TO A COURT ORDER AND THIS DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER

The following are some brief thoughts on which of our public smoking projects might be utilized in State Activities' targeted states and cities. We are ready to discuss any of these ideas with you in more depth and to follow-up on them at your direction.

LABOR IAQ PROGRAM

We can be most helpful in areas targeted for ventilation work through our labor IAQ program. In our labor IAQ work, we will be able to be of help in areas where TI has a labor lobbyist on board or where the TI lobbyist or field staff has an established relationship with the AFL-CIO.

Specific activities that we have been able to provide in the past include the presentation of indoor air quality seminars to labor groups, the presentation of testimony on smoking restriction/indoor air quality legislation and letters to elected officials.

A brief summary of the resources we have available in the list of target locations include:

- Massachusetts -- Massachusetts has the most sophisticated labor coalition program of any state already in place. It has all the necessary elements for success -- a local labor consultant, a committed TI regional vice-president, and a receptive State Federation. We will continue to work through these established channels on any labor IAQ projects.
- Maryland -- Through BC&T, we have limited contact with the State Federation legislative director. Tom Donahue has addressed the AFL-CIO lobbyists in the state. Jim Savarese

TI DN 0010058

has a relationship with the head of the Maryland Classified Employee Association.

- Washington -- TI is hiring a labor lobbyist here. Tom has provided a briefing to the President of the State Federation. AFSCME and Machinists are the two dominant unions and we have established relationships with each.
- Lorain, Ohio -- Industrial unions and public employee unions are strong in the state. We have relationships with the Steelworkers and AFSCME. David Wilhelm and Harry Kaiser have personal and professional contacts in Ohio.
- Pittsburgh, PA -- The Vice-President of the Central Labor Council is a BC&T member and has testified before the City Council on our legislation in the past. The Steelworkers are headquartered in Pittsburgh. AFSCME and SEIU are both big, and we have ties to both. We have a good relationship with the Pennsylvania State Federation -- Tom has given IAQ presentations to that body.
- Connecticut -- We would work with Dennis Dyer and Jim Tiernan here. Tom has worked with the former State Federation President, who is now the Secretary of Labor, on the IAQ issue.
- Illinois -- We have relationships with SEIU and AFSCME, two of the dominant unions in the state. Tom appeared before an AFSCME group in Springfield on the IAQ issue. Industrial unions are big, particularly the Steelworkers. There is a large Hispanic population in Chicago, and LCLAA could be of some help.
- New Hampshire -- Again, we would work with Dennis Dyer here. The New Hampshire public employee association is an SEIU affiliate and we are friendly with the Executive Director. The president of the New Hampshire AFL-CIO was very receptive to the IAQ issue at a briefing by Tom for nine Northeast State Federation presidents.
- New Jersey -- Efforts to interest the TI lobbyist in the labor program have not been fruitful. In any case, we have ties with the public sector unions. Tom addressed the Industrial Union Council. APRI and LCLAA are both big in New Jersey.
- Wisconsin -- TI has just hired a labor lobbyist here. AFSCME, Steelworkers, UAW and the Building Trades are key here.
- Philadelphia, PA -- In addition to our Pennsylvania ties, a BC&T member is a vice president of the Central Labor Council.

TI DN 0010059

has a relationship with the head of the Maryland Classified Employee Association.

- Washington -- TI is hiring a labor lobbyist here. Tom has provided a briefing to the President of the State Federation. AFSCME and Machinists are the two dominant unions and we have established relationships with each.
- Lorain, Ohio -- Industrial unions and public employee unions are strong in the state. We have relationships with the Steelworkers and AFSCME. David Wilhelm and Harry Kaiser have personal and professional contacts in Ohio.
- Pittsburgh, PA -- The Vice-President of the Central Labor Council is a BC&T member and has testified before the City Council on our legislation in the past. The Steelworkers are headquartered in Pittsburgh. AFSCME and SEIU are both big, and we have ties to both. We have a good relationship with the Pennsylvania State Federation -- Tom has given IAQ presentations to that body.
- Connecticut -- We would work with Dennis Dyer and Jim Tiernan here. Tom has worked with the former State Federation President, who is now the Secretary of Labor, on the IAQ issue.
- Illinois -- We have relationships with SEIU and AFSCME, two of the dominant unions in the state. Tom appeared before an AFSCME group in Springfield on the IAQ issue. Industrial unions are big, particularly the Steelworkers. There is a large Hispanic population in Chicago, and LCLAA could be of some help.
- New Hampshire -- Again, we would work with Dennis Dyer here. The New Hampshire public employee association is an SEIU affiliate and we are friendly with the Executive Director. The president of the New Hampshire AFL-CIO was very receptive to the IAQ issue at a briefing by Tom for nine Northeast State Federation presidents.
- New Jersey -- Efforts to interest the TI lobbyist in the labor program have not been fruitful. In any case, we have ties with the public sector unions. Tom addressed the Industrial Union Council. APRI and LCLAA are both big in New Jersey.
- Wisconsin -- TI has just hired a labor lobbyist here. AFSCME, Steelworkers, UAW and the Building Trades are key here.
- Philadelphia, PA -- In addition to our Pennsylvania ties, a BC&T member is a vice president of the Central Labor Council.

TI DN 0010059

- Kansas, Montana and Nevada are not strong states for organized labor.

In addition, NEMI is an important component of the labor IAQ program. Working through both the Sheet Metal Workers and NEMI will be helpful in a number of areas.

NEMI will be most valuable in areas where State Activities has decided on ventilation and IAQ as primary strategies although they may be helpful in a couple of situations where modifications of existing regulations are sought. Through IAQ presentations, expert testimony, technical analysis or even building surveys, NEMI can be an important resource in a number of situations in various areas around the country.

MEDIA TOURS

Both the Social Cost media tours and the Truth Squad tours can be very useful in the areas targeted by State Activities. The Truth Squad tours with Dr. Jack Peterson and Dr. David Weeks can be helpful in all three categories -- roll back, ventilation and smokers' rights. These tours provide a couple of messages that are useful in each category.

The first message is that the Surgeon General's analysis of ETS and its health effects is overstated and not supported by existing scientific evidence. This message will be particularly important in areas targeted for roll backs and increased smokers' rights activities. The second message is that poor indoor air quality, not ETS is the primary health threat in offices and workplaces. Although this message will work in each category, it will be especially useful in promoting ventilation legislation.

Truth Squad tours have already been conducted in many of the targeted markets but there are some major markets that have not been hit. A complete list of tour sites and dates is attached.

The Social Cost media tours with Professors Robert Tollison and Richard Wagner will be most effective in areas targeted for roll back or smokers' rights. The primary message of the Social Cost tours is that if there are any costs of smoking they are borne by the individual not by society and therefore state regulation of smoking is an improper infringement on individual rights. Tours have been conducted in September in Richmond and Tulsa and are scheduled for Detroit and Philadelphia in late October.

TI DN 0010060

- Kansas, Montana and Nevada are not strong states for organized labor.

In addition, NEMI is an important component of the labor IAQ program. Working through both the Sheet Metal Workers and NEMI will be helpful in a number of areas.

NEMI will be most valuable in areas where State Activities has decided on ventilation and IAQ as primary strategies although they may be helpful in a couple of situations where modifications of existing regulations are sought. Through IAQ presentations, expert testimony, technical analysis or even building surveys, NEMI can be an important resource in a number of situations in various areas around the country.

MEDIA TOURS

Both the Social Cost media tours and the Truth Squad tours can be very useful in the areas targeted by State Activities. The Truth Squad tours with Dr. Jack Peterson and Dr. David Weeks can be helpful in all three categories -- roll back, ventilation and smokers' rights. These tours provide a couple of messages that are useful in each category.

The first message is that the Surgeon General's analysis of ETS and its health effects is overstated and not supported by existing scientific evidence. This message will be particularly important in areas targeted for roll backs and increased smokers' rights activities. The second message is that poor indoor air quality, not ETS is the primary health threat in offices and workplaces. Although this message will work in each category, it will be especially useful in promoting ventilation legislation.

Truth Squad tours have already been conducted in many of the targeted markets but there are some major markets that have not been hit. A complete list of tour sites and dates is attached.

The Social Cost media tours with Professors Robert Tollison and Richard Wagner will be most effective in areas targeted for roll back or smokers' rights. The primary message of the Social Cost tours is that if there are any costs of smoking they are borne by the individual not by society and therefore state regulation of smoking is an improper infringement on individual rights. Tours have been conducted in September in Richmond and Tulsa and are scheduled for Detroit and Philadelphia in late October.

TI DN 0010060

ACVA ADVERTISEMENTS AND DIRECT MAIL

Print ads explaining the indoor air quality issue and promoting ACVA's services have been developed to appear in conjunction with Gray Robertson's media tours. An additional element is a direct mail piece from ACVA targeted to building owners and managers and businesses with more than 100 employees. The direct mail is also timed to coincide with the Robertson media tours. Media tours to be complemented by ads and direct mail are currently scheduled for St. Louis and Kansas City in November, Columbus and Cleveland in December and Juneau, Anchorage and Seattle in January.

In smaller markets where there is a specific ventilation issue, consideration might be given to using the direct mail and possibly the ads independently of the media tours. Both elements can also be used to complement or even promote a Robertson seminar or briefing.

HOSPITALITY ADS

Placement of the restaurant ads ("What if they passed a law that took away 30 percent of your business...") and the hospitality ad ("A guest never forgets the host...") can help in areas where restaurant restrictions are an issue. The ads are placed in the appropriate independent organizational trade publications in each market. This serves two purposes: it describes the negative impact restrictions can have on business and assists in coalition building with local trade groups who are dependent on advertising revenue from their publications.

Restaurant ads have appeared in Colorado, Pennsylvania and Connecticut and begin appearing in Iowa, Kansas, Missouri, Nebraska and Wisconsin in October. The hospitality ad will appear nationally and in Vermont, New Jersey, North Carolina and Illinois for the month of October.

TI DN 0010061

ACVA ADVERTISEMENTS AND DIRECT MAIL

Print ads explaining the indoor air quality issue and promoting ACVA's services have been developed to appear in conjunction with Gray Robertson's media tours. An additional element is a direct mail piece from ACVA targeted to building owners and managers and businesses with more than 100 employees. The direct mail is also timed to coincide with the Robertson media tours. Media tours to be complemented by ads and direct mail are currently scheduled for St. Louis and Kansas City in November, Columbus and Cleveland in December and Juneau, Anchorage and Seattle in January.

In smaller markets where there is a specific ventilation issue, consideration might be given to using the direct mail and possibly the ads independently of the media tours. Both elements can also be used to complement or even promote a Robertson seminar or briefing.

HOSPITALITY ADS

Placement of the restaurant ads ("What if they passed a law that took away 30 percent of your business...") and the hospitality ad ("A guest never forgets the host...") can help in areas where restaurant restrictions are an issue. The ads are placed in the appropriate independent organizational trade publications in each market. This serves two purposes: it describes the negative impact restrictions can have on business and assists in coalition building with local trade groups who are dependent on advertising revenue from their publications.

Restaurant ads have appeared in Colorado, Pennsylvania and Connecticut and begin appearing in Iowa, Kansas, Missouri, Nebraska and Wisconsin in October. The hospitality ad will appear nationally and in Vermont, New Jersey, North Carolina and Illinois for the month of October.

TI DN 0010061