

PUBLIC RELATIONS 1985 BUDGET

SUMMARY

	<u>1984 Budget</u>	<u>1984 Esimated</u>	<u>1985 Budget</u>
<u>Existing Programs</u>			
General Administration	3,572	2,516	\$3,143 3010
Fire	855	748	477 477
General Coalition	891	931	1,282 1282
Public Smoking	1,900	739	1,656 1656
Responsible Living	1,247	1,721	1,927 1927
Taxes	<u>265</u>	<u>263</u>	<u>645 645</u>
	\$8,730	\$6,918	\$9,130 8997

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2149
 6918

 231

9130
 8997

 133

Contingencio!

1157 in 1985 budget

Pitlene's back - 100

Tuition

6300 Adv - fees 932

Tax 2500

Public Relations

Small 2500

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EXACT COPY

GENERAL ADMINISTRATION

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	<u>1984</u> <u>Budget</u>	<u>1984</u> <u>Estimated</u>	<u>1985</u> <u>Budget</u>
2800 <u>Staff Compensation</u>	902	719	802 +127
3200 <u>Employee Benefits</u>	272	216	241
3900 <u>Travel & Entertainment</u>			
. Media relations	174	108	190 ✓
. Publications team	10	12	15
. Coalition work	43	60	60
✓ . Contingency	18	19	22
	<u>245</u>	<u>199</u>	<u>287</u> 265
4000 <u>Conference & Meetings</u>			
. Tobacco College	27	14	30
. Tobacco Festival, Richmond, VA	40	-	25 ✓
. Tobacco Festival, Ripley, OH	8	8	8
	<u>75</u>	<u>22</u>	<u>63</u> 57
4600 <u>Other Occupancy Expenses</u>	3	2	2 -0-
4700 <u>Furniture, Fixtures & Equipment</u>	-	6	6 -0-
4800 <u>Books & Subscriptions</u>	-	*	1
5000 <u>Office Supplies</u>	-	*	1
5100 <u>Postage & Delivery</u>	2	*	1
? 5200 <u>Reproduction & Printing</u> - <i>Redistributed into other lines</i>			
Miscellaneous	130	1	2
5300 <u>Telephone and Telecopy</u>	-	4	-
5400 <u>Other Office Expense</u>	4	4	4
5500 <u>Membership & Staff training</u>	7	7	8
5800 <u>Legal Fees</u>			
Covington & Burling	45	100	105 ✓
6200 <u>Advertising</u>			
. Advertising support to State Activities Division	60	25	50
✓ . Emergency Issue Advertising	600	-	600
. Speaker promotion	55	53	55
. Fees	-	200	100
	<u>715</u>	<u>278</u>	<u>805</u> 770

*Amount less than \$1,000.

General Administration Con't.

6600	<u>Business Taxes</u>	-	*	*
6900	<u>Employee Recruiting & Rel.</u>	-	1	3
7200	<u>Miscellaneous Expense</u>	1	1	1
7300	<u>Consulting</u>			
	. <u>Opinion Research-Biennial</u>	105	105	-
	. <u>Roper Reports</u>	38	38	45
	. <u>Focus Panels</u>	-	15	30
	. <u>Media Audit</u>	-	-	40
	. <u>Production Film Production</u>	150	-	-
✓	. <u>Contingency</u>	281	260	250
		<u>574</u>	<u>418</u>	<u>365</u>
7400	<u>Purchased Administrative Services</u>	4	3	3
7500	<u>Support of Tobacco & Other Organizations</u>			
	. <u>INFOTAB social costs monograph</u>	57	57	-
✓	. <u>Contingency</u>	1	3	10
		<u>58</u>	<u>60</u>	<u>10</u>
7600	<u>Motion Picture Services</u>	90	80	45
8000	<u>Computer Services</u>	50	-	-
9100	<u>Data Processing Allocation</u>	162	162	155 146
9200	<u>Information Center Allocation</u>	233	233	233 235
		<u>\$3,572</u>	<u>\$2,516</u>	<u>\$3,143</u>

FIRE

		<u>1984 Budget</u>	<u>1984 Estimated</u>	<u>1985 Budget</u>
4000	<u>Conference and Meetings</u>			
	National Volunteer Fire Council	-	5	5
5100	<u>Postage and Delivery</u>	1	4	4

*Amount less than \$1,000.

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Fire Con't.

5200	<u>Reproduction, Printing & Drafting</u>			
	Publications, reproductions	-	19	10
	Volunteer Project			
	. Reproduction of existing materials	28	8	8
	. Development of new materials	187	14	-
	. NVFC brochure and grants	-	110	-
	✓. Contingency	50	-	50
	Senior Citizens Program Materials	-	10	30
		<u>\$265</u>	<u>\$161</u>	<u>\$98</u>
7300	<u>Consultants</u>			
	Philip Schaenman			
	. Retainer (12 mos. @ \$6,000)	72	72	72
	. Contingency	36	45	-
	- International Report II	-	63	-
	David McCormack			
	. Retainer (12 mos. @ \$4,000)	48	48	48
	. Contingency	20	20	-
		<u>\$176</u>	<u>\$248</u>	<u>\$120</u>
7500	<u>Support of Tobacco & Other Organizations</u>			
	Fire Safety Grant Program	90	120	140
	Smoke Detector Program	123	60	60
	Int'l Assoc. for Fire Fighters fire safety program	200	150	50
		<u>\$413</u>	<u>\$330</u>	<u>\$250</u>
		<u>\$855</u>	<u>\$748</u>	<u>\$477</u>

GENERAL COALITION

	<u>1984</u> <u>Budget</u>	<u>1984</u> <u>Estimated</u>	<u>1985</u> <u>Budget</u>
<u>Labor Relations</u>			
7500 <u>Support of Tobacco and Other Organizations</u>			
Labor Management Committee	<u>\$ -</u>	<u>\$50</u>	<u>\$90</u>

General Coalition Con't.

Tobacco Family

5100 Postage & Delivery

. Periodical/Publications	129	108	121
. Other	100	17	50
	<u>229</u>	<u>125</u>	<u>171</u>

5200 Reproduction, Printing & Drafting

NTEC ?

. The Tobacco Observer	133	140	140
. TTO/TAN Insert	13	13	20
. Newsletter	20	7	7
. Tobacco Heritage Series	39	43	96
	<u>205</u>	<u>203</u>	<u>263</u>

7300 Consultants

Chase Econometrics Study	200	200	225
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7500 Support of Tobacco & Other Organizations

. Tobacco Growers Information Com.*	-	45	48
. NTEC	257	300	300
	<u>257</u>	<u>345</u>	<u>348</u>

	<u>\$891</u>	<u>\$873</u>	<u>\$1,007</u>
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Minorities

7300 Consultants

. Minority consultants	-	8	35
. Opinion research on minority views on tobacco issues	-	-	50
	<u>-</u>	<u>8</u>	<u>85</u>

7500 Support of Tobacco & Other Organizations

✓ Contingency	-	-	50
	<u>\$-</u>	<u>\$8</u>	<u>\$135</u>

*1984 budget/State Activities Div./\$48.

Other

6200 Advertising

Misc. placements

\$ -	\$ -	\$50
<u> </u>	<u> </u>	<u> </u>
<u>\$891</u>	<u>\$931</u>	<u>\$1,282</u>

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PUBLIC SMOKING

<u>Workplace</u>	<u>1984 Budget</u>	<u>1984 Estimated</u>	<u>1985 Budget</u>
5200 <u>Reproduction, Printing & Drafting</u>			
Smoking in the workplace kit			
. production	15	5	15
. printing	40	10	40
. reprints of articles	5	5	5
Hirayama Film Flier	15	-	15
Misc. Mailing pieces	27	-	-
	<u>102</u>	<u>20</u>	<u>75</u>
6200 <u>Advertising</u>	1,130	-	-
7300 <u>Consultants</u>			
PR counsel	180	180	96
<u>Consultants:</u> (to conduct research and represent TI to media, corporate and labor audiences, legislative testimony)			
. Opinion research (Response Analysis, local firms)	75	75	90
. Economic (Solmon)	50	50	50
. Labor relations (Schlossberg)	-	10	30
. Local Restriction Cost Studies	60	15	60
. Program for companies to study costs for themselves (Baker)	-	10	50
. Planning and design (Environetics)	-	50	30
. Police study of law enforcement costs	-	10	50
. Health actuary	30	-	-
✓ Contingency	50	50	50
	<u>443</u>	<u>430</u>	<u>506</u>

Public Smoking Con't.

7500 Support of Tobacco & Other Organizations

Job retraining grants	200	-	-
	<u>\$1,877</u>	<u>\$470</u>	<u>\$581</u>

Politeness Project

5200 <u>Reproduction, Printing & Drafting</u>	-	25	50
6200 <u>Advertising</u>			
Pilot	-	50	500
7300 <u>Consulting</u>	-	50	50
	<u>\$ -</u>	<u>\$125</u>	<u>\$600</u>

Other

5200 <u>Reproduction, Printing & Drafting</u>			
Publications, reproductions	23	49	50
6200 <u>Advertising</u>			
Pilot-targeted small space	-	50	250
7300 <u>Consulting</u>			
Medical ^{Science Writers} consultant	-	-	100
Opinion research -- journalists	-	35	-
	<u>-</u>	<u>35</u>	<u>100</u>
7500 <u>Support of Tobacco & Other Organizations</u>			
Science Writers Seminar	-	-	25
Grant to law enforcement organiza- tion(s)	-	10	50
	<u>-</u>	<u>10</u>	<u>75</u>
	<u>\$23</u>	<u>\$144</u>	<u>\$475</u>
	<u>\$1,900</u>	<u>\$739</u>	<u>\$1,656</u>

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RESPONSIBLE LIVING

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		<u>1984 Budget</u>	<u>1984 Estimated</u>	<u>1985 Budget</u>
5100	<u>Postage & Delivery</u>	107	25	50
5200	<u>Reproduction, Printing & Drafting</u>			
	. Stickers	75	-	-
	. Booklet	-	150	200
	. Prev. kit	-	6	-
	. Ad rep.	-	1	-
	. Teach. kit	-	-	2
	. Direct mail leaflet publication, reproduction	-	21	25
		<u>75</u>	<u>178</u>	<u>227</u>
6200	<u>Advertising</u>	1,015	1,318	1,400
7300	<u>Consultants</u>	50	150	50
7500	<u>Board of Tobacco & Other Organizations</u>			
	. National Association of State Boards of Education	-	50	150
	. Contingency	-	-	50
		<u>-</u>	<u>50</u>	<u>200</u>
		<u>\$1,247</u>	<u>\$1,721</u>	<u>\$1,927</u>

TAXES

		<u>1984 Budget</u>	<u>1984 Estimated</u>	<u>1985 Budget</u>
5200	<u>Reproduction, Printing & Drafting</u>			
	. Booklets	70	-	-
	. POP dispenser	55	-	-
	. Chase materials	-	-	20
	. Publications, reproduction	-	23	40
	. Anti-tax literature for allied groups	-	30	100
		<u>125</u>	<u>53</u>	<u>160</u>

Taxes Con't.

6200	<u>Advertising</u>			
	. Ads targeted to retailers to create support.	80	50	-
7300	<u>Consultants</u>			
	✓ Contingency	60	80	80
	. National and local PR counsel, economic consultants for expert testimony, media relations, etc.	-	50	150
		<u>60</u>	<u>130</u>	<u>230</u>
7500	<u>Support of Tobacco & Other Organizations</u>			
	. Citizens for Tax Justice	-	10	50
	. National Association for Convenience Stores study of effect of excises on retailers		10	25
	. American Federation of Teachers	-	10	30
	. Contingency	-	-	150
		<u>-</u>	<u>30</u>	<u>255</u>
		<u>\$265</u>	<u>\$263</u>	<u>\$645</u>