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PUBLIC SMOKING ISSUE

Public Affairs Division:

The following new activities are being implemented by the Public Affairs Division, to broaden our attack on the environmental tobacco smoke front. These activities are being undertaken in addition to current efforts on the media, corporate and labor relations front.

Media Relations

- . Step up IAPAG/scientific integrity media tours, with three markets in February, rising to six by April.
- . A 20,000-piece targeted mailing to members of the media, reminding them of their obligation to talk with The Institute prior to writing articles on ETS.
- . Increased use of the "FYI" and "Tobacco Update" mailings, at a rate of at least 30,000 pieces per quarter.
- . Reliance upon scientific and other consultants to generate mass-mailed op-ed pieces and letters to the editor campaigns.
- . At least two TI-generated press events each quarter. A number of these would focus on results of RJR portable air sampling system (briefcase) tests in key cities.
- . Offering the RJR briefcase to media people around the country, allowing them to do their own air quality tests.
- . Adaptation of ETS and indoor air quality videos for use in media tours.
- . Development of a TI radio feature network, offering a weekly piece to radio stations around the nation.

Advertising

- . An "open letter" advertisement expressing outrage over the suppression of facts by the Surgeon General, to be signed by tobacco growers and appear in Washington newspapers, as well as in major newspapers in tobacco growing states.

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- . A series of advertisements, signed by union presidents, discussing the problems of indoor air quality in general, expressing outrage over the current focus on ETS, and calling redirected attention toward better ventilation. These would appear in liberal/labor-oriented publications.
- . A series of educational advertisements on "sick buildings," by ACVA. These would appear in weekly newsmagazines, selected newspapers, and in publications targeted toward the media.
- . An advertisement from various consumer groups listing the issues and legislation they'd like Congress to address before it wastes another minute on ETS. This ad would be signed by leading Black, Hispanic, veterans and small business groups and could be modified to deal with other issues as appropriate.

Resources

The people, organizations and materials that will be used to broaden our attack include:

- . Scientific consultants, on the academic freedom/scientific integrity issues, as well as ETS science.
- . Alan Katzenstein, a science writer, who can take the ETS science arguments and translate them into language for the lay person.
- . Gray Robertson, on the broader issue of indoor air quality.
- . The National Energy Management Institute (NEMI), a labor-management initiative of the sheet metal industry, which supports Gray Robertson's arguments and can provide us with data on building studies in selected states.
- . IT Corp., the independent testing laboratory that will analyze and report on findings from the RJR briefcase studies.
- . John Fox/Denny Vaughn, the corporate labor lawyers who can outline the legal quagmire employers face when they decide to restrict or ban smoking, or refuse to hire smokers.

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- . Jim Savarese/Mike Forscey and other representatives of organized labor, who can take the 1986 AFL-CIO resolution, and the five-union statement on the 1986 Surgeon General's report, and place the ETS issue into an organized labor context.
- . Tom Burch, chairman of the National Coalition of Vietnam Veterans, who can discuss how smoking restrictions deny his men equal access to separate sections.
- . Gene Reyes, and other representatives of Hispanic America, who can speak to LULAC resolutions opposing legislated smoking restrictions.
- . Bob Ethridge, president of the American Assn. of Affirmative Action, who can speak to ways in which smoking restrictions can be used to discriminate against minority populations.
- . Lew Solmon, who continues to research and speak out on cost and productivity issues.
- . Voter surveys, indicating that the majority of the American public doesn't want smoking restrictions.
- . Economic impact studies, pointing out there is no "free lunch" for legislatures and employers who choose to restrict smoking. On this point, there also are at least a dozen economists prepared to write op-ed pieces.

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