

NEW YORK CITY  
REPORT #3

HIGHLIGHTS

- Paul Screvane, former President of the New York City Council and also of the Off Track Betting Corporation, has agreed to be the chairman of the "Committee for Common Courtesy." A current list of Committee members is attached (Attachment A). A press conference announcing the Committee, its chairmanship and members will be on Wednesday, May 14 at 10:30 am, on the steps of City Hall. Also attending the press conference will be Fred Sampson, President of the New York State Restaurant Association and Hazel Dukes, President of the New York State Branches of the NAACP.
- The May 19th hearing before the Mayor's Committee on Smoking and Health is likely to start about 10:00 am and go on into the evening, however, no official word has yet been received.
- Testimony at the May 19th hearing will be limited to ten (10) minutes per witness. Requests to testify can still be made by calling the Committee's office (212-566-3850); however, there is no guarantee that requests will be granted. A list of those who have requested to testify in opposition to the measure is attached (Attachment B). TI staff is available to assist in testimony preparation.
- Eleven major New York City unions, including the New York State AFL-CIO, are presently being contacted in an effort to have them file in opposition to the proposal and testify at the hearing. A list of these is attached (Attachment C).
- Efforts are underway to obtain the list of those to whom the Mayor has sent his information packet. This list may actually include up to 4,200 businesses, civic groups and individuals (contrasted to the 300 originally reported).
- The New York City Chamber of Commerce and Industry is now polling its membership on smoking policies: whether or not there presently exists a smoking policy, how it is enforced, etc. Upon completion of this project, the Chamber will discuss its findings with us before publication.

PUBLIC RELATIONS/MEDIA

- Howard J. Rubenstein and Associates and Shea and Gould will coordinate preparations for the May 19th hearing. A compendium of all opposition testimony will be submitted to the Mayor's Committee.

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- There will be a meeting of the "media group" on May 15th to further discuss media plans for the upcoming hearing and other media opportunities. Howard J. Rubenstein and Associates continue to develop media opportunities in newspapers, TV and radio prior to the hearing. To date the following radio spots have been scheduled:

WBLS - A ten minute interview with Anne Browder, TI spokesperson, was taped on Monday, May 5 and subsequently aired.

WOR - "Rambling with Gambling" the morning "drive" show hosted by John Gambling will interview Paul Screvane. Taping is be held Thursday, May 15 at 10:00 am.

WABC - The Bob Grant Show, an afternoon talk show aired 2:00-6:00 which centers on controversial current affairs, held a live, ten minute telephone interview with Scott Stapf this afternoon, May 12th.

WINS - Radio news conference - interview with Fred Sampson to be taped Wednesday, May 14 at 3:30 pm.

In addition, a letter-to-the-Editor by Fred Sampson, has been published in the New York Times (Attachment E).

#### LOCAL COMMUNICATIONS PROGRAM

- A master mailing list has been compiled from Philip Morris and Simon and Skurnik mailing lists and direct mail solicitation using this list has begun. The districts of City Council Health Committee members and of Majority Leader Peter Vallone are among the first targeted areas.
- To date, over 112 organizations have been sent informational material in opposition to the draft proposal. Eight of these groups have agreed to testify with three more agreeing to submit written testimony. Additional information has been sent to 77 groups.

A major problem encountered when contacting these organizations is a lack of understanding of the issue. This requires extensive education of these groups resulting in a longer positive response time. This education process includes supplying written informational materials along with personal contact.

- Over 100,000 postcards have been sent to various groups for distribution (Attachment D). Postcards returned will be delivered to the Mayor's Committee and City Council members as appropriate.

## "TOBACCO FAMILY" ACTIVITY

- A second mailing has been sent to TAN members requesting that a letter be sent to the Committee on Smoking and Health opposing the draft ordinance. It also includes ten of the pre-printed postcards for distribution to friends and associates.
- Contact has been made with the tavern associations in each of the five boroughs. The presidents of these associations have committed to submit written opposition to the Mayor's Committee, to request to testify before the Committee at the May 19th hearing and to encourage their members to distribute the postcards.
- This week retailers will be the target of a phone bank effort to generate letters to the Mayor's Committee and to urge retailers to distribute postcards to their customers.
- The Philip Morris sales force will be starting a petition drive to obtain 50,000 or more names over the next couple of weeks.