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December 10, 1986

MEMORANDUM

To: Peter Sparber

From: Susan Stuntz, Jeff Ross

Re: Public Smoking Issue - November 1986 Report

Overview and Highlights

Although a comparatively quiet month in local, state and federal legislatures, TI staff involved in the public smoking issue was unusually busy in November, as plans began to gel for responses to a second National Academy of Sciences report -- this one on ETS -- along with a Surgeon General's report on "involuntary smoking," the annual Great American Smokeout, and a survey of air quality in New York City restaurants and offices.

We completed development of materials in anticipation of the NAS and SG events. For the latter, a long-term campaign targeting the issues of academic freedom and scientific integrity was developed, focusing on continuous editorial board briefings with Institute spokespersons and scientific consultants.

We also began work on materials to support a news conference announcing results of a recent study of air quality in New York City restaurants and offices.

For the Smokeout, we opted to defer announcement of the new "Partnership Against Smoker Harassment" until early 1987 in light of current staff involvement in SG and NAS projects. However, we did find time to complete interviews with all 7 potential charter members. Videotapes of all are in hand; decisions on appropriate members will be made in December.

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In need of attention

- . Preparation of materials to counter an expected call for a ban on smoking on airlines.
- . Completion of materials for the workplace smoking kit for organized labor.
- . Editing and production of revisions to corporate workplace kit, topic sheets.

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MONTHLY PROGRESS TOWARD PLANS

Strategy I: Position the industry as concerned about the broad issue of indoor air quality.

Reportable Items:

Goals:

1. Air quality briefing papers available for use by March 1986.
 - . ACVA paper has been submitted for publication to ASHRAE Journal.
 - . Katzenstein paper has been cleared by counsel, but IAPAG has refused to sign off on it or on a similar C&B summary.
2. Conduct at least 35 briefings on the broader issue.

Current count: 190

Most recent contacts: National Energy Management Institute, TI legislative counsel, Florida American Federation of Teachers, Florida State AFL-CIO, Robertson briefed 20 print and broadcast media and Katzenstein held four briefings.

Tactics:

1. Continue to oppose unnecessary legislation.
 - . Scientific witness testimony:
 - . DiNardi is preparing comments on ASHRAE 62-1981R. Due 12/15.
 - . Ventilation testimony:
 - . Robertson is preparing comments on ASHRAE 62-1981R. Due 12/15.
 - . Ventilation building studies requested:
 - . American Federation of Government Employees asked GSA to approve 15 studies to be conducted by ACVA; GSA refused. **TI DN 0008675**
 - . Jacobson has proposed studies in Iowa and South Dakota; he met with Stuntz 10/2 to discuss procedures and pitfalls.
 - . Scanlan is seeking a building in Suffolk County, N.Y., and in New York City.
 - . American Federation of Government Employees State Dept. local asked for two studies. Again, GSA refused

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- to allow ACVA access. Union has filed an unfair labor practices suit against GSA.
- . Economic witness testimony
 - . None scheduled.
- . Economic impact studies underway:
 - . Re-revision of NY Public Health Council economic impact study, to conform to third draft of council proposal, requested 12/1; completed 12/5.
- . Voter survey
 - . None scheduled.
- . Solidify opposition to federal workplace smoking legislation:
 - . Memo outline preparation for hearings in 1987 is being prepared.
 - . Just-released GSA regulations are under review by labor contacts.
 - . FoI filed 8/15 to obtain copies of comments to GSA is being followed up on in light of release of final regs.
- . Follow up on reports that Repace is enjoying a rebirth at EPA, with new air and radiation leadership having a new interest in indoor air quality.
 - . DiNardi is in line to be named to a vacancy on EPA's Science Advisory Board on indoor air quality.
- . Respond to NAS cabin air quality report.
 - . Rebuttal of ASH claims has been delayed by heavy workload. Draft is under review; final to be forwarded to federal relations by 12/15.
 - . Meeting scheduled to review activity at DoT 12/10.
- . Response to SG, NAS reports on ETS.
 - . NAS report reviewed, comments drafted 11/13.
 - . Katzenstein is reviewing NAS report and will draft a document outlining positive aspects.
 - . O&M, Gray & Co., Fleishman-Hillard each briefed on plans for SG response, all have submitted plans to Staf to promote spokesperson/consultant media teams beginning in late November. Mock editorial briefings with all three firms completed 11/17. Scientific consultants have given us open dates for the remainder of the year. We await follow up from media relations.
 - . "Tobacco Smoke and the Nonsmoker: Scientific Integrity at the Crossroads" has been cleared, design approved, and

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printed. To be released officially at 12/11 press conference.

- . Executive summary, press release, additional materials are in clearance.
- . Meeting scheduled 12/8 w/ Forscey, Savarese, Scannell to discuss possible AFL-CIO response to SG report.

2. Prepare and publish indoor air quality position papers.

- . As reported above, all papers submitted to the 1/29 NAS hearing have been submitted for publication. Listing of current articles in print or accepted for publication provided to TI 10/31. We anticipate updated lists quarterly.
- . Katzenstein will identify semi-technical publications as potential recipients of position papers. This assignment has been revised somewhat. Katzenstein is focusing on media tours; he will respond to articles as appropriate.

3. Brief labor and industry personnel on the issue.

- . Schwartz has submitted to Rupp proposal for reconstituted ETS seminar. Last word had a new seminar scheduled for March - April, 1987.
- . O&M has been quietly contacting environmental and building organizations to assess interest in indoor air quality issues. With change in account management, we will have to reassess our contacts; new proposal has been submitted to Stuntz; progress has been put on hold until 1987, given anticipated workload for the remainder of 1986.
- . TI wrote Air Transport Assn. 8/12 proposing a joint ATA-TI study of cabin air quality. We anticipated a response in mid-November; since then, illness at ATA and telephone tag have hampered follow-up attempts.
- . Katzenstein media tour completed in Los Angeles in November. Additional tours put on hold as preparation began to get IAPAG scientists on the road.

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- . Katzenstein summary of 15 studies on ETS (for spokesman and lobbyist use) has been has been cleared by Rupp, but needs some revision before it is useful for legislative counsel and spokespersons.
- . Katzenstein letter has been prepared and mailed to Wall Street Journal.
- . Robertson completed media tours in Louisiana and Maine. Florida (to include some labor contacts) and Pennsylvania scheduled for December. Speaking engagements also scheduled at National Park Service windows conference in Boston, building fabric manufacturers conference in Dallas.
- . RJR has asked for a plan to ensure comments in support of proposed ASHRAE ventilation standard. We have discussed with representatives of organized labor the possibility of commenting; we have been unsuccessful. As noted above, DiNardi and Robertson will submitted comments by the 12/15 deadline.
- . Stuntz prepared for and participated in 11/17 ETS panel for State Activities Lobbyist meeting.
- . Videotape of Robertson air quality presentation to be filmed 12/9, with organized labor as the target. At that time, a second tape will be made of the standard Robertson slide presentation as requested (and to be paid for) by Philip Morris.

Strategy II: Work with human resource professionals and private industry to increase awareness of TI's workplace smoking program.

Reportable Items:

Goals:

1. Complete at least 120 workplace smoking issue briefings.

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Current count: 169.

Most recent contacts: Burson-Marsteller, D.C.
(at Philip Morris request), Browning Ferris
Industries.

2. Make workplace presentations before 20 professional associations.

Current count: 26.

Most recent contacts: No change from October.

3. Respond to all requests for assistance.

Current count: 457.

Most recent contacts: Hyatt International,
Delco Products Division, GM.

Tactics:

1. All resources available for use by 1/1/86.

Completed.

2. Organize teams of experts to conduct briefings.

- . With account personnel changes at O&M and Fleishman-Hillard, retraining will have to begin on new personnel for briefings. That probably will not occur until 1987.

3. Introduce new resources.

- . Vaughn, Ross and Osborne are contacting prospective companies for smoking policy development case studies. Harvard Business Review has expressed an interest in publishing an article, pending approval of outline. Formal proposal now due 12/15. We hope to begin project by first of 1987.
- . Solmon has submitted first draft of Hoel committee study of cost/absenteeism literature. Second draft due 12/10. Spears has been in touch to determine progress.
- . Stuntz to check with Shook, Hardy & Bacon re availability of Heimstra to write on productivity. Follow up needed.

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- . Ethridge has enthusiastically received affirmative action position paper. We will assist AAAA in producing paper as first of a monograph series. Fox to deliver presentation at AAAA annual meeting in Chicago in April.
- . Materials for workplace "kit" for organized labor need revision, based on comments received by pink collar unions. Stuntz would like to have project completed by year's end.
- . Public smoking topic sheets. Ransome has completed two; edits are in Stuntz' court. A third is due 12/15.
- . Popular version of "Cigarette Smoke and the Nonsmoker." Katzenstein draft not appropriate as a "pop" version. We are producing in publication form the executive summary of the "scientific integrity" document.
- . Draft revisions to "Some Considerations" corporate workplace kit on Stuntz' desk for editing. Production to begin by year's end.
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- . Article, signed by Sam Chilcote, completed, cleared and forwarded to American Institute of Management for printing in its November President's Journal. We have received copies; reprints will be ordered.
- . Preparation of materials describing TI corporate relations program -- brochure has been written and cleared; design underway.

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4. Select opportunities for briefings.

- . Chase Manhattan Bank, Long Island Railroad and Colorado Public Service Commission member have asked for briefings. Follow up is needed,
- . Utilize consultant/lobbyist client lists. PR workplace consultants have been asked to assist with introductions. Where feasible, they will do so.
- . Fox, Vaughn are arranging workplace briefings with their clients in conjunction with media relations tours. Ross is coordinating.
- . Seek contacts from member company supplier and subsidiary lists. No progress to date.
- . Direct mail promotion of TI assistance. Follow up has been completed to second wave of mailings for Fortune 500 companies. Mailings to defense contractors who may be reacting to DoD restrictions have been completed. Follow up is under way.
- . Follow up on all requests for assistance.
- . Staff responded to 47 requests for workplace assistance in November. these, 17 resulted in detailed briefings.
- . Work through field staff and lobbyists to identify speaking forums.
- . Dennis Dyer (Region I vice president) has tentatively identified the North Shore Chamber of Commerce, Springfield, Mass. We await word from him.
- . Dyer also has proposed the New England Regional Council. We are waiting for Dyer to reschedule.
- . We have received a request from Dyer to coordinate a program for the Northeast region of the U.S. Chamber of Commerce. We will follow up.
- . Booklet outlining Cincinnati horror stories is being developed by local PR counsel. We are providing assistance as requested by Woodson.

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5. Incorporate "success stories" into future briefings.

- . Success stories will be part of "how to" kit discussed above.

Strategy III: Encourage responsible corporate decision making with regard to smoking restrictions.

Reportable Items:

Goals:

See Strategy II.

Tactics:

1. Follow up with field staff on use of "fair" policies.

Workplace

- . Vermont chambers have approved copy. Production will be completed by 12/15.
- . Michigan chamber okayed design and draft copy 9/10. Revisions sent to chamber 11/12. Again, we await word from them.
- . Draft copy for Illinois chamber booklet has been approved. Production to be completed by year's end.
- . New York Business Council has asked for a meeting in October. That has been postponed in light of N.Y. Public Health Council proposal. We will reschedule.
- . Meetings with city chambers in Houston and Dallas have been completed. Draft booklet for Houston Chamber and Houston Hispanic chamber have been completed.

Restaurant

- . Field staff postponed scheduled 9/25 meeting w/ Mass. Restaurant Assn. He will reschedule.
- . Meeting w/ Texas Restaurant Assn. completed 10/21. Follow up under way.
- . Osborne met w/ Memphis Restaurant Assn. re survey request 10/14. Draft questions are in their hands for review. We hope to

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have a response by 12/15.

- . Mississippi Restaurant Assn. has asked for a meeting and an article for their magazine.
2. Aggressively promote implementation of fair policies in appropriate areas.

Workplace

- . Vermont is now on track.
- . Michigan is on track; production will be completed by end of year.
- . Ill. copy has been approved by Chamber. Production will be completed by 12/31.

Restaurants

- . Materials have been provided to the Louisiana Restaurant Assn. and La. Hotel and Motel Assn. Response has been slow, according to assn. executives.
 - . Delaware meeting on hold until progress is made in Illinois.
 - . Florida meeting cancelled until state assn. trade show is over; follow up scheduled for early 1987.
 - . Additional material given to Ill. Restaurant Assn. They will consider the program during Nov. board meeting. Field staff is assisting with follow up.
 - . Received commitment from N.J. Restaurant Assn. to assist in follow up and publicity for its fair policy program. Meeting held 8/5; we are following up; letter outlining project sent 10/7. Currently under review by NJRA.
 - . Draft materials for Oregon Restaurant and Beverage Assn. have been forwarded; we await their comments.
3. Refer to these "fair" policies as examples of responsible corporate decision making in TI-prepared articles.
- . No progress on TI materials. Legislative opposition to any restrictions makes such reference difficult.
4. Encourage officials of organizations adopting such policies to oppose legislated restrictions.

No new progress to report.

5. TI spokesmen will identify opportunities to address

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have a response by 12/15.

- . Mississippi Restaurant Assn. has asked for a meeting and an article for their magazine.
2. Aggressively promote implementation of fair policies in appropriate areas.

Workplace

- . Vermont is now on track.
- . Michigan is on track; production will be completed by end of year.
- . Ill. copy has been approved by Chamber. Production will be completed by 12/31.

Restaurants

- . Materials have been provided to the Louisiana Restaurant Assn. and La. Hotel and Motel Assn. Response has been slow, according to assn. executives.
 - . Delaware meeting on hold until progress is made in Illinois.
 - . Florida meeting cancelled until state assn. trade show is over; follow up scheduled for early 1987.
 - . Additional material given to Ill. Restaurant Assn. They will consider the program during Nov. board meeting. Field staff is assisting with follow up.
 - . Received commitment from N.J. Restaurant Assn. to assist in follow up and publicity for its fair policy program. Meeting held 8/5; we are following up; letter outlining project sent 10/7. Currently under review by NJRA.
 - . Draft materials for Oregon Restaurant and Beverage Assn. have been forwarded; we await their comments.
3. Refer to these "fair" policies as examples of responsible corporate decision making in TI-prepared articles.
- . No progress on TI materials. Legislative opposition to any restrictions makes such reference difficult.
4. Encourage officials of organizations adopting such policies to oppose legislated restrictions.

No new progress to report.

5. TI spokesmen will identify opportunities to address

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business organizations during regularly scheduled
media relations visits.

No progress to date.

6. Institute spokesmen may assist in implementation of
voluntary restaurant program.

No progress to date.

Strategy IV: Establish a broader political and
professional relationship with organizations and
individuals affected by restrictions.

Reportable Items:

Goals:

1. Obtain statements opposing smoking restrictions
from labor, Hispanic, veterans and affirmative
action groups.
 - . AAAA will consider at spring meeting in
Chicago.
2. Appear on conference programs.
 - . John Fox will appear at AAAA spring meeting
in Chicago.
3. Brief at least 20 officials from these
organizations.

Current count: 34.

Most recent contacts: No change from October.

Tactics:

1. Commission position papers that describe attitudes
toward smoking restrictions.
 - . Affirmative action position paper has been
cleared. AAAA will produce as first in a
series of monographs.
 - . Labor law article on smoking restrictions
has been given to Forscey for review and
rewrite. Again, no longer a priority given
workload on federal issues.
2. Obtain and publicize statements opposing smoking

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restriction legislation.

- . ACLU contact in N.Y. has asked for additional material on public and workplace smoking restrictions and smoker hiring bans. Material, and outline of TI's position, provided 10/31. We continue to follow up.
- . Partnership Against Smoker Harassment.
 - . Charter has been cleared by Rupp.
 - . Post office box has been obtained.
 - . Draft brochure outlining purpose has been edited and returned for revision.
 - . Logos, materials currently in design stage.
 - . Stuntz, Ross, and O&M staff have met with seven potential charter members. Videotapes of interviews to be reviewed, decisions re appropriate members made, week of 12/15.
 - . Target launch date currently is early 1987.
- 3. Maintain and improve relations with appropriate organizations.
 - . Osborne, Stuntz are establishing relations with women's and minority organizations re smoking restrictions. Activity is noted in coalition report.
 - . Ross and Osborne met with Hispanic chamber of commerce in Houston in October. Reyes has met with Chicago Hispanic Chamber. He will arrange a meeting for TI staff in December or January.
 - . Obledo met w/ federal relations re assistance there Nov. 20. White will follow up.
- 4. Conduct individual briefings on issue for conference planners.

No new progress to date.

Unplanned Items:

Strategy I, Tactic 1.

- . Smoking restrictions as a deterrent to economic development.

Strategy II, Tactic 2.

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- . Response to Surgeon General 1986 report on "involuntary smoking."
- . Response to draft OTA report on smoking in the workplace.
- . GSA response initiative.
- . ACVA videotapes for labor, industry audiences.

Strategy II, Tactic 3.

- . Workplace "kit" for distribution by labor management committee.
- . Materials for Great American Smokeout.

Strategy IV, Tactic 2.

- . Partnership Against Smoker Harassment

Completed in 1986:

Strategy I:

- . Technical air quality briefing papers (by IAPAG group.)
- . Testimony before NAS "passive smoking" committee.
- . Ventilation Studies:
 - . Madisen Building, Detroit, Mich.
 - . Redmond, Wash.
- . Economic impact studies:
 - . Indiana
 - . Michigan
 - . New York State
 - . New Hampshire
 - . Vermont
 - . New York City
 - . Massachusetts
 - . Scheuer and Ritter bills
 - . GSA rulemaking
 - . NY State Public Health Council
- . Economic witness testimony:
 - . Michigan
 - . New Hampshire
 - . New York City
 - . Scheuer/Ritter hearing
 - . 21 letters to GSA
 - . New York State Public Health Council

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- . Teamsters statement
- . Public Employee Federation
- . Voter Survey:
 - . New England
 - . New York City
- . Overview of N.Y. State Public Health Council proposal drafted, revised and forwarded to State Activities.
- . Organized Labor Assistance
 - . Ga. AFL-CIO was asked to attend Atlanta conference on smoking or health. Staff was not available to attend.
 - . New York State
 - . New York City
 - . Scheuer, Ritter bills
 - . GSA rulemaking
- . Draft TI comments for OTA report on smoking in the workplace, coordinate submission of consultant comments, review and draft reaction to final report.
- . GSA Rulemaking
 - . Stuntz, Ross, Osborne letters to GSA.
 - . Letters from 36 friends produced.
 - . AFGE comments, economic impact study.
 - . Coordinate Tollison meeting with Helms, Dole, Jim Miller.
 - . Review and edit draft TI comments.
 - . Review comments for IAM submission.
 - . Review draft comments for PED submission.
 - . Review economic, ventilation, scientific comments.
 - . Follow up meeting with NAGE.
 - . Reviewed proposed OPM and AFGE revisions; recommended follow up strategy to federal relations.
- . Scheuer/Ritter legislation.
 - . Draft and/or review testimony for IAPAG, Robertson, Tollison, Burch, Solmon, Lewis, PED, AFGE.
 - . Coordinate witness preparation for 6/12 and 6/27 hearings.
 - . Coordinate testimony for friendly congressmen.
 - . Draft questions for friendly and unfriendly witnesses.
 - . Arrange and attend briefing with Robertson and Bliley staff.
 - . Follow up questions for Bliley transmittal to Repace.
- . Report to WK on "Americans United for a Smoke-Free Environment."
- . Meeting with Air Transport Assn. and RJR scientists 6/11.

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- . Report to C&B re Johnson & Johnson wellness program.
- . Katzenstein media briefings now being conducted monthly.
- . Meeting w/ D. Mudarri (EPA); Robertson and Balter attended.
- . NAS cabin air quality report.
 - . Developed strategy, reviewed and cleared materials; briefed RJR scientists; followed up interest by flight attendant unions; coordinate ATA, DoT coalition efforts; prepared background documents as follow up.
 - . Recommendations to federal relations staff re follow up for the record.
 - . Summary of follow up submissions.
- . Questions for EPA R&D associate administrator designate Vaun Newill drafted, cleared and forwarded to federal relations.
- . Presentation to CommComm re TI public smoking program 10/30.

Strategy II:

- . Have met 100 percent of year's goal of briefings.
- . Materials:
 - . ACVA op-ed pieces and letters to the editor.
 - . Employee Relations Law Journal article published and distributed.
- . Assisted John Rupp w/ his May 2 presentation to Council of State Governments.
- . Drafted remarks, q&a material for Arthur Stevens presentation to Pace Univ. law students.
- . Tobacco College presentations.
- . Assistance to Bureau of National Affairs in development of its workplace smoking issue book.
- . Identification of companies to be targeted for initial promotional mailing.
- . Identification of Fortune 1000 companies in state activities priority states.

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- . Consultants have shared N.J. and Fla. chamber workplace booklets with clients in those states.
- . Assistance to Ron Saldana in identification of a speaker on legal issues regarding smoking in the workplace for Orange County, Cal., Chamber of Commerce.
- . Article by SDC for American Institute of Management President's Journal.

Strategy III:

- . Article for NJBIA in New Jersey Business magazine, describing employer responsibilities under new N.J. workplace law.
- . Booklets for N.J. and Fla. employers outlining responsibilities under workplace laws.
- . Comments re N.J. Dept. of Health guidelines on N.J. workplace law.
- . N.J. Restaurant Assn. mailing.
- . Louisiana Hotel and Motel Assn., and Restaurant Assn. mailings.
- . Arby's Roast Beef Restaurant mailings.
- . American Food & Wine Institute reception.
- . RJR-Ogburn briefing on restaurant program.
- . Briefing for Jim Peters, president of Responsible Hospitality Institute.
- . Letter critiquing 11/85 American Chamber of Commerce article on smoking restrictions mailed 1/16/86 over WK signature. Published 3/86.
- . Maine Chamber of Commerce brochure.
- . Article for Maine Today.
- . New Hampshire brochure materials.

Strategy IV:

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- . AFL-CIO executive committee has passed a resolution opposing smoker hiring bans and legislated workplace smoking restrictions.
- . AFGE on record as opposing workplace restrictions.
- . LULAC executive council resolution opposing workplace smoking restrictions.

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