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**PUBLIC AFFAIRS  
MANAGEMENT PLAN PROGRESS REPORT**

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**August 1988**

**TI DN 0018350**

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**EXCISE TAX ISSUE**

Primary Responsibility: Debbie Schoonmaker  
Carol Hrycaj

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**Overview**

We continued our efforts with the National Economic Commission this month with the submission of The Institute's comments on federal deficit reduction. Early reports on the state fair front indicate this year's trial program is running smoothly; the project was expanded to include four additional sites. We identified a sponsor for a deficit-reduction conference in December, and plans for the program are underway. The group also made steady progress on the excise tax presentation for next month's Tobacco College.

**Highlights**

In early August, The Institute submitted comments on deficit reduction to the National Economic Commission. We continued to monitor the status of the Commission's meetings scheduled outside of Washington, and to track press coverage of other NEC activities.

At the request of Federal Relations, we participated in a briefing of member company personnel on The Institute's NEC-related activities.

We reviewed a proposal for a tax conference scheduled for December, and met with consultants to discuss details. Recommendations for this project are being developed.

The state fair project is underway and operating smoothly. A request to expand the program to four additional states was approved. A visit to the Mid-South fair in Memphis is planned for late September.

"Earmarking Excise Taxes -- Unfair, Unfounded, Unwise", and "Tobacco Industry Profile 1987", were completed and distributed. In addition, a revised video -- "Excise Taxes: The Hidden Burden" -- is ready for distribution. It was reviewed by both the Communications Committee and the Executive Committee at their meetings this month. State Activities has been requested to explore the possibility of donating the video to various state groups' libraries.

We confirmed the attendance and participation of several "witnesses" and "Commission members", and worked on drafting a script, for next month's presentation at the Tobacco College.

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**Next Month's Goals**

**Participate in Tobacco College presentation**

**Seek approval for tax conference**

**Visit state fair in Memphis**

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**Public Relations Division Variance Analysis**

Excise Taxes  
**Cost Center Name**  
 1305  
**Cost Center Number**

August  
**Month**

Debbie Schoonmaker  
**Cost Center Manager**

Account#/ Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt Over (Under) Budget at Dec. 31, 1988	Explanation
4800 Books & Subscriptions	494	0	494	494	Not a budgeted item
5200 Repro. Print & Drftg.	63,266	140,000	(76,734)	(65,000)	Printing of CART brochure; video costs
6200 Advt. Space & Promo	0	333,333	(333,333)	(333,333)	No advertising authorized to date
7300 Prof. Fees	404,541	393,333	11,207	70,000	Continued activities under way
7500 Support To. & Other Orgs	267,295	468,667	(201,372)	136,000	Coalition activities under way
TOTALS	735,596	1,335,333	(599,738)	(191,839)	

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**PUBLIC SMOKING ISSUE**

**Primary Responsibility:** Jeffrey Ross  
John Lyons  
Sharon Ransome  
Kay Thomas

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**Overview**

In August we continued to make considerable progress implementing all aspects of the comprehensive public smoking program.

**Highlights**

**Indoor Air Quality**

We coordinated legal and scientific briefings with three potential ETS scientific witnesses. Briefings are scheduled with three additional candidates next month. All six candidates are scheduled for a detailed briefing with IAPAG in October. Allan Kasman, a former Philip Morris researcher, has completed media training and is prepared to testify at legislative hearings and to conduct media tours.

ACVA Atlantic, Inc. is revisiting the indoor air quality issue ads. Several new creative ad concepts have been developed. ACVA also is exploring radio and television advertising.

Tobacco Labor Management Committee representatives delivered indoor air quality presentations at the annual meetings of the Labor Council for Latin American Advancement (LCLAA) and the A. Philip Randolph Institute. Both organizations proposed resolutions promoting good indoor air quality for union members. LCLAA approved their resolution and the A. Philip Randolph is expected to do so in January. Committee representatives also briefed the President of the Oregon State AFL-CIO.

The Committee has updated the labor kit on the indoor air quality issue. They also are preparing a brochure outlining the rights of labor unions in negotiating workplace smoking policies. The brochure is scheduled to be completed next month and will be included in the labor kit.

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Also, the Committee is developing an indoor air quality booth to use at labor conferences and seminars. The booth is expected to be completed next month.

The National Energy Management Institute began production of its indoor air quality brochure and newsletter. They are scheduled to be printed and distributed by the end of next month.

Revisions are underway to the indoor air quality labor video. The video will be abbreviated with improved audio quality and consistency. The final update will be completed next month.

The October edition of The Tobacco Observer is underway. The edition will feature the indoor air quality issue.

#### Litigation Program

John Fox continues to promote his breakfast seminar series on workplace issues--including workplace smoking legal issues. The first seminar is scheduled for next month. A promotional brochure has been prepared and mailed to nearly 10,000 lawyers and human resource managers in Raleigh, North Carolina and Portland, Oregon--the sites of the first two seminars.

Dennis Duffy of Pillsbury, Madison & Sutro, briefed the president of the Charles Huston Bar Association, the San Francisco Bay Area's Black bar association, on workplace smoking legal issues. Duffy was invited to brief the entire bar in the Fall. Duffy also was invited to brief the new president of the National Bar Association.

Mario Obledo, John Fox and Dennis Duffy made preparations for a seminar on workplace smoking legal issues at a star-studded employment law symposium at the Hispanic National Bar Association's annual convention in September.

We received a first draft of the Ashe-Vaughn update of their law journal article on workplace smoking legal issues. The article is being prepared for the Winter edition of the Employee Relations Law Journal.

#### Corporate/Smoker Assistance Program

We continue to work with Bestype Office Environments to assist them in providing assistance to employers on the workplace smoking issue. Bestype is pulling together a seminar series on workplace issues to begin in the next few months. Promotional ads and direct mail activities also are being developed.

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Drafting of our workplace kit for smokers has been completed. The kit will be promoted at smoker assistance media tours scheduled to begin in October.

The Washington Legal Foundation decided to expand the scope of their corporate workplace policy survey. The survey now covers corporate policies including parental leave, health benefits, health and safety, and workplace smoking. Release and promotion of the report is scheduled next month.

This month, we received 197 requests for workplace assistance. Many of these requests were a result of previous targeted resource guide mailings. We also received numerous letters from readers of Philip Morris Magazine requesting information on workplace smoking and smokers' rights. Twenty percent of this month's requests for assistance were attributed to the magazine.

#### Smokers as Customers

Field staff has identified opportunities to promote the Great American Welcome. Media Relations and field staff are working together to complete the briefings. We are continuing to coordinate promotion in Region IV. Welcome kits have been distributed to state tobacco distributor association executives and to over 10,000 hospitality and retailer groups in New England.

We met with the National Restaurant Association in Washington, D.C. to brief them on our hospitality program. They have asked that we send our hospitality kit to state and local restaurant association executives. The mailing will be completed next month.

We also met with the Restaurant Association of Maryland to discuss its pilot voluntary program in Baltimore county. We are working with them to expand the program statewide.

#### Conflict Resolution Program

We continued our briefings to potential NICE coalition members on the objectives and activities of the program and to identify a spokesperson. As a result of our efforts, we conducted several meetings to discuss program refinements.

We are now moving forward with the first phase of the project that will communicate the program's message directly to smokers. Coalition development activities will commence once this phase has been completed.



We have developed our survey to assess how individuals respond to every day annoyances--including smoking. We expect the survey to be completed next month. The results of the survey will be used in promotional materials targeted to smokers. A carton imprint already has been developed. We also are identifying a panel of experts to serve as spokespersons for the organization.

#### **Smokers' Rights Groups**

We continue to identify smokers' rights activists and organizations. We are developing a geographic catalog of groups and an analysis of their activities. We will use this to determine groups to provide assistance to.

#### **Other Activities**

We conducted a briefing on the comprehensive public smoking program for representatives of R.J. Reynolds. We also conducted a briefing on The Institute and its activities for representatives of The Tobacco Institute of Switzerland and Philip Morris International.

#### **Next Month's Goals**

- . Finalize business relationship with Bestype.
- . Release Washington Legal Foundation workplace smoking report.
- . Complete NICE research.

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**Public Relations Division Variance Analysis**

Public Smoking

**Cost Center Name**

1309

**Cost Center Number**

August 1988

**Month**

Jeffrey D. Ross

**Cost Center Manager**

Account#/Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt Over (Under) Budget at Dec. 31, 1988	Explanation
5101/Postage & Delivery	\$ 68,248	\$ 26,667	41,582	40,000	Resource Guide mailings.
5201/Repro., Print & Draft	206,629	460,000	(253,371)	0	Under budget because CPSP activities not yet underway.
6201/Advert., Space & Promo.	121,644	3,371,333	(3,249,689)	(1,000,000)	Advertising not fully underway.
7301/Prof. Fees	789,814	1,261,333	(471,520)	(90,000)	CPSP activities not underway.
7501/Support to tobacco	158,143	624,000	(465,857)	(20,000)	CPSP activities not underway.

**Public Relations Division Variance Analysis**

Public Smoking

Cost Center Name

1309

Cost Center Number

August 1988

Month

Jeffrey D. Ross

Cost Center Manager

Account#/ Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt Over (Under) Budget at Dec. 31, 1988	Explanation
8030/Computer Expense	\$ 5,610		5,610	10,000	Unbudgeted item.
TOTALS:	\$1,350,088	\$5,743,333	(4,393,245)	(1,060,000)	

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**Public Relations Division Variance Analysis**

Scientific Affairs

Cost Center Name

1302

August 1988

Jeffrey D. Ross

Cost Center Number

Month

Cost Center Manager

Account#/Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt Over (Under) Budget at Dec. 31, 1988	Explanation
5801/Legal Fees	\$ 31,715	\$ 66,667	( 34,952)	0	CPSP not yet underway.
7301/Prof. Fees	528,866	1,416,667	(887,801)	0	CPSP not yet underway.
TOTALS:	\$561,197	\$1,483,333	(922,136)	0	

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TI DN 0018361

## **MEDIA RELATIONS**

**Primary Responsibility: Brennan Dawson Moran**

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### **Overview**

August activities centered around consultant media activity and preparation for launching of Comprehensive Public Smoking Plan components. Media Relations staff completed the third and final month of media tours on the airline issue and continued to provide answers to the media and the public on issues.

### **Highlights**

Working towards implementing the Comprehensive Public Smoking Plan, Media Relations was involved in a number of projects in August. These include:

-- Making significant progress towards retaining public relations firms in three regions;

-- Drafting materials, securing a public relations firm, and coordinating the media aspects of the Fox Legal Briefings;

-- Assisting in the drafting of materials, media market selection, and coordination of the "Social Cost" media tours to commence in September;

-- Working with the issues group on the soon-to-be announced poll findings on workplace issues; and

-- Intensively seeking support from state and local hospitality groups for the Great American Welcome and the hospitality program. Contact during August has shown a great deal of support from groups for these new programs. We are now scheduling speaking engagements and display opportunities through the end of 1988.

Renewed emphasis on the airline smoking ban issue was part of Media's activities in August.

-- An OpEd, exploring the unfavorable reactions and outcomes of the two hour ban, was written and distributed to over 1,000 daily newspapers nationwide;.

-- The review of ETS aboard aircraft by Larry Holcomb published in the peer reviewed journal Environmental Technologies Letters was sent to aviation writers at daily newspapers as well as aviation trade press.

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**AIRLINES**

**Primary Responsibility: John Lyons**

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**Overview**

August saw steady progress on airline smoking matters. With the issuance on August 5 of the Department of Transportation's request for proposals for a cabin air quality study, the issue moved out of the public spotlight and perhaps into a less political, more substantive phase. We moved ahead on several projects and received legal clearance to proceed with others.

**Highlights**

In response to DOT's RFP, we covered the post-solicitation conference and coordinated follow-up contacts with interested bidders. Bids are due in late September, and it appears that several qualified firms will bid for the contract. The risk assessment (Phase II) portion of the study as well as the study's overall timetable continue to cause concern.

Another Tobacco Action Network alert went out early in the month. Like previous TAN alerts on smoking aboard airliners, the response rate has been exceptional. Business reply mail indicates that by September 10 the alert generated nearly 20,000 pieces of correspondence -- 9,500 to airlines, 5,500 to DOT and 5,300 to Members of Congress.

Media Relations completed a targeted media mailing of Larry Holcomb's Environmental Technology Letters article on alleged health effects of exposure to ETS aboard airliners. In addition, Brennan Moran distributed an op-ed piece on the issue to media outlets nationwide.

We directed Aviation Research & Analysis to proceed with its analysis of the on-time performance of flights subject to the smoking ban. This analysis should be completed in September.

[ R ] AR&A will provide data for these schedules in mid-September.

Smoker's Rights Alliance President Dave Brenton conducted 15 radio interviews on airline smoking issues in August in markets as diverse as rural Alabama, Utah, Dallas, Los Angeles and Hartford.

The SRA hotline received 87 calls during the month, and the group distributed 1,550 "Passport to Smokers' Rights" kits via the hotline and airport information centers. SRA distributed 600 kits in New Orleans International Airport during the week of the Republican National Convention. The airport information centers also collected nearly 1,200 petition signatures.

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**Airlines - August Report**  
**Page Two**

Aviation Safety and Health Association began laying the groundwork for a conference next spring on cabin air quality issues. In addition, Airline Passengers of America indicated its willingness to discuss its membership marketing and surveying plans with us.

**Next Month's Goals**

Develop a plan to address airport smoking restrictions.

Pursue relationships with airline consumer groups.

Follow up on AR&A and other previously initiated projects.

**TI DN 0018364**

**Public Relations Division Variance Analysis**

Airline Issue

Cost Center Name

1312

Cost Center Number

August

Month

John Lyons

Cost Center Manager

Account#/ Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt Over (Under) Budget at Dec. 31, 1988	Explanation
5200/ Repro. Print Drafting	133.5	0	133.5	165.0	Unbudgeted Cost Center
6200/ Advert. Space Promotion	11.4	0	11.4	30.0	" " "
7300/ Prof. Fees	193.2	0	193.2	260.0	" " "
7500/ Suprt. Tobacco	108.7	0	108.7	185.0	" " "
Totals	446.8	0	446.8	640.0	" " "

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## ADVERTISING ISSUE

Primary Responsibility: Fred Panzer

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### Overview

On the heels of Chairman Waxman's July 29 tobacco hearing, Chairman Luken introduced a new bill (Luken III) banning advertising and vending machine sales, requiring FTC testing of cigarette smoke constituents, repealing Federal preemption of warning labels and requiring a new addiction label. Congressmen Whittaker and Bates joined Luken in introducing the bill, as H.R. 5113.

Luken followed almost immediately with yet another version, retreating from a flat-out ad ban. This draft (Luken IV) is very narrow in scope and is obviously designed to attract support from subcommittee Democrats, who generally favor a new addiction label and some effort to discourage sales to minors but have not been willing to support repeal of the tort law preemption provisions.

Although Luken promised to mark-up this latest bill on August 11, it did not materialize, nor did he introduce the legislation. FAC and TI had mobilized to oppose Luken's third and fourth versions of Luken's advertising restriction. Significant opposition also emerged from organized labor, especially the powerful Teamsters union whose members service vending machines.

### Highlights

The Surgeon General's Interagency Committee on Smoking and Health announced that it will convene a public meeting on October 27 on "the public health implications of tobacco sponsorship of sporting events." We are developing an action plan to deal with this event and the broader issue of sports sponsorship.

Senator Gore's Consumer Subcommittee of the Senate Commerce Committee hearing on August 10 on Senator Thurmond's bill, S. 2047, to require warning labels on alcoholic beverages, is regarded as a prime example of the slippery slope argument the Freedom to Advertise Coalition has been making.

The National Association of Counties at its annual meeting August 5-9 approved its steering committee's draft resolution, prepared by the Task Force on Tobacco, that recommends stronger enforcement of "sales to minors" laws through regulation of sampling and vending machines and public smoking policies.

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The Freedom to Advertise Coalition (FAC) opposed the proposal of the Washington (D.C.) Metropolitan Area Transit Authority (WMATA) to limit tobacco and alcohol advertising, arguing that the singling out specific products makes the limitation unconstitutional. At the August 25 meeting, WMATA decided to apply the advertising limitation to any category of product or service.

We also worked on following: a plan to counter the Oregon plan to require death certificates to indicate tobacco usage; prospective Op-Eds, authored by advertising agency CEOs, and a pamphlet to be sponsored by the Freedom to Advertise Coalition; September issue of The Tobacco Observer; revised edition of "In the Public Interest" brochure; preparing for 16th annual Tobacco College.

**Next Month's Goals**

Move forward with (a) brochure to be published by FAC or other third-party organization; (b) op-ed pieces for signature of ad agency CEOs; (c) video on NASBE Community Alliance Program; Sports sponsorship opinion survey and economic impact study; overall economic study of an advertising and promotion ban; meeting with vending industry trade associations and exploring potential labor interest on vending sales restrictions.

TI DN 0018367

**Public Relations Division Variance Analysis**

Advertising Restrictions

Cost Center Name

1308

Cost Center Number

August

Month

Fred Panzer

Cost Center Manager

Account#/ Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt Over (Under) Budget at Dec. 31, 1988	Explanation
5201 Repro. Print	12,004	78,667	( 64,663)	( 40,000)	Stepped up PAC public actions
7301 Prof. Fees	76,029	331,333	(255,305)	(280,000)	Stepped up PR activities
7501 Support Tobacco and other organiz.	166,149	330,000	(163,851)	(210,000)	NASBE & CAP activities will increase
<b>TOTAL</b>	266,456	768,000	(481,544)	(530,000)	

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TI DN 0018368

## FIRE SAFETY ISSUE

Primary Responsibility: Susan Stuntz  
Karen Fernicola

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### Overview

August activity on the fire safety issue focused on making and renewing contacts in the fire service and continuing to seek endorsements of the Boucher "fire-safe" cigarette legislation. The expected abatement of grant requests did not, in fact, occur this month, and we reordered several of our fire safety education products to fulfill the torrent of requests.

Our participation in the annual conferences of the Western Fire Chiefs Association and the International Association of Fire Chiefs (IAFC) continued to raise the visibility and esteem of TI's fire program in the eyes of fire service officials.

### Highlights

We continue to receive commitments from national and state fire service organizations to endorse the Boucher bill, most recently from Connecticut, Oregon and Washington state. Legislative efforts in September and October will target Minnesota, California, Illinois and New Jersey. The bill currently has 25 co-sponsors in the House.

At the IAFC convention, TI staff and consultants participated in IAFC Prevention and Public Education Committee meetings. We will submit our fire safety education materials to the Public Education Committee for evaluation and endorsement, and possibly assist the committee in producing a catalogue of "good values" in available public fire safety education.

A TI-sponsored reception during the IAFC conference attracted many leaders from the fire world in key states and organizations. We received many favorable comments about the quality of the reception.

In a meeting of the National Volunteer Fire Council (NVFC) Executive and Legislative Committees, NVFC voted to proceed not only with its foundation, but with its long-planned resource center, which will eventually become the distribution site of all TI-sponsored fire safety educational materials. We are currently determining inventory and space needs for the center.

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NVFC also approved an addition to the "New Tools for Volunteer Fire Fighters" kit, this one focusing on vehicle safety and maintenance. We will begin preparing drafts of the new material to present at the NVFC directors' meeting in October.

Also during the IAFC conference, representatives of the Bush and Dukakis campaigns addressed their candidates' commitment to the fire service at a TI-sponsored NVFC luncheon moderated by ABC News Correspondent Hal Bruno, a volunteer fire fighter and long-time advocate of the fire service.

We have received an invitation from the Georgia Fire Academy to participate in the first Georgia Fire Instructors' Conference in December. TI staff and consultants will present information on the Barriers report as well as the TI program and "fire-safe" cigarette issue.

The University of Maryland's Center for Instructional Development and Evaluation, under contract to the National Fire Academy, is revising a course reader called Fire-Related Human Behavior to be published this winter. The center has requested permission from TriData to use the entire text of Overcoming Barriers to Public Fire Education in the United States in the publication.

We have discovered an obscure and potentially useful article in the journal Advances in Consumer Research written by two members of the Technical Study Group of the most recent "fire-safe" cigarette study. The article, "Market Forces, Information and Reduced Flammability Cigarettes," suggests that voluntary rather than mandated standards should govern the production of "fire-safe" cigarettes.

#### Next Month's Goals

Prepare and present Tobacco College presentation on the fire safety issue.

Complete plans for October's state visits.

Distribute summary of TI fire program and appropriate portions of the comprehensive grants list to TI field staff.

Finalize text and begin production of brochure on TI fire program.

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**Public Relations Division Variance Analysis**

Fire Safety  
Cost Center Name  
1306  
Cost Center Number  
August 1988  
Month  
S. Stuntz/K. Fernicola  
Cost Center Manager

Account#/ Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt Over (Under) Budget at Dec. 31, 1988	Explanation
5200/Repro, print & draft	\$ 17,866	\$ 30,000	(\$12,134)	(\$5,000)	Reprints will increase at year's end to fill NVFC supply needs
7300/Prof. fees	240,742	246,667	( 5,925)	-0-	On target
7500/Support tobacco and other organi- zations	219,177	280,000	( 60,823)	-0-	Fire Grant requests are increasing
<b>TOTALS</b>	<b>\$477,785</b>	<b>\$556,667</b>	<b>(\$78,882)</b>	<b>(\$5,000)</b>	

## **SOCIAL COSTS**

**Primary Responsibility:** Debbie Schoonmaker  
Carol Krycaj

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### **Overview**

The social cost video advanced from the conceptual stage to a reality with shooting completed early in the month and editing of a rough-cut version underway. Plans for Tollison and Wagner's media tours shaped up as we focused on developing press kits and identifying appropriate markets.

### **Highlights**

During August, work on the video moved forward on schedule. With the filming completed, we reviewed a rough cut and continued to work closely with our creative consultants in the editing process.

Promotion of Smoking and the State progressed on several fronts. We developed press kits and identified specific markets for the Tollison and Wagner media tours, which are scheduled to begin in September. The economists' book reviews were readied for publication. To date, one has appeared in a Columbia, S.C., newspaper.

Of four approved research papers, three have been completed and were under review in-house before being sent for legal clearance. We received proposals for a second wave of social cost research. Next month, we will review these latest submissions and seek approval to commission three of them.

We met with WEFA Group to review their proposal to update the 1985 Chase Econometrics study on tobacco's economic impact. It was decided that the update would most likely be conducted by Price Waterhouse, whose proposal was reviewed last month.

### **Next Month's Goals**

Complete video

Launch media tours

Plan for academic conference

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**Public Relations Division Variance Analysis**

Social Costs \_\_\_\_\_  
 Cost Center Name \_\_\_\_\_  
 1311 \_\_\_\_\_  
 Cost Center Number \_\_\_\_\_  
 August \_\_\_\_\_  
 Month \_\_\_\_\_  
 Debbie Schoonmaker \_\_\_\_\_  
 Cost Center Manager \_\_\_\_\_

Account/Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt Over (Under) Budget at Dec. 31, 1988	Explanation
4801 Books & Subscriptions	2,745	0	2,745	2,745	Not a budgeted item
5200 Repro. Print & Dftg.	4,828	123,333	(118,505)	0	Video production
6200 Advrt. Space & Promo		13,333	(13,333)	(20,000)	No advertising authorized to date
7300 Prof. Fees	229,486	310,000	(80,513)	0	Second of three payments for research projects
7500 Support Tob. & Other Orgs	0	146,667	(146,667)	0	Coalition activities pending completion of research
TOTALS	237,059	593,333	(356,273)	(17,255)	



Media Relations  
August 1988  
page 2

-- TI staff conducted the final media tours in selected major markets. In August, media staff promoted the TI message in San Diego, CA (4 radio and 3 television interviews), Buffalo and Syracuse, NY (7 radio, 3 television, and 1 newspaper interview), and Miami, FL (1 television and 1 radio interview).

Truth Squad media tours, informing the media and public on ETS and indoor air quality, took Dr. David Weeks to Trenton and Newark, NJ. While in New Jersey, Dr. Weeks conducted 3 radio, 2 newspaper, and one radio interview. Dr. Jack Peterson discussed the issues on 2 radio programs in Pittsburgh, PA.

"Helping Youth Say No," media tours revived in August, with Jolly Ann Davidson visiting the media in Denver, CO. On her trip, Mrs. Davidson had 4 radio, 2 newspaper, and 1 television interview.

ACVA media tours in August took Gray Robertson to San Francisco and Oakland, CA and Raleigh, Durham and Charlotte, NC. While in California, 4 radio, 1 television, and 3 print interviews were conducted. In North Carolina, Robertson had 6 radio, 6 television, and 3 print interviews. Also last month, national pitches for the ACVA message were made to "USA Today: The Television Show," U.S. News and World Report, and People Magazine.

In other activity, Media Relations:

-- Prepared for the Annual Tobacco College of Knowledge;

-- Visited with and briefed member companies on the Comprehensive Public Smoking Plan so efforts may be better coordinated;

-- Gave a speech to the annual gathering of Philip Morris International sales force on TI efforts;

-- Prepared a response to the inaccuracies being reported on an Australian ETS court case, and distributed the response to all newspapers who covered the issue;

-- Prepared and taped an editorial response for a Jefferson Pilot Television news editorial on smoking restrictions; and

-- Wrote an article for the Pennsylvania Tobacco Distributors Association.

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Media Relations  
August 1988  
page 3

Quantitatively in August, the Media team participated in 30 broadcast interviews, 53 print stories, produced 13 letters to the editor, and filled 250 information requests from the public and the media.

**Next Month's Goals**

Increased activity on the Great American Welcome and Hospitality Program.

Implementing Comprehensive Public Smoking Plan.

Filling of staff vacancies.

TI DN 0018375

**Public Relations Division Variance Analysis**

**Media Relations**

**Cost Center Name**

1303

**Cost Center Number**

**August 1988**

**Month**

**Brennan Moran**

**Cost Center Manager**

Account#/Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt Over (Under) Budget at Dec. 31, 1988	Explanation
3900/Travel	\$50.6	\$153.3	\$(102.8)	(100.0)	Fewer speakers on road
4000/Confer.	- 0 -	22.0	( 22.0)	- 0 -	Tobacco College in Sept.
5100/Post & Del.	6.9	33.3	( 26.4)	- 0 -	Low demand for mailings.
5200/Repro., Print & Drafting	4.6	26.6	( 22.0)	- 0 -	Projects to be initiated.
5400/Other Office Exp.	29.9	40.0	( 10.0)	- 0 -	Low number of tapes & transcripts
5500/Memb. & Staff Training	3.2	6.7	( 3.4)	- 0 -	More in 3rd & 4th quarter.
6200/Adv.	.1	13.3	( 13.2)	- 0 -	3rd & 4th quarter activity.
7300/Prof. Fees	49.4	396.7	(347.3)	- 0 -	Some bills not yet processed, projects pending.
<b>TOTALS</b>	<b>148.9</b>	<b>703.3</b>	<b>(554.4)</b>	<b>(100.0)</b>	

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TIDN 0018376

**Public Relations Division Variance Analysis**

General Coalitions

Cost Center Name

1107

Cost Center Number

August 1988

Month

Susan Stuntz

Cost Center Manager

Account#/Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt Over (Under) Budget at Dec. 31, 1988	Explanation
3901/Travel	\$ 80,252	\$116,667	(36,414)	(30,000)	Staff vacancies slow legislative agendas in states have reduced need for travel.
5201/Repro., Print & Draft	17,387	40,000	(22,613)	(20,000)	Little demand for third party pubs.
6201/Advert.	1,000	33,333	(32,333)	(40,000)	Little demand for third party ads.
7301/Prof. fees	196,739	252,667	(55,928)	(50,000)	Cost containment has resulted in reduction of prof. fees.

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**Public Relations Division Variance Analysis**

General Coalitions

Cost Center Name

1307

August 1988

Susan Stuntz

Cost Center Number

Month

Cost Center Manager

Account#/ Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt Over (Under) Budget at Dec. 31, 1988	Explanation
7501/Support to tobacco & other orgs.	\$296,337	\$572,000	(275,663)	(50,000)	Some CPSP programs not yet begun; no charges against TGIC, NTC accounts.
TOTALS	\$597,640	\$1,023,333	(425,693)	(190,000)	

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TI DN 0018378

## **Production Services**

**Primary Responsibility: Anne Cannell**

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### **Overview:**

In August we worked on producing materials for both the Communications and Executive Committee meetings. Advertisements, slide shows and printed matter all had to be coordinated for mailings and the meetings.

### **Highlights:**

With approval from Administration, we seriously began to review all the audio visual equipment. Two suppliers came in and have been assigned to submit cost proposals on their recommendations based on our needs.

Philip Morris sent Chris Donahue down to TI for a day to review our publications. Their NY office wants to set up a mini TI publications distribution center.

We met with Data Processing to review our specifications for computerizing the inventory. They are reviewing several software packages with our needs in mind.

### **Next Month's Goals:**

To produce and deliver all materials for the Tobacco College of Knowledge and Government Relations Seminar.

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Listed below are projects started, underway or completed this past month.-

**ADMINISTRATION**

**Audio Visual Room:**

- . Waiting for recommendations from 2 suppliers

**Memo Pads:**

- . Completed: Woodson, Cannell, Thomas, Lang

**News Article:**

- . Pasted-up, reproduced & highlighted 300 copies.....Adams

**Lighters:**

- . 300 ordered to replenish inventory.....Grays

**TI DN 0018380**

**PUBLIC AFFAIRS**

**ACVA:**

- . 18 slides produced for use with existing presentation.....Ross
- . All slides duplicated, color xeroxed and delivered
- . 1 extra in production

**Comprehensive Public Smoking Program:**

- . 50 timeline booklets printed.....Stuntz
- . Slides produced for Ex. Committee meeting.....Stuntz

**Data Cards:**

- . FL, GA, MD, NC, KY, SC, TN, VA, WV, OR, RI, WA, NY, NE, AK, WY, MA, NJ delivered.....Duffin
- . CT, DC, IN, KS, MI, MO, MT, OH, WI: in production.....Duffin
- . VA: reprinted 25,000 for Philip Morris
- . NC: reprinting 5,000 for Tobacco Associates, Inc.

**Earmarking Excise Taxes: Unfair, Unfounded, Unwise:**

- . Printed & delivered.....Hrycaj

**Excise Taxes: The Hidden Burden:**

- . Cover and labels printed, 40 copies ready for distribution
- . Transcript of audio produced.....Schoonmaker

**FireCare:**

- . Reprinting 50 copies:
  - . 3 slide shows being duplicated
  - . 3 audio tapes being duplicated
  - . artwork in production
  - . binders ordered.....Fernicola

TI DN 0018381



**Great American Welcome:**

- . printed and delivered.....Lyons/Moran

**He's never seen a cigarette advertisement...:**

- . Design submitted for pamphlet of ad.....Panzer

**Helping Youth Decide:**

- . Publication series under review and estimating for reprinting.....Panzer

**Hospitality Program:**

- . Advertisement produced and distributed to Committees.....Ross
- . Booth display in production.....Moran/Lyons

**IAQ-Management Video:**

- . 2 copies produced in PAL format.....Thomas

**Invitations:**

- . Produced Rush for a reception for the International Association of Fire Chiefs.....Fernicola

**OICA:**

- . August newsletter reproduced and mailed.....Ross
- . Updates to mailing list completed.....Ross

**Reprints:**

- . International Concepts in Fire Protection, European study.....Fernicola
- . Workplace Smoking Labor Guides.....Ross
- . Overcoming Barriers to Public Fire Education.....Fernicola
- . VA Heritage -- in production to replenish inventory

**Scope & Activities:**

- . Printed and delivered.....Stuntz

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**Tobacco College of Knowledge:**

- . Diplomas reprinted, sent to calligrapher
- . Tent cards and name tags in production.....Davis/Smith

**Tobacco Observer:**

- . V13N6 produced and mailed by Sept. 1.....Lyons
- . V13N7 in production.....Panzer

**Tobacco Photos:**

- . Photo library under review for updates.....Cannell

**Workplace Response Mailing:**

- . 59 orders sent to mailhouse for fulfillment.....Ransome

**STATE ACTIVITIES**

**Government Relations Seminar:**

- . Meeting materials in production for agenda, portfolio, tent cards and name tags.....Cannell

**Slides:**

- . Produced for Executive Committee.....Cannell

**Tobacco Leaf Pins:**

- . Reordered for replenishing inventory.....Carter

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## **INFORMATION CENTER**

**PRIMARY RESPONSIBILITY: LAURA PICCIANO**

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### **Overview**

The Center had a fairly busy month with a high number of requests answered. We completed several substantial projects while focusing on a couple of administrative matters.

### **Highlights**

We collected background information on the Interagency Committee on Smoking and Health in preparation for their upcoming meeting.

We reviewed the issue of air quality in schools, the so-called "sick school syndrome", in both the scientific literature and the press.

Just over 900 mailing labels were produced for companies in several North Carolina cities in the Raleigh-Durham area as part of consultant John Fox's workplace promotion.

At a member company request, we identified the states with Fair Trade Acts, laws which set a minimum price for cigarettes as well as other products.

We provided news articles on a number of subjects including social costs in the workplace and a tobacco product liability suit in Australia.

The attempt was made to figure the amount of money the American Cancer Society, the American Lung Association and the American Heart Association have spent for research over the past ten years.

The final draft of the users' manual for the Information Center Subsystem (ICSS) has been completed.

A contract has been signed with an company which will allow us to maintain the card catalog as well as the ICSS through access to a commercial online system.

Laura Picciano attended an association librarians meeting and perused the collection of the library at the Association of American Railroads.

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In routine matters, we handled 72 routine requests for information - 38 from staff, 9 from member companies, 8 from law firms and 17 from outside individuals and organizations.

**Next Month's Goals**

1. vending industry overview
2. establish issues files
3. initiate cataloging system

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Public Relations Division Variance Analysis

Information Center  
Cost Center Name

1304  
Cost Center Number

August 88  
Month

Laura Picciano  
Cost Center Manager

Account#/Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt Over (Under) Budget at Dec. 31, 1988	Explanation
4800 Books & Subscriptions	24,650	30,000	(5,350)	0	
8030 Computer Services	27,286	32,000	(4,714)	(3,000)	Use of online services lower than expected
<b>TOTALS</b>	<b>54,524</b>	<b>74,000</b>	<b>(19,476)</b>	<b>(25,000)</b>	

## Special Projects

Primary responsibility: Anne Duffin

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### Overview

The Institute's "response" to the 25th anniversary Surgeon General's report was on track with clearance of a four-page outline and assignment of program roundup pieces to issues teams for Sept. 22 delivery. Although a Freedom of Information (FOI) request for materials related to the 1989 SG report has yet to bear fruit, Centers for Disease Control did inquire about the extent of materials requested. Answer: Give us everything.

The eventual goal of combining TAN and Tobacco Observer records in a single data base was nearer fruition. Discussion with Data Processing consultants about the necessity for controlling duplication if budget is approved for adding all TAN activist records to the TTO list uncovered some reasons why the present cumbersome system was devised. Discussions continue.

Other Special Projects time was devoted to continued improvement of both TTO coverage and records, data card updates and FOI requests and follow-ups.

### Highlights

- Further FOI correspondence with HHS' Office of the Assistant Secretary revealed that no one but Dr. Koop has documentation for his June ad libs to the Joint Economic Committee 1) that every employer who's tried a smokeless workplace has found productivity increased and 2) that unions now are requesting worksite smoke bans.
- FOI inquiry for authority for a \$200,000 offer by SG Koop for a World Health Organization smoking and health program unearthed documents showing the National Cancer Institute executive committee authorized giving The WHO program \$250,000. But NCI included no documentation of the authority under which NCI can send American taxpayers' dollars overseas. So we asked for it.
- A new FOI request for Fred Panzer sought minutes, travel expenses, correspondence about selection and compensation of invited speakers (Judith Mackay came from Hong Kong) and, most importantly, communications about selection of agendas of the quarterly public meetings.
- Returns on the postage-paid July Observer subscription card topped 900 and included the upstate office of a New

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York congressman; a request we add all board members of the National Tobacco & Textile Museum; a card signed Michael Pertschuk, with "wholesaling/distribution" checked as occupation and his Advocacy Institute street address; a hand stamp declaring "The tobacco industry kill over 350,000 people per year thru selling & advertising their lethal products," and a printed sticker, "Other magazines reject cigarette advertising. Why can't you?"

- We added as Observer readers 2,000-plus American Tobacco office and factory employees after conferring with American's State Activities Policy Committee representative, will check American Brands coverage, and that in the smaller member companies, when all July subscription requests, held up by staff vacations, have been entered.
- Twenty-seven updated 1988 cards were mailed to company publications samples lists, and other contact and tobacco related organization lists. Seven more were researched and readied for production.
- In continuing efforts to control Observer list quality, we persuaded a member company representative to take 25,000 copies of his state's data card, with National Tobacco Council logo, for state fair distribution rather than the 25,000 TAN application or 25,000 Observer subscription cards initially requested.
- Counsel still seeks a foot-noted but missing appendix to congressional testimony by FTC Chairman Oliver on cigarette brand advertising; we continued efforts with Federal Activities and a member company Washington office to pry the document loose from a reluctant FTC and an uncooperative subcommittee staff.
- Casual research indicated more colorful and interesting material available to relate tobacco to Missouri history and a necessary rewrite for the Missouri heritage booklet. A new manuscript neared completion at month's end.

**Next Month's Goals**

- . Completion of "Missouri and Tobacco" and collection of substitute artwork for "Kansas and Tobacco"
- . Update of the telephone readership survey for use following delivery of the October Observer
- . Research of last seven data card updates (leaving eight to go)
- . Sessions with all issue teams on content of TI's SG response

TI DN 0018388