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March 6, 1987

MEMORANDUM

TO: Samuel D. Chilcote, Jr.; William Kloefer, Jr.;
Robert J. Lewis; Daniel A. Milway; Roger L. Mozingo

FROM: Peter G. Sparber 

There seems to be general agreement that public smoking is our toughest issue and that Gray Robertson's efforts have been our most effective way of dealing with it.

At the Winter Meeting, I spoke briefly about our attempts to work with the ventilation contractors and sheet metal workers union to increase the number of people speaking to the overall air quality issue.

Attached is a proposal from the National Energy Management Institute (the labor-management committee of the ventilation industry).

It requests a grant of \$241,025 from The Tobacco Industry Labor Management Committee -- which will be matched by a like amount from the ventilation industry -- to provide for the immediate training of more than 1,000 ventilation contractors and journeyman apprentices in all 50 states. Training will permit these individuals to speak out on the indoor air quality issue and to place ETS in the same context established by Gray Robertson.

NEMI regional offices are located in California, Colorado, Texas, Michigan, Ohio, Pennsylvania and Illinois. The program would be launched in these key states and move rapidly to other locations which NEMI will select with our help.

I strongly agree with Issues management staff endorsement of this proposal and will authorize it upon legal clearance, if there are no objections.

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TI DN 0011552

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My reasons are as follows:

- o The ETS issue is being debated everywhere simultaneously. Gray Robertson is doing a superb job but is physically at his limit. ACVA has added staff to help him but his two assistants are not nearly enough to meet the demand. IAPAG has assigned two scientists "on a trial basis" to help us as media spokespersons; the RJR briefcase program is prohibitively expensive to make it broadly useful.

This project has the capacity to place many credible, third-party spokespersons, where we need them, fairly fast.

- o We have \$300,000 specifically budgeted for grants for local ventilation studies. These dollars were originally set aside for studies requested by field staff. To date this year, one study has been requested (at a cost of about \$7,000). We believe this is due in part to the difficulty of persuading building owners to allow the tests.
- o NEMI will proceed with the program without us. But, it will do so at a slower pace and probably with no emphasis on ETS. Their investment suggests more of a commitment than we have been able to find with any other ally, on almost any issue. NEMI has shown itself to be well-organized, supportive and competent.
- o ETS is our toughest issue and we must try every reasonable approach. We are now experimenting with more expensive and longer-range efforts.

Thank you for your prompt consideration.

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