

F. NYC

NEW YORK CITY STRATEGIC PLAN - 1991

BUSINESS COMMUNITY RELATIONS

- Maximize use of the company's involvement in the New York City Chamber of Commerce, county Chambers of Commerce and other major business organizations.
- Develop/maintain company associations with key businesses and business organizations throughout the city.
- Involve appropriate business/business organization leaders in all company events.
- Insure that the company is effectively represented in the organizations and activities that it financially supports.

CONSTITUENCY DEVELOPMENT

- Insure company participation in key community associations throughout the city.
- Expand, where necessary, company corporate contributions program to selected charitable organizations.

ELECTED OFFICIAL RELATIONS/PUBLIC AFFAIRS

- Use company functions and aggressively seek out company events for City Council Members and Staff.
- Educate city's political players as to the company's massive economic contribution to the city. One method will be the use of a video program that outlines the company's major contributions to the economic, social and cultural life in the five boroughs.
- Upgrade company presence at non-company events designed to maximize visibility with the Mayor and his staff and the City Council and staff.
- Initiate targeted product distribution to reinforce the company's overall economic impact and diversity.
- Establish a President's Forum at headquarters where senior management will be addressed by major elected office holders.

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- Continue Senior Management Luncheon Program at headquarters with established elected officials and up and comers in the political world.
- Develop legislative tour program - presentation, legislative interaction with PM personnel and post-tour followup.
- Conduct 5 tours of nearby facilities for elected officials.
- Host legislative reception for the city's elected officials. Assist third party organizations with similar programs.
- Maximize operating company cooperation to achieve political/legislative goals:
 - An inter-company New York City Task Force will be established to coordinate activities.
 - Establish a comprehensive legislative network with PM constituent personnel assigned to developing a periodic contact program with their Member of the City Council. Network participants will also be responsible for an outreach program to the key opinion leaders in these districts.
 - Establish a periodic public affairs/community awareness program where elected officials are invited to address company employees.
 - Establish a Community Service Program recognizing the contributions of locally elected officials.
- Involve company management in selective appointive positions with the Mayor's office and the City Council.
- Host two major charitable events involving senior management and legislative leaders.
- Involve the company's senior management in six major opinion leader events.
- Aggressively develop solid one on one relationships with selected members of the City Council.

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- Foster a direct relationship between the Mayor, Deputy Mayors and senior company management.

INDUSTRY RELATIONS

- Continue to lead all industry lobbying efforts before city government.
- Educate vendors/customers as to the potential impact of negative legislation.
- Actively be involved in all aspects of issue training with Retail Organisations, Wholesalers and Vendors.

LABOR COMMUNITY RELATIONS

- Enhance the company's relationship with organized labor through greater contacts and corporate sponsorships where allowable by law.
- Host a legislative reception for the State AFL-CIO.
- Involve appropriate union leaders in all company events.
- Continue ongoing efforts to expand labor coalition on issues affecting company.

MINORITY COMMUNITY RELATIONS

- Continue constituency development efforts designed to present positive company image.
- Involve appropriate minority community leaders in all company events.

POLITICAL GOALS

- Upgrade level of company participation in City Council political campaigns (i.e. employee involvement, contributions).
- Encourage each operating company to be involved in selected 1991 City Council campaigns.

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- Develop and conduct four employee political education involvement programs.
- Conduct two smoker political education programs.
- Continue ongoing efforts to expand political coalitions on free speech/freedom of choice issues.
- Utilize solid base of New York State Elected Officials to network with Members of the New York City Council.

PRESS RELATIONS

- Foster better relationships with media by developing an outreach program coordinated with the corporate communications department.
- Respond directly to press on inquiries concerning legislation before the City Council.

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