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PUBLIC SMOKING ISSUE

Monday, September 26, 9 a.m. - noon

9:00 - 9:15 OVERVIEW

- . Minshew provides a look at the year's smoking restriction activity and a summary of expectations for 1989 in the states and localities
- . Minshew then reminds the audience of the many written and human resources available on various portions of the public smoking question, urging that the lobbyists work closely to ensure they are employing all possible manner of resources in the most productive way possible...Minshew alludes to several written materials in their packets
- . Next, Minshew briefly describes the year's history with the Comprehensive Public Smoking Program (CPSP), highlighting the two major goals of the program:
 - ... Legislative activities, i.e., rollbacks, ventilation legislation and smokers' rights legislation, as well as the opportunity to put the anti-tobacco forces on the defensive
 - ... Work to slow the decline of the social acceptability of smokers and smoking
 - ... Minshew notes that lobbyist/field staff role is the centerpiece of the entire program
- . Minshew states emphatically that this is not a compromise program, but rather an aggressive approach in a few select areas to force others to play to our agenda...and offensive, vs. defensive, approach
- . Minshew then mentions speakers and topics and outlines the program:
 - ... Woodson to review CPSP from the State Activities view, Stuntz to review pertinent Public Affairs resources and programs, some of which will be applicable in either an offensive or defensive posture, field lobbyist review of some key smoking program areas

9:15 - 9:35 CPSP, State Activities

- . Using slides and charts, Woodson reports on the Program in an updated, but similar, fashion to the approach used by Cannell during the last Policy Committee meeting in July

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9:35 - 10:00 CPSP, Public Affairs

- . Stuntz discusses CPSP public affairs programs that play a direct role in legislative activities and the printed resources that go along, touching on such areas as:
 - ... Indoor air quality programs (in this section, Stuntz touches on the labor program)
 - ... Corporate assistance programs
 - ... Smokers as customers, via Welcome and Hospitality programs
 - ... Smokers' rights programs
 - ... Briefly on Social cost programs (noting further discussion later in the agenda with Orzechowski)
- * In the presentation above, frequent references are made to new resource materials, developed expressly for the program and how they can be used. Also the presentation should stick to concepts, i.e., three new SWT members, rather than any explanation of qualifications...similarly, discussions should center on what various companies like Bestype can do for the program rather than any lengthy report on their qualifications for the job or past experiences
- . Stuntz then gives a brief review of other public smoking resources that are on-the-shelf and available for use for any and all restriction needs, i.e., videos, brochures

10:00 - 10:15 BREAK

10:15 - 10:20 Explanation of Next Session

- . Woodson notes that much good work is in progress on the CPSP right now; i.e., good work of Bereano with the MD IAQ commission to name our people to the panel; an explanation of the OK building study as something that all can work toward; smokers' rights work in NC; the FT. Worth plan to repeal an ordinance via the courts; possible work in Beverly Hills
- . Woodson then says we will hear more detailed reports from three areas of the country, noting that while some of this work is at the local level, most of the resources and plans are just as applicable at the state level...and lets Regs II, III, IV and V know that they will be hearing about the labor angle in a private session with Rich Marcus/Stuntz/Woodson during their breakout sessions...and that while Dyer's AFL-CIO work is certainly useful in offensive and defensive situations, the aggressive relationship with labor is a natural outgrowth of CPSP policy

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10:20 - 10:40 Lorain, OH

. Pruettt explains the Lorain situation and the plan:

... Facing tough restriction measure

... Attempting to kill it and pass in its stead a ventilation and smokers' rights measure (share draft language with audience)

... Plans include: ventilation/IAQ seminar for council, building study, use of local pr firm, use of local legislative counsel, solid third-party allies in the business and labor communities to carry our water, use of specific public affairs resources to help condition the environment for the bill (i.e., ACVA tours)

... Pruettt notes that extensive planning with allies, council allies, SAD HQ, public affairs and consultants, C&B, local pr firm and local counsel were necessary before the plan was put into place...need for continuing coordination, fallback options, etc.

10:40 - 11:00 Washington State

. Jacobson/Fritz explain what they have done in a similar fashion

... Paid for, through PAD, study of state capitol, administration and transportation buildings...explain means of sharing results, local pr firm?, one-on-ones with lawmakers?, etc.

... Are to hire a labor consultant, explaining the labor angle to ventilation legislation

... Use of public affairs resources/seminars/ads, scientific witnesses, coalitions, how they are keeping the business community on board, etc...mention of specific resources planned for event; i.e., Robertson media tour, Fox legal tour, truth squad tour

11:00 - 11:20 Massachusetts/New Hampshire/Connecticut

. Dyer/Tiernan really get into use of labor in re to MA state AFL-CIO's resolutions from earlier this year and from AFL-CIO's new ventilation bill (we drafted) as one of its key legislative issues for MA in 1989

... Discussion of how to work with these allies via LMC and Tiernan

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- . Also discussion of plans to expand work on NH building code work, including brief review of how work proceeded in 1988 to get government buildings in line
- . Resource use involved in all these issues
- . If time, Dyer discusses plan to (1) pass a law establishing CT IAQ Commission and (2) how he intends to get objective members on the panel and (3) why it's important to do likewise elsewhere, i.e., these panels often set the IAQ agenda for lawmakers

11:20 - 11:40 **Wrapup**

- . Minshew summarizes and fills in details as necessary, perhaps calling on Boman and/or Morgan for brief word on their plans in Ft. Worth and NC
- . Minshew then takes a moment to discuss the restriction initiative situation a la Oregon and what seems to be working out there that may be applicable in legislative settings

11:40 - noon **Questions & Answers**

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