

## COMMUNICATIONS EFFORTS

APRIL 1989

### Media Tours by Consultants

- o Gray Robertson conducted a media tour in Hartford, New Haven and Boston. Now included in Robertson's repertoire of indoor air quality messages is the poor state of commercial airline air quality. Reports and available media coverage are enclosed.
- o "Truth Squad" media tours, discussing ETS and indoor air quality, took Dr. David Weeks to Albany and Buffalo, and Jack Peterson to Omaha and Lincoln. Reports and transcripts are enclosed.
- o Media tours on the alleged "social costs" of smoking by consulting economists Tollison and Wagner were conducted in Hartford, New Haven, Helena and Butte. Reports and transcripts are enclosed.

### Third Party and Allied Activities

- o As a follow-up to the Safe Workplace Air Coalition (SWAC) Conference in March, the Washington Post published a column on indoor air pollution in government buildings by David Schlein, national vice president for District 14 of the American Federation of Government Employees (AFGE). The column notes that smoking bans do not solve the problem.

Also as a result of SWAC's conference last month, the Washington Business Journal carried an article on indoor air pollution. Tobacco smoke's role is noted as the "first sign that a building is in trouble." Copies of both articles are enclosed.

- o The industry-supported Coalition Against Regressive Taxation (CART) held a press conference to release a new study indicating an excise tax increase would unfairly penalize the nation's low-income wage earners. The CART study, conducted by Peat Marwick, shows that the overall federal tax system has become more regressive over the last 10 years.

On hand to lend their support to the study were Congressmen Mervyn Dymally (D-CA), Louis Stokes (D-OH) and Don Sundquist (R-TN). A significant number of reporters -- including those from the Wall Street Journal, Washington Times, San Francisco Chronicle and CBS Radio -- attended CART's press conference. You will find the materials enclosed.

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- o **Minnesota Citizens for Tax Justice (MnCTJ) released, in a well publicized press conference, a study examining the effect of the state's tax system on moderate and middle income families. The study concludes that while Minnesota's tax code has become more fair, needed revenues should be raised using progressive methods. MnCTJ also suggests freezing excise taxes. Enclosed you will find a copy of the study, press materials, and press clips.**
- o **The fairness of the federal tax structure was a focal point of the CBS Evening News on April 15th. Bob McIntyre, director of Citizens for Tax Justice, was prominently featured. McIntyre noted that more needs to be done to make the system fair. A transcript of the interview is enclosed.**
- o **National Energy Management (NEMI) official Frank Powell participated in a Boston press conference announcing the introduction of indoor air quality legislation in Massachusetts. State Rep. Marily Travinski, sponsor of the legislation, AFL-CIO Legislative Director Marty Foley, Utility Workers Local 387 official Joseph Fahety and Boston Teachers Union official Bill Steadman also participated in the press conference. All also testified the next day during a hearing on the legislation.**

NEMI's Powell also appeared live on WBZ-TV to discuss indoor air quality problems and improved ventilation -- not source control -- as the solution. The Massachusetts/AFL-CIO new release regarding the press conference and a Boston Herald article on the event and legislation are enclosed.
- o **The Virginia State Firemen's Association and the Green River Firefighters Association (Kentucky) have endorsed the industry-supported "Fire-Safe Cigarette Implementation Act of 1989."**
- o **Labor Management Committee representatives discussed indoor air quality issues at a meeting of the Office and Professional Employees International Union Local #153 in New York.**

#### Legal Briefings

- o **Management attorney John Fox conducted his Breakfast Briefings on legal issues, including smoking in the workplace, in Middlebury, Springfield, and Wellesley, Massachusetts. Fox also visited with the media in Boston and Vermont. Materials and a report are enclosed.**

### Hospitality Program

- o Institute staff participated in five trade shows: the New York Restaurant Association, the Pennsylvania Restaurant Association, the Pacific Northwest Restaurant Association, the Alabama Hotel and Motel Association and the Mississippi Restaurant Association, promoting the industry's hospitality programs.
- o Additionally, some 8,700 Great American Welcome kits were distributed by mail to members of the Oregon Restaurant Association, the New York Restaurant Association and the Kentucky Restaurant Association.

### Speeches, Briefings and Other Activity

- o Institute staff responded on-site when Senators Bingaman (D-NM), Bradley (D-NJ) and Chafee (R-RI) jointly introduced six anti-tobacco bills (including a 22-cent excise tax increase, an "addiction" warning label, removing tax deductions for advertising, and Food and Drug Administration jurisdiction) in a press conference. The Senators' announcement gained press mainly from their home districts; The Institute's views were widely reported.
- o TI staff presented a briefing on tobacco issues at the Amusement and Music Operators Association's legislative conference. Some 125 vending machine executives then visited their Congressmen and Senators armed with information.
- o Institute staff participated in a dinner to inaugurate the Congressional Fire Services Institute. The Fire Services Institute was formed to educate Members of the Congressional Fire Services Caucus about issues important to the fire service. TI has been asked by Caucus founder Rep. Curt Weldon (R-PA) to serve on the Advisory Board of the Institute.

Tobacco Institute staff also participated in conferences of the National Volunteer Fire Council and the Metro Chiefs, a section of the International Association of Fire Chiefs, and in the first annual conference of the new State Fire Marshals' Section of the International Association of Fire Chiefs.

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- o When USA Today ran a front page story on anti-smokers' allegations that industry advertising is aimed at young people, Institute staff faced off in debates on CNN's Crossfire and CBS This Morning. Transcripts are enclosed.
- o Freedom of speech and advertising ban proposals were the subject of two editorials (copies enclosed) this month:
  - in the Atlanta Constitution, Professor Dwight Lee of the University of Georgia argued that "we should be no more tolerant of antismokers who would promote their view of virtue by denying the freedom of speech to others than we are of Ayatollah Khomeini, who would do the same."
  - Professor Robert Ekelund of Auburn University wrote "For personal and individual freedom to exist in a society, government cannot regulate or suppress the free exchange of opinion between free people, be it news, literature, editorial commentary or cigarette advertising," in the Montgomery Advertiser and Alabama Journal.
- o TI consultant Larry Holcomb was interviewed by the International Herald Tribune on airline smoking. The headline "Bad Air in Airplanes? It May Not all be Smokers," adequately sums up the content of the article. A copy is enclosed.
- o Advertising Age editorialized against Rep. Mike Synar's content control bill. A copy of the editorial is enclosed.
- o Rep. Tom Luken's hometown paper, the Cincinnati Enquirer, continues to editorialize against tobacco advertising controls. Now, the Enquirer has taken on Luken's request for the Justice Department to investigate movie placements. A copy of the editorial is enclosed.
- o "Drug Czar" William Bennett continues to be questioned about his quitting smoking. At an American Society of Newspaper Editors Convention, Bennett responded to a query about equating his situation to drug addiction by saying that "anybody who thinks those are similar situations doesn't have their moral compass set." A copy of these remarks is enclosed.

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- o This month, The Institute responded to 97 requests for assistance on workplace smoking issues, bringing the total this year to nearly 300. Sixteen requests came from management; the others were from smokers whose firms were considering restrictions. Enclosed is the first quarter's Corporate Workplace Assistance Report.
- o TI staff participated in 31 broadcast interviews, 77 print interviews, responded to 231 information requests from the public and media, made 45 media relations contacts, wrote 35 letters to the editor in April.
- o Also enclosed are several newspaper clips and letters to the editor that you may find of interest.