

2. Synergistically build an even greater public voice by facilitating direct communication between partisans contributing to the formation of independent grass roots organizations and movements.
3. The creation of probably the country's largest base of known activists who can be directly called on to speak out on specific issues -- with prior knowledge of their position on each issue.
4. A means of updating, maintaining and expanding through referrals our valuable smoker data base.

PARTISAN MOVEMENT

Purpose: To encourage and foster the formation of local groups to actively work for the protection of smokers rights.

- o Denver, Colorado test area.
- o Identification of people interested in forming smokers rights groups.
- o Training of leaders.
 - Organizing kit including a "Smokers Rights Action Guide."
- o Supplying names of potential members.
- o Maintaining contact.

LEGISLATIVE SUPPORT PROGRAMS

In Last 12 Months:

- o Mailed 7.1 million direct-mail pieces targeting 9 issues.
- o Generated 1.7 million cards and letters.
- o From 1.0 million "activists."
- o Results:

Successful	5
Partially successful	3
Unsuccessful	1

RESTAURANT/PUBLIC SMOKING PROGRAM

Objectives:

- A. To inform and educate restaurant operators regarding public smoking issues.
- B. To provide practical solutions fair to smoker and nonsmoker alike.
- C. To foster support to oppose unfair and restrictive legislation.

Program:

Phase I (late 1986 and early 1987)

- A. Restaurant Business and Restaurant and Hotel Design magazines used to reach 140,000 restaurant operators and designers.
 - Operate two-thirds of all outlets
 - Account for 94% of all sales
- B. Three brochures appeared in three consecutive issues.
- C. Additional distribution of over 7,000 sets to:
 - RJRT sales force
 - Direct accounts
 - Sales conventions
 - Individual requests
 - Included in INFOTAB worldwide promotional catalogue

Phase II (late 1987, early 1988)

- A. "Your Choice, Our Pleasure" included in January issue of Restaurant Business and Restaurant and Hotel Design.
- B. Announcement ad in December issue of Restaurant Business.

WORKPLACE SMOKING PROGRAM
"A COMMON SENSE APPROACH FOR MANAGEMENT"

Objective:

- A. To help corporate management make informed and reasonable decisions regarding smoking in the workplace.
- B. To provide practical solutions fair to both smokers and nonsmokers.
- C. To encourage an active role in smoking legislation.

Program:

Phase I

- A. Three-pronged introductory approach: Workplace Smoking Kit, message in business media and Carton Message.
- B. 10,000 "Common Sense" brochures distributed:
 - Top 3,400 corporations
 - 250 chambers of commerce
 - 2,700 direct accounts
 - 75 transportation companies
 - 60 top corporate administrators
 - Included in INFOTAB worldwide promotional catalogue
- C. Indoor Air Quality brochure published and sent to kit recipients.
- D. Brochure won first place in Institutional Design, Graphic Design USA competition.

Phase II

Review of current material completed, modifications planned, and expanded distribution plan in development.

SCIENTIFIC COMMUNITY

Center for Indoor Air Research

- o Early discussions among members of ETS Advisory Committee.
-- Slow formalization.

- o RJR prepared and presented formal proposal to TI Executive Committee.
-- Agreement to:
 - * proceed with incorporation.
 - * hire Executive Director.

MISSION OF THE CENTER FOR INDOOR AIR RESEARCH

To create a focal point organization of the highest scientific caliber to sponsor and foster quality, objective research in indoor air issues with emphasis on environmental tobacco smoke and to effectively communicate pertinent research findings to the broad scientific community.

OBJECTIVES

As the premiere sponsoring organization for IAQ research, the CIAR must:

1. Attract reputable scientists to execute quality research.
 - Free from an "industry spokesperson" image.
 - Whose efforts can be embraced by the scientific community.
2. Fund and oversee high quality, objective scientific studies in IAQ, especially ETS.
3. Communicate significant research findings to the broad scientific community.
 - Better understanding of the whole area of IAQ, particularly as it relates to ETS.
 - Objective and credible information for researchers, science writers and policy makers.
4. Through leadership in the scientific community, promote a more comprehensive view of total IAQ.
 - Develop active relationships with other entities conducting indoor air research.

CARTON MESSAGE PROGRAM

Phase I

- o 2nd Quarter, 1985: "There's No Place Like Home"
-- 32 million
- o 1st Quarter, 1986: "As You Read This"
-- Reinforced Workplace Smoking Program
-- 24 million

Phase II

- o 2nd Half, 1986: "The Right To Light"
-- Revised approach
-- Extremely positively playback
-- 87 million
- o 1st Half, 1987: "Is Your Right To Smoke Going Up In Smoke?"

Phase III

1988: Emphasis on tax message

- o Five executions of three messages:
 1. The truth about taxes
 2. The joy of tax reform
 3. It means unfair
- o Will begin appearing 1st Quarter.
- o 210 million cartons in 1988.

OTHER TARGETED PROGRAMS

- o Meeting and convention planners.
 - Special supplement in Successful Meetings magazine.

- o Restaurant Management and Hotel Design Schools.
 - To promote consideration of smoking issues in the design and management of public/hospitality facilities in the form of education and training process of tomorrow's professionals.

 - To identify possible experts to assist in addressing these industries.

COMMUNICATIONS INDUSTRY

- o In response to a proposed ban on advertising.
- o Formation of a total communications industry coalition.
- o Development is spearheaded by RJRT-USA agencies.
- o The central issue is Freedom Of Speech.
- o Developed with a long-term perspective.

COMMUNICATIONS INDUSTRY COALITION

Strategies:

1. Establish Steering Committee:
 - o Charlotte Beers
CEO, Tatham - Laird & Kudner Advertising
Chairman of AAAA
 - o Philip H. Geier, Jr.
Chairman & CEO, The Interpublic Groups of Companies
 - o Stanley H. Katz
Chairman & CEO, FCB/Leber - Katz Partners
 - o Alexander Kroll
Chairman & CEO, Young and Rubicam, Inc.
2. Complete a development plan with Burson-Marsteller and Steering Committee.
 - o Plan will recognize the efforts of the AAAA's and the Freedom to Advertise Coalition.
3. Select a well known and respected leader compatible with "freedom of speech."
4. Solicit active support and participation from key industries and associations in the Communications Industry -- both direct and indirect.

OTHER ORGANIZATIONS

National Licensed Beverage Association (Jerry Murphy)

- Board of Directors and State Directors received Restaurant Brochures.
- Current/new Restaurant Brochure will be mailed first of year to 25,000 members. Bar and tavern owners in 35 states.

NATD (Terry Burns)

- Will include all NATD distributors in CHOICE and Regulatory Watch mailings 1st Quarter.

National Liquor Store Association (John Burcham)

- 10,000 members.
- Special program planned for May convention (2,500 attendees).

Club Manager's Association (Jim Schuping)

- 4,000 members.
- Special program in discussion for March convention (1,000 attendees).

American Hotel and Motel Association (Jim Groome)

- 9,000 members.
- Initial meetings have been held.

PARTISAN PROJECT
Expansion Plan

OBJECTIVES:

1. Build to national coverage on state-by-state basis according to clearly established priorities.

-- Size and importance of state

-- Government Relations legislative priorities

-- Source of public opinion

2. Ultimately achieve an audience of five million (10% of adult smokers).

By December 31, 1987 1.6 million
* 7 states (41% of population)

By December 31, 1988 3.4 million
* 21 states (70% of population)

By December 31, 1989 5.0 million
* all 50 states

COMMUNICATIONS INDUSTRY COALITION

Status:

o Plan presented to:

Howard Bell -- American Advertising Federation

Dewitt Helm -- Association of National Advertisers

Len Matthews -- American Association of Advertising Agencies

John O'Toole -- American Association of Advertising Agencies

Pete Tyrrell -- Past President ANA and current Director of
Advertising Services Johnson & Johnson

Bill Weithas -- Incoming Chairman 4A's and Chairman SSC &
B:Lintas

o Reaction positive.

Association executives to respond to plan.

-- Have met to discuss strategies.

-- Will review with agencies' CEOs on December 18th.

o Joe Williams -- Chairman and CEO, Warner Lambert

Reuben Mark -- Chairman, President and CEO, Colgate

-- Both favorably disposed following discussions with Alex
Kroll.

PUBLIC ISSUES DEPARTMENT

Vice President
Tom L. Ogburn, Jr.

Manager
Michael W. Phillips

Manager
Kenneth R. Brown

Manager
Randolph C. Tompson

Asst. Manager
Mark D. Smith

Info. Coordinator
Barbara B. Goho

Responsibilities

- o Legislative Support Program
- o Workplace Smoking Programs
- o Restaurant/Public Smoking Program
- o ETS Programs

Responsibilities

- o PARTISAN PROJECT
 - Employees/ Stockholders Communications
 - Consumer Mail Coordination and Response

Responsibilities

- o Communications Industry Coalitions
- o Tobacco Trade Coalitions & Communications
- o Indirect Industries Communications Programs
- o Carton Message Program