
**PUBLIC AFFAIRS
MANAGEMENT PLAN PROGRESS REPORT**

May 1991

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SCIENTIFIC AFFAIRS

Primary Responsibility: Kay Packett

Overview

In May, Institute staff continued coordinating scientific and technical responses to the Occupational Safety and Health Administration's Request for Information on indoor air quality and continued implementing the industry's strategy on the OSHA initiative. We also continued communications with EPA staff charged with revision of the Agency's ETS risk assessment and proceeded with work on scientific projects to be submitted to EPA for consideration as the risk assessment is revised.

Efforts to reopen the ETS debate in the scientific community also continued.

Highlights

Two ETS critiques submitted as part of The Institute's EPA effort were published in the scientific literature. An article entitled "Assessing Exposure to Environmental Tobacco Smoke: Is it Valid to Extrapolate from Active Smoking," which directly addresses a significant issue in the revision of the EPA ETS risk assessment, appeared in the March, 1991 issue of the Journal of Smoking Related Disorders. An article entitled "Environmental Tobacco Smoke Exposure and Respiratory Health in Children: An Updated Critical Review and Analysis of the Epidemiological Literature" appeared in Indoor Environment, the journal of Indoor Air International.

Three academic consultants participated in the Indoor Air International symposium in Montreux, Switzerland, presenting a paper on ETS and respiratory health in children, a poster presentation on confounding factors in the epidemiology of ETS and respiratory health in children and a poster presentation on ETS characterization and exposure.

Institute staff worked with company representatives and scientific consultants to plan specific scientific and technical responses to ETS and general IAQ issues expected to arise through OSHA's Request for Information on indoor air quality.

The OSHA consultants group met twice to continue implementation of the industry's strategy on the OSHA rulemaking.

We continued work on ETS projects to be submitted to EPA as the Agency revises its ETS risk assessment. TI consultants provided additional information on key issues to EPA staff overseeing the revision and continued discussions with staff on relevant scientific issues.

We began work on a second meta analysis of the ETS literature, following the methodology of the EPA risk assessment, incorporating additional recent studies. The results of the meta analysis will be provided to EPA staff and others as appropriate.

Academic consultants submitted to the Lancet a critique of the meta analysis methodology used by EPA in its consideration of the ETS literature.

Rep. Bliley asked EPA Administrator Reilly to respond to a number of questions raised through EPA consideration of the ETS risk assessment and its Science Advisory Board's review. Issues raised included one SAB member's failure to disclose the results of ETS research in which he participated, EPA's failure to consider recent research in its risk assessment and the failure of both EPA and the SAB rigorously to apply Agency guidelines for carcinogen risk assessment in considering the ETS literature.

Institute staff attended and reported on hearings on indoor air quality legislation held by Sen. Lautenberg and Rep. Scheuer and a hearing on risk assessment held by Rep. Scheuer.

Institute representatives attended ten ETS/IAQ scientific meetings during May, including the EPA/AWMA symposium on Measurement of Toxic and Related Air Pollutants, the annual meeting of the American Lung Association and American Thoracic Society, a workshop on meta analysis sponsored by the University of Pittsburgh, the annual meeting of the American Association for Cancer Research, the annual meeting of the American Industrial Hygiene Association, a conference on science and regulation sponsored by Consumers' Research, a workshop on carcinogen risk assessment sponsored by the Society for Risk Analysis, a debate sponsored by the National Chamber Foundation on the use of cost/benefit analysis to evaluate regulation and a symposium on occupational and environmental medicine sponsored by the Center for Occupational and Environmental Health, at which Stanton Glantz was a featured speaker.

Next Month's Goals:

Obtain final proposals for and begin work on all additional scientific projects to be undertaken in response to ETS activity at EPA and OSHA.

Complete review process for Miller/Tollison economic impact analysis.

Begin drafting 1992 plan for scientific affairs.

SOCIAL COSTS

Primary Responsibility: Calvin H. George
Carol Hrycaj

Overview

In May, issue staff conducted an assessment of 1991 planned activities in the social cost area and began drafting the 1992 social cost plan. A recommendation was also made for the formation of a task force on the promotion of social cost resource materials, which will be convened in early June.

Highlights

"Smoking and Absenteeism," a social cost research paper by economists Robert Ekelund, Richard Ault, John Jackson, Richard Saba and David Saurman, has been published in Applied Economics. The authors examine the relationship between smoking and worker absenteeism; they found that "smokers miss no more work than nonsmokers because they smoke."

We continued to prepare for the Pennsylvania social cost media tour, scheduled for mid-June. The white paper, which rebuts Governor Casey's "social cost" charges, was finalized. Working with State Activities and Media Relations, we confirmed the tour sites, which include Philadelphia, Pittsburgh, Harrisburg and Scranton (home of the governor). We will now focus on developing the pitch materials for the tour.

Next Month

Convene task force on the promotion of social cost resources.

Develop pitch materials and conduct Pennsylvania social cost media tour.

Revise draft 1992 social cost plan.

Education Program and the industry's long-term commitment to the fire service.

In addition, TriData's Phil Schaenman participated in the Conference on Fire Safety Design in the 21st Century, sponsored by Worcester Polytechnic Institute and the National Science Foundation. He presented a paper on "Overcoming Barriers of the Municipal Infrastructure," which encouraged increasing the education level of fire service officials regarding technological advances in fire protection.

We met with TriData staff to discuss topic ideas for new Institute-sponsored research reports to ensure that the fire service is aware that the industry is maintaining its significant level of commitment to public fire safety education.

In May, The Institute's Fire Safety Education Program received 120 requests for information, resources and funding from 34 states and Canada.

We responded to a management request to suggest cutbacks from the fire safety issue budget to accommodate any possible overruns in other cost centers. We also began working on a draft of the issue plan for 1992.

Sharon Ransome continued to learn aspects of the fire safety issue and the grants program, and attended her first fire service conference. Sarah Cole was hired as the fire safety/public smoking issues secretary at month's end.

Next Month's Goals

Complete draft of 1992 issue plan.

Begin training Sharon on giving presentations on TI's grants program and the "fire-safe" cigarette issue.

Begin training Sarah to handle routine fire service requests for public education materials.

Complete and distribute minutes of last National Volunteer Fire Council Foundation meeting.

Contact Congressional Fire Services Institute about sponsoring public education awards for fire departments featured in Proving Public Fire Education Works report.

Media Relations
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- o Wrote an article for the Michigan Tobacco Distributors and Vendors Association's newsletter; and
- o Prepared a first draft on the Media Relations 1992 plan.

Overall in May, 75 broadcast and 118 print interviews were conducted, 374 information requests (140 from the media) were filled and 55 media relations contacts were made.

Next Month's Goals

- 1) Fill vacant speaker position(s)
- 2) Evaluate and adjust as necessary ETS media activities
- 3) Continue and expand media activities and support to SAD on the youth initiatives

INFORMATION CENTER

PRIMARY RESPONSIBILITY

MAUREEN BOOTH
JENNIFER DOWDEN

OVERVIEW

This month the library staff attended three meetings for information specialists. TIP has been corrected. Arrangements have been made for assistance in the Information Center for the time that Maureen is out.

HIGHLIGHTS

Jenny Dowden, Alex Ek and I attended a seminar on Political News Gathering held by the Mead Data Company. The day-long seminar was an extensive workshop for using computer databases to do legislative histories, background searches of politicians, PAC and FEC searches and collecting information from online newsletters and journals.

The Information Center belongs to the News Division of the Special Libraries Association. We attended the Washington, D.C. Roundtable Meeting held in anticipation of the Special Libraries Association Convention in San Antonio. This meeting keeps us in touch with other librarians in the area that we can contact for assistance if we need it.

The Information Center is also an active participant in the Association Librarians Group. A meeting was held to inform us of the advances made in scanning and optical character reading technology. This is the emerging technology in information science and something that we have been looking at on our own. The Association of Railroads library has added the capability to their information center and will be giving updates on how well the system is working for them. Its uses include creating a searchable database of actual news clippings or any document, such as the Surgeon General's report. In effect, the Information Center can create full text databases in house.

The Foreign Agricultural Service (FAS) of the Department of Agriculture was able to assist me in correcting the error in the Import/Export section of TIP. The numbers we had compiled were correct. The error occurred when the figure for manufactured tobacco was not added to the figure for leaf. This resulted in errors in the attendant percentages and the contribution to the U.S. balance of payments also in that section. The FAS specialist offered to check the 1990 TIP figures. The 1990 TIP will be ready for publishing at the beginning of August.

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I am attending the Special Libraries Association convention in San Antonio. In my absence, Jenny Dowden will handle the day-to-day tasks of the Information Center. Marilyn Villanueva will coordinate assistance with Public Affairs staff as needed.

Requests for information included the following:
(An asterisk denotes that a computer search was done).

Rick Morello of Philip Morris asked for the number of states that produce tobacco and the number of farms that produce tobacco in the United States.

Rae Kalin of Leo Burnett needed to know if the T.V. ban on tobacco advertising extended to Puerto Rico.

Thelma Stack of J.P. Morgan asked for tobacco consumption figures.

*Infotab asked if California had banned clove cigarettes.

Bob Pless of Tobacco Exporters International asked if we knew of a firm that produces the acetate for the warning labels for cigarette packages.

G. Alvis of the Kentucky Department of Libraries and Archives called asking if there was information on the producer of Death Cigarettes.

Mary Margaret Cranz requested articles on the value of tobacco plants in cancer research.

*Debbie Thomas requested background information on Jim Johnston of RJR.

*Walker Merryman asked if we could find out who funded Dr. Kadunce's study on wrinkles and smoking.

Karen Fernicola asked assistance reviewing the literature in the public smoking issue.

Total Requests of the Information Center:
staff - 13, Members - 6, Law Firms - 3, Trogs - 6, Public - 11,
Total = 39

Media Relations

Primary Responsibility

Brennan M. Dawson

Overview

During May, Media Relations activities continued to center around the industry's youth initiatives, with successful media tours and attention turned to the 3 states and the District of Columbia, those places where new laws have raised the minimum age to 18 for the purchase of cigarettes. Work also continues on the development of PSAs against youth smoking for the Consortium.

Additionally, activities related to ETS were ongoing as news stories continued to track the movement of EPA documents. We also continue to assist State Activities and the member companies with briefings and tax messages.

Highlights

On the youth initiatives, media tours featuring Jolly Ann Davidson and TI speakers were conducted in San Diego, Los Angeles, Sacramento, San Francisco, Portland, Salem, Minneapolis, Kansas City, Topeka, St. Louis and Cleveland.

Work progresses on developing a series of public service advertisements, aimed at parents, to discourage youth smoking.

A press conference launching "It's the Law" in D.C. was held with co-sponsoring organizations. After a light press turn-out, mailings with photos of the program were distributed to all media in the area.

Media tours to discuss Pennsylvania Governor Casey's call for an increase in the cigarette excise tax, based on his allegations of a "social cost" of smoking, are in place for next month -- after scheduling conflicts with consulting economists and political considerations delayed implementation.

A successful industry panel and press operation for hearings May 1 - 3, on tobacco and alcohol use within the minority communities of Philadelphia were conducted.

In other activities, Media Relations staff:

- o Attended and co-sponsored the International Society of Restaurant Association Executives meeting in Chicago;
- o Attended and co-sponsored a Radio/TV News Directors Foundation dinner in D.C.;

Next Month's Goals

- Complete production of the revised "Some Considerations" kit.
- Continue to revise Corporate Assistance Program materials.
- Begin to meet with individual airport executives on smoking issues.
- Begin to implement the insurance program plan.
- Complete a plan for response to proposed agency regulations for the Americans with Disabilities Act.
- Complete the workplace policy survey instrument.
- Begin work on the 1992 public smoking plan.

**FIRE SAFETY ISSUE
May 1991**

**Primary responsibility: Karen Fernicola
Sharon Ransome**

Overview

Institute staff and consultants participated in several fire service conferences in May, and we continued to respond to requests for assistance from fire service officials throughout the country. Sharon Ransome continued her orientation to the fire safety issue, and Sarah Cole joined our team at month's end as secretary. We began updating the issue plan for 1992.

Highlights

A TriData report updating trends in smoking materials fires in the United States revealed that 25 of the 42 states participating in the National Fire Incident Reporting System did not report careless smoking as the leading cause of fire deaths for 1989. TriData shared its report with the members of the Technical Advisory Group for Cigarette Fire Safety.

We worked with the Federal Relations Division to set up a June briefing by Phil Schaenman on his international and domestic research on fire protection and prevention practices for Congressmen Boucher and Valentine, whose subcommittees oversee, respectively, the U.S. Fire Administration and the Building and Fire Research Laboratory (formerly the Center for Fire Research).

Public hearings on the Consumer Product Safety Commission's agenda and priorities for 1992 and 1993 revealed a continuing commitment to the National Smoke Detector Project. In conversations with CPSC staff, we repeated The Institute's commitment to working with the CPSC to support increased use and maintenance of smoke detectors in the United States.

We provided information on grant writing and sources of funding for fire service projects to a staff member of the Congressional Fire Services Institute. We also suggested possible funding sources to the chairman of the National Association of State Fire Marshals for a joint apprenticeship program with the International Association of Fire Fighters.

Institute staff and consultants participated in meetings of the National Fire Protection Association and NFPA's Education Section; International Association of Arson Investigators; Metro Chiefs Section of the International Association of Fire Chiefs; Public Educators Section of the Western Association of Fire Chiefs; and the National Fire Prevention and Education Conference of the International Society of Fire Service Instructors. All meetings served to enhance the visibility of TI's Fire Safety

EXCISE TAXES

Primary Responsibility: Calvin H. George
Carol Hrycaj

Overview

In May, tax issue staff completed revisions on "'Earmarked' Taxes and Health Care Reform: An Action Plan for the 102nd Congress" for presentation to The Institute's Communications Committee and subsequent consideration by the Executive Committee in June.

Recommendations were also made and approved for the formation of two task forces for the implementation of new and/or evolving tax projects: one on the dedicated/earmarked tax plan and the second on state tax battles and building fair tax coalitions. The task forces, which will include agency staff and consultants, as well as representatives from other TI divisions, will be convened in early June.

Highlights

We coordinated proposals for LMC support from several state-level groups interested in implementing tax fairness programs. The California Tax Reform Association (CTRA) will formalize its relationship with the LMC through the launching of an intensive statewide media campaign during the closing weeks of the state legislature's consideration of Governor Wilson's budget.

In a similar manner, we worked through the LMC to provide additional, matching support to the Wisconsin Action Coalition (WAC) for an intensive radio campaign during the closing weeks of the Wisconsin Legislature's budget deliberations. WAC has joined forces with the state AFL-CIO, AFSCME and the Wisconsin Education Action Coalition (WEAC), to form the Campaign for Tax Fairness to publicize findings from the CTJ tax study with radio spots that are take-offs from the TV game show "Jeopardy."

We are also working out details on requests from: Pennsylvania Citizen Action (media outreach in the Commonwealth); Michigan Citizens for Tax Justice (a tax conference and the production of a report on the Michigan tax system); the Congress of California Seniors (CCS); and the American Agriculture Movement (AAM).

The Labor Management Committee (LMC) briefings on the tax issue continue. In addition, we are working with LMC consultants to refine a process by which the presentations can be better planned and tracked.

LMC representatives conducted a presentation on the tax fairness issue at the A. Philip Randolph Institute (APRI) regional

conference in Philadelphia. Delegates from APRI state chapters in New York, New Jersey, Pennsylvania, Maryland and Washington, D.C., attended.

A representative from the Citizens for Tax Justice (CTJ) Midwest office discussed tax fairness issues at the Michigan Labor Council for Latin American Advancement state conference in Flint. In addition to distributing the LMC tax materials, the CTJ representative discussed the results of CTJ's recent tax study as it pertains to working families in Michigan.

Tax issue staff also undertook an intensive assessment of the programs being carried out by several LMC-supported allies. Recommendations for expanding and/or strengthening relationships with the National Council of Senior Citizens (NCSC), Leadership for the New Century (LNC), and the National Consumers League (NCL) were reviewed and decisions about future activities will be made in early June.

A representative of the American Agriculture Movement (AAM) traveled to Harrisburg and Scranton/Wilkes Barre, PA, to discuss with the media the impact of excise taxes on rural families in the state. Early next month, the AAM spokesperson will address similar issues with print and broadcast reporters in Pittsburgh.

We are reviewing a request from AAM to support efforts to rebuild and strengthen a coalition of organizations interested in issues of concern to rural Americans. AAM is laying the groundwork for a second Rural Strategy Summit, which is tentatively scheduled for 1992.

We learned in early May that the Senate Finance Taxation and Debt Management Subcommittee was considering a hearing on the repeal of luxury taxes on boats. While we anticipated that tobacco taxes would not be directly addressed, we gauged allies' interest in submitting testimony which would reinforce the anti-excise tax message. The subcommittee will meet on June 12 to hear testimony on the boat tax issue, among a range of other items. Tax staff will monitor the hearing.

A follow-up analysis of press coverage on the release in April of CTJ's "A Far Cry from Fair" state tax study revealed that articles and editorials appeared in 49 of the 50 states and the District of Columbia. The only state from which we do not yet have at least one clipping is North Dakota.

We continued to revise the draft dedicated tax "trends" article that will be used in conjunction with the national promotion of the tax earmarking book, "Charging Beneficiaries for Public Services: User Fees in Principle and Practice."

In a period of approximately four weeks, we developed and produced a brochure for the Pennsylvania Tobacco Growers Association (PTGA). The new brochure, "The Economic Impact of

Pennsylvania's Tobacco Industry," relies on the most recent Price Waterhouse data concerning the economic impact of the tobacco industry on the state for 1990. The brochure will be a part of TI's efforts in Pennsylvania to defeat any proposed cigarette excise tax increase. The PTGA, an organization based in Lancaster County, will use the publication to underscore the importance of tobacco to the state's economy. It will be distributed to legislators, allies and the public.

While the Washington, D.C., City Council considered raising cigarette excises, the National Chamber Foundation (NCF) at our request forwarded to the Council chairman a letter outlining NCF's anti-excise tax position. NCF argued, "excise tax increases are anti-woman, anti-black, anti-middle class and anti-poorly educated." NCF also distributed a copy of the letter, along with relevant tax studies, to the local black press.

We met with NCF to discuss a proposed excise tax project. NCF is interested in studying the regressivity of tobacco, beer, wine and gasoline excises in the 50 states and conducting a specific analysis of alternative consumption taxes (e.g., expansion of sales tax coverage) which could generate needed revenue for state treasuries. The research is expected to be conducted this summer, with the study released later this year.

Next Month

Revise first draft of 1992 Plan for Taxes.

Convene task forces on dedicated taxes and state tax battles/coalition-building.

Forward recommendations on NCSC, NCL, LNC and AAM Rural Strategy Summit funding requests and/or program revisions.

Print second set of revised state data cards.