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ETS STRATEGY

Corporate Affairs PM - USA

- Technological Approaches to Indoor Air Quality
Create Public Demand for Clean Air Technology
- Science and the Political Agenda
"Politicalized" Science
- Science and Reasonable Risk Assessment
Risks in Context
Independent Research Institute
National Academy of Sciences
Scientist Recruitment
- ETS - Indoor Air Quality Program.
Reactive <<<>>> Proactive Strategy
- Public Policy Formation
Fordam University's Science and Public Policy Program
- PM - USA Speakers Bureau
- Letters to the Editor and Op-Ed Program

Center for Indoor Air Research

Tobacco Institute

- Technological Approaches to Indoor Air Quality

2024255481

Public Acceptance Through Clean Air Technology

Objective: Provide public examples of clean air technology as a means to promote smoking tolerance.

	<u>DATE</u>
Action Plan:	
- Demonstrate the effectiveness of clean air technology by launching smokers' lounges at airports in the United States.	5/1
- Illustrate the utility of this system for airplanes by installation of clean air technology in Philip Morris corporate aircraft.	*
- Demonstrate the effectiveness of this technology to a variety of commercial airlines as well as the pilots' and flight attendants' unions.	*
- Market this technology to the aircraft manufacturers such as Boeing Aircraft and McDonnell/Douglas Corporation.	*

Lead Person: MIKE IRISH

- * Currently, discussions are underway between Schulman/Competielle and PM Corporate Aircraft representatives to determine modifications, specifications necessary to install air filtration equipment on PM corporate aircraft. Once the engineering designs is accepted, we will be able to forecast dates for items 2, 3 & 4.

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"Politicized" Science

Objective: Demonstrate that the ETS issue is another example of selectively used science to achieve a political agenda.

	<u>Date</u>
Action Plan: - Document cases where the Federal agencies are not consistent in their approach to regulation of carcinogen risks.	5/1
- Identify "outdated" Federal laws that allow selective enforcement by the agencies which circumvents the need to modernize these laws. Cite the recent state initiatives (e.g., California Prop. 65) as examples of the failing Federal system.	6/1
- Document cases where this inconsistency leads to distortion by the media that is selectively used by political leaders to manipulate public policies.	7/1
- Sponsor think tanks and political forums to publicize these issues.	8/1
- Build coalitions with other industries and trade organizations to modify these laws.	10/1

Lead Person: Tom Borelli

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Risks in Context

Objective: Mitigate the perception of ETS risk by comparing ETS exposure with other unavoidable risks associated with every day life. Demonstrate that the risk posed by ETS is negligible in comparison to other agents commonly found in our environment.

	<u>Date</u>
Action Plan: - Identify consultants proficient in EPA law and risk assessment methodologies.	6/1
- Evaluate risk assessment methodologies utilized by EPA and OSHA for estimation of environmental and occupational risks. Identify how these methods may be manipulated to allow for differences in interpretation of regulations, e.g. cost/benefit, safe levels, acceptable risks.	8/1
- Identify a strategy in risk assessment methodology that allows comparison of ETS to other commonly found environmental agents such as those found in indoor air (volatile organic chemicals), foods (pesticides), and water (lead, fluorine).	10/1
- Expose double standards in risk assessments by documenting via questionnaires or scientific focus groups that there are extreme differences between what experts say and what they do.	12/1
- Design a communications package that illustrates the significant risks associated with everyday life that includes ETS as a "negligible risk".	TBA
- Use the scientists network and public relations firm to communicate these results.	TBA

Lead Person: Tom Borelli

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Independent Research Institutes

Objective: Participate in non-profit research institutes currently associated with food and chemical safety issues in order to expand their concerns to ETS.

	<u>Date</u>
Action Plan: - Identify and contact appropriate institutions.	ongoing
- Contribute funds under Philip Morris Companies umbrella and to include ETS in the research reports of these organizations.	ongoing

Lead Person: Tom Borelli

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National Academy of Sciences

Objective: Convince the National Academy of Sciences to reconsider the ETS issue.

	<u>Date</u>
Action Plan: - Dissect the NAS report on ETS and identify the most vulnerable assumptions that leads to its conclusions.	9/1
- Collect the various ETS articles since the NAS report and group them according to the most vulnerable assumptions.	ongoing
- Identify and fund further studies that could support our case.	ongoing
- Determine the best avenue to contact the NAS public, political, private. Determine what additional information would be required for NAS to reconsider ETS issue.	TBA
- Utilize contacts within scientific network to create a consensus for a reexamination.	TBA

Lead Person: Tom Borelli

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Scientific Recruitment

Objective: Establish a network of scientists who are committed to maintaining the high standards of science and are willing at various capacities to criticize poorly designed ETS studies.

	Date
Action Plan: - Utilize personal/professional contacts within the scientific community to establish a network of sympathetic scientists.	6/1
- Extend this network by providing financial incentives for scientists to recruit their colleagues. This program would be administered by a PM law firm.	7/1
- Coordinate the effort with the Tobacco Institute's consultants in an attempt to maximize efficiency while minimizing exposure of these scientists.	9/1
- Utilize this network to respond to the expected onslaught of new ETS papers.	ongoing
- Utilize selected individuals to maintain a presence at certain scientific meetings.	6/1

Lead Person: Tom Borelli

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ETS -Indoor Air Quality Program
Reactive to Proactive

Objective: To alter public's perception of ETS by putting ETS into the much wider and complex context of Indoor Air Pollution and secondly, to put anti-smokers on the defensive by using the issue of Indoor Air Quality coupled with anti-smokers avowed and highly vocal commitment to health to force anti-smoker groups to respond to the broader issue.

Message Points: While ETS may be annoying, studies that purport to show adverse health effects are seriously flawed and do not support this assumption.

ETS is a minor player in poor Indoor Air Quality.

Indoor Air Pollution is an important health issue that affects smokers and non-smokers alike.

Exclusive focus on ETS allows evasion of real and substantive issue of poor indoor air quality.

Action Plan: - Identify Public Relations Firm whose sole responsibility is to develop and execute ETS strategy. *April 1989*

- Use all resources available (PR Firm, PM magazine, PM Editorial Services, press contacts, etc) to bring the Indoor Air Pollution material developed by Government Affairs as well as by and other resources/opportunities to non-smokers and to smokers alike, that is, to the widest audience possible.

- Use Philip Morris Magazine, PM Editorial Services package, as well as other PM publications, information sources to provide smokers with hard facts to challenge and thereby put anti-smokers on the defensive. To this end the following special section on ETS are proposed for Philip Morris Magazine.

- Tight or Sick Building Syndrome. One story will include NIOSH, ACVA studies in which ETS was shown to be a minor constituent. The second story will focus on EPA's sick buildings. Both features will include a list of specific symptoms associated with Sick/Tight Building Syndrome; lists of chemicals that pollute indoor air; pictures from sick ventilation systems; and advice on what workers can do if they believe they are victims of 'sick building' syndrome.

*Ongoing
1st to
appear
June 1989*

- A reader survey of symptoms associated with sick building syndrome, results to be published in PM Magazine.

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- A "Miss Manners" type of etiquette column to help smokers deal politely, courteously and firmly with anti-smoker harassment/harangues. This can be expanded to include other uncomfortable and volatile issues such as a co-worker who wears too much perfume.
- Labor and labor relations issues associated with ETS. Reprint the AFL-CIO Executive Statement on Smoking and the Workspace.
- Utilize Air Quality information from the JFK and Pittsburgh Airport Smokers' Lounges to show that with adequate ventilation the air inside the smoker's lounges is cleaner than the supposed 'clean' air in the non-smoking sections of the airports. *May 1989*
- Use Scientists' Network developed by Government Affairs to expand highly effective in-place letter writing and op-ed response mechanism to bring the flaws in the logic/method/results/biases of ETS studies published in scientific/medical journals to the attention of the scientific/medical community. (See also Letters to the Editor/Op-Ed Program) *On line as recruitment proceeds*
- 'The Economics of Altruism' Through 3rd party sources, fund a study or series of studies of the economic dependence of anti-smoking organizations/business on ETS. The goal is to expose the vested interests of the anti-smoking groups and/or business in ETS and to call into question the credibility of their assertions of lack of bias and their sacrifice to science. Ultimate goal is for publication. *1990*
- Use PR Firm as well as in-house resources to ensure media coverage of all forums, research reports and critiques generated by ETS Team. *Begin May 1989*

Lead Person: Chris Dobias

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PUBLIC POLICY FORMATION

Objectives:

Develop and implement a national forum on "Science and Media in the Public Policy Process" that educates our target audiences about the many factual inadequacies underlying the scientific, political, social and media-related elements driving science-related public policy formation.

Target Audiences:

- o Public policy makers on the local, state and federal level
- o Members of the national and local print and electronic news media who report on science and science-related public policy issues
- o Scientists, researchers and other members of the scientific community
- o Special interest groups involved in all types of science driven public policy issues
- o General Public

Action Plan:

The Fordham University "Science and Public Policy" program will attempt to reveal the intricate web of decision making that goes into the making of public policy about scientific matters. We will do two case studies about policy decision making based on scientific research and data or the lack thereof. One case study will deal with environmental tobacco smoke and a local governmental attempt to ban smoking in bars, restaurants and other public places. The second case will take on another scientific public policy dispute, either the dumping of medical nuclear waste, or the current dispute about the use of Alar in the Nation's red apple crop.

Both cases will have a panel of approximately 10-12 people. The panelists will represent the four elements of this controversy: science, the press, the public interest groups and the policy makers. The case study will explore the methodology, tactics and strategy of public interest groups as they try to develop the agenda, the use of the press and the impact of the process on the decision making of the policy makers.

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The press will be represented by both national and local broadcasters and print media journalists. The policy makers will be people either currently faced with similar decisions or people who will be faced with those decisions in the very near future. The public interest groups will be those people who have confronted the same or similar issues in the past, while the scientists will be those people who are knowledgeable about the science being discussed. The case will be drawn in hypothetical terms involving real science in a mythical community.

We see the final video product as a 60-minute edited version that will be separable into three 20-minute segments. The videotape will be accompanied by a study guide and a teacher guide.

Specific usage of the videotape will include:

Kickoff dates - Forum: April 29, 1989
- Final edit, study guide and tape reproduction completed: July 5, 1989.

o Town Meetings

We will develop a series of town meetings based on the videotape format. Our concept is that we would stimulate the organization of somewhere between 25-50 town meetings. These meetings would be developed with sponsoring groups made up of non-profit organizations such as universities, and would involve media organizations, and business and public interest groups.

Kickoff date - September 1989; ongoing through 1992.

o National Press Foundation Educational Program and Foundation for American Communication (FACS)

Philip Morris U.S.A. will underwrite two educational programs for science and "beat" reporters who work for national and local print and electronic media outlets. The programs will employ the Fordham videotape to illustrate the inadequacies of some scientific methodology, and to teach reporters the proper methods for examining new scientific studies and asking the "right" questions before writing science-related stories.

Kickoff date - September 1989; ongoing through 1992.

o Educational Model

The policy tape will be distributed to a wide variety of educational departments. We feel confident we will find a positive reception in schools of business, law and communications with particular emphasis on political science, government, business and media analysis.

Kickoff date - September 1989; ready for classroom use by January 1990.

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o Science Organizations

We will identify national scientific organizations and through Fordham University, sponsor showings and explanations of the program at national and regional scientist meetings.

Kickoff date: September 1989; on-going through 1992.

o Forums for National Organizations

The final aspect of the distribution program would be a road show based on a smaller version of the program which would be designed for various national and regional groups who would be interested in the issue. We would book the videotape, a moderator, and maybe two protagonists from the program into these meetings. The moderator would run portions of the tape and have a debate among members of the video panel, perhaps supplemented by members of the targeted audience. The targeted organizations would include The National League of Cities, The National Conference of Mayors, RTNDA, Sigma Delta Chi, ANPA, ASNE, etc. At this meeting materials will be distributed to the members on how to acquire the videotape as well as the handbook on how to produce local seminars.

Kickoff date - January 1990; ongoing through 1992.

Lead Person: Steve Weiss

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PM USA Speakers Bureau

Objective: To give the company a human face, allowing us to present our side of the issues including ETS to a variety of audiences face-to-face while generating, under appropriate circumstances, media coverage of the presentations.

Action Plan:

- Recruit senior management and middle level managers for a two-tiered speaking program.
- Provide speaker training and media training, set speech dates with organizations, arrange media coverage.
- Leverage coverage of ETS speeches through follow-up media contacts, speech reprints and dissemination of speeches within organization's own communications network.

Lead person: Jim Ramsay

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Letters to the Editor and Op-Ed Program

Objective: To establish a reactive and proactive national system of LTES and Op-Ed placements on the ETS issue.

Action plan:

- (reactive) Establish an ETS component within the present structure of the Media Fairness Program which systematically identifies biased coverage of the ETS issue and brings that bias to the attention of the editors responsible via personal letter and to the public via LTES to those editors' papers.
- (reactive) Establish a set of third party scientists who publish critiques in science journals of bad ETS science and who then put the same critique into layperson's terms for publication as LTE or Op-Ed in general media.
- (proactive) Target three audiences for LTES and Op-Ed pieces: legislators, the general public and the science community.
- Grass Tops members write or talk to media to which legislators pay attention.
- Smokers Caucus members write or talk to media for general public.
- Third party scientists write to science oriented publications and, when published, appear on broadcast media explaining position.

Lead person: Jim Ramsay

2024255494

Center for Indoor Air Research

Objective: Establish the Center for Indoor Air Research as a first rate research institute dedicated to resolve indoor air issues through sponsorship of independent research.

	<u>Date</u>
Action Plan: - Attract membership from corporation and environmental consulting firms interested in indoor air quality.	ongoing
- Establish a credible and respected scientific advisory board including members from the academic community.	ongoing
- Identify and fund research programs that will support our posture on ETS issues.	ongoing
- Sponsor scientific symposia and meetings to communicate research findings to the scientific community.	ongoing

Lead Person: Tom Osdene

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Technological Approaches to
Indoor Air Quality

Objective: Demonstrate that poor indoor air quality is a potential health risk which can be resolved by adequate ventilation thereby mitigating focus on ETS and the need for smoking restrictions legislations.

	<u>Date</u>
Action Plan: - Communicate the prevalence of "sick building syndrome" and identify the responsible factors.	ongoing
- Generate individual awareness in total air quality by providing a simple biological test for target groups.	ongoing
- Illustrate the solution is a air filtration not legislation by marketing AVCA Inc. and other indoor air quality firms.	ongoing

Lead Person: Tobacco Institute

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