

TOBACCO INDUSTRIES
LABOR MANAGEMENT COUNCIL

TOBACCO, JOBS AND WOMEN
AUDIO NEWS RELEASE REPORT
AUGUST 1994

INTRODUCTION AND SUMMARY

On August 4, 1994, Susan Stolov of Washington Independent Productions, Inc. and Lisa Gephardt of Powell Tate produced and distributed a radio story to radio stations nationwide for the Tobacco Industries Labor Management Council.

The audio feed featured female tobacco workers from several different companies talking about how high excise taxes would impact their job stability. The story provided the information that 30 percent of the employees in the tobacco industry are women and a significant number are minorities. And concluded, that if the excise tax goes through, the South will be hardest hit losing three and a half times as many jobs as the rest of the country.

The material was made available to 2,312 radio stations via satellite. In addition, it was personally phone "pitched" on a one-on-one basis to 10 targeted markets and state and national radio networks. These markets were located either in the home towns of the participating female employees or in areas of the country with an interest in the subject.

The small sampling study shows excellent usage. It was picked up and aired on three state radio networks and one national news network reaching more than 300 stations. All ten of the ten targeted networks and radio stations aired the material. The small sampling of usage indicates an audience of 800,600.

RADIO REPORT

DISTRIBUTION

The story was made available to 2,312 radio stations on their affiliate network satellite services. These stations received the audio news release through the satellite facilities of Associated Press Radio and the Westwood One/Mutual Broadcasting System. These are the same feeds by which radio stations receive news actualities and other programming material. The list of stations with access to these satellite feeds is included in this report.

The satellite coordinates for the distribution were as follows:

Main AP Network News Service:

Satcom 3-R, Transponder 1 4:17 PM ET

Mutual Broadcasting System Affiliates:

Satcom 1-R, Transponder 15, Fairchild
setting 051,050,061; Scientific Atlanta setting
050,051,060. Timezone Channels 6:05 PM ET

In addition to satellite distribution, the audio news release was also distributed to radio stations and state radio networks via telephone, in the same manner that stations would receive a radio report from their Washington correspondent. The radio story was "pitched" to a targeted list of 10 markets and national radio networks.

RADIO REPORT

RADIO SCRIPT (NATIONAL STORY)

TOBACCO, JOBS AND WOMEN

Suggested anchor lead-in:

A group of women...all tobacco workers and many of them single mothers..marched up the steps of the Capitol today to tell their story to lawmakers. The women are concerned that the proposed tax increase on cigarettes to pay for health care reform will mean they will lose their jobs. Correspondent John Saffian reports.

Reporter track:

American Tobacco Company equipment mechanic Teresa Pearman of North Carolina was one of fourteen women to explain to U.S. lawmakers that high tobacco taxes will cost working women in the tobacco industry.

Pearman soundbite:

"My company is the lifeline of the whole community. And if a high tobacco tax and anti-smoking (effort) keeps going on, I'm not just gonna lose my job, but my whole community's gonna suffer."

Brown & Williamson worker Faye Waters of Georgia:

Waters:

"I've been on this job for 17 years and I look forward to a retirement and I'm supporting three daughters, one of whom is a college student and we want to keep the jobs."

Reporter track:

The group of tobacco union workers, many of them single mothers, say that 30 percent or nearly 8,000 of the employees in tobacco manufacturing plants are women and a significant number are minorities. And, they say, if the tobacco tax goes too high the South will be hardest hit, losing three and a half times as many jobs as the rest of the country.

John Saffian, Washington

RADIO SCRIPT (REGIONAL PITCH)

TOBACCO, JOBS AND WOMEN

Suggested anchor lead-in:

A Reidsville woman who works as a mechanic at American Tobacco Company went to Capitol Hill today to tell her story to Congress. She's concerned that a high tax on cigarettes will mean she will lose her job. Correspondent John Safflan reports.

Reporter track:

North Carolina's Teresa Pearman is one of fourteen women to deliver an appeal to U.S. lawmakers stating that a high increase in tobacco taxes will be unfair to those who work in the tobacco industry--because many will lose their jobs.

Pearman soundbite:

"My company is the lifeline of the whole community. And if a high tobacco tax and anti-smoking (effort) keeps going on, I'm not just gonna lose my job, but my whole community's gonna suffer."

Reporter track:

The group of tobacco workers, many of them single mothers, say that 30 percent or nearly 8,000 of the employees in tobacco manufacturing plants are women and a significant number are minorities. And, they say, if the tobacco tax goes through the South will be hardest hit, losing three and a half times as many jobs as the rest of the country.

John Safflan, Washington

RADIO SCRIPT (REGIONAL PITCH)

TOBACCO JOBS AND WOMEN

Suggested anchor lead-in:

A Macon woman who works for Brown & Williamson Tobacco Company went to Capitol Hill today to tell her story to Congress. She's concerned that a high tax on cigarettes will mean she will lose her job. Correspondent John Saffian reports.

Reporter track:

Georgia's Faye Waters is one of fourteen women to deliver an appeal to U.S. lawmakers stating that a high increase in tobacco taxes will be unfair to those who work in the tobacco industry--because many will lose their jobs.

Waters soundbite:

"I've been on this job for 17 years and I look forward to a retirement and I'm supporting three daughters, one of whom is a college student and we want to keep the jobs."

Reporter track:

The group of tobacco workers, many of them single mothers, say that 30 percent or nearly 8,000 of the employees in tobacco manufacturing plants are women and a significant number are minorities. And, they say, if the tobacco tax goes through the South will be hardest hit, losing three and a half times as many jobs as the rest of the country.

John Saffian, Washington

RADIO REPORT

RADIO SCRIPT (REGIONAL PITCH)

TOBACCO JOBS AND WOMEN

Suggested anchor lead-in:

A Durham woman who works for Liggett & Myers Tobacco Company went to Capitol Hill today to tell her story to Congress. She's concerned that a high tax on cigarettes will mean she will lose her job. Correspondent John Saffian reports.

Reporter track:

North Carolina's Rosalyn Glenn-Robinson is one of fourteen women to deliver an appeal to U.S. lawmakers stating that a high increase in tobacco taxes will be unfair to those who work in the tobacco industry--because many will lose their jobs.

Glenn-Robinson soundbite:

"I'm very concerned about losing my job. So far, we have already had two layoffs since I've been there. In my situation, if this tax thing goes through, there will not be a layoff, there will be a shutdown."

Reporter track:

The group of tobacco workers, many of them single mothers, say that 30 percent or nearly 8,000 of the employees in tobacco manufacturing plants are women and a significant number are minorities. And, they say, if the tobacco tax goes through the South will be hardest hit, losing three and a half times as many jobs as the rest of the country.

John Saffian, Washington

RADIO REPORT

USAGE

More than 2,312 radio stations had access to the story via satellite. There is no accurate or cost effective way of determining how many of these stations picked up the story. However, based on surveys conducted with the stations, an average of 400 radio stations representing an audience of approximately 4,000,000 listeners regularly use material from these daily feeds. These stations are located in large markets such as Los Angeles and Boston, medium markets like New Haven and smaller markets like Richmond and Baton Rouge.

Commercial radio stations in the United States value their air time at advertising rates between ten dollars and one thousand dollars per minute. Assigning an industry wide advertising equivalency cost of \$25 per air minute, the equivalent value of airtime if it had been purchased would have been approximately \$14,500.

Because it is not cost-effective to call all 2,312 stations with access to the satellite, an additional distribution and monitoring method is used to examine a small sampling of usage. In addition to satellite distribution, the story was distributed to a targeted list of stations, national radio networks and state radio networks. The following stations in the small sampling survey accepted the report:

RADIO REPORT

Stations accepting the report in small sampling:

Nationwide:

Agrinet Farm Radio

Statewide:

Georgia Farm Bureau
North Carolina News Network
North Carolina Farm Network

Atlanta, GA:

WIGO

Macon, GA:

WMAZ
WIBB

Durham, NC:

WPTF, Raleigh

Reidsville, NC:

WREV
WKEW

RADIO REPORT

Follow-up phone calls made to the 10 stations/networks recording the newsfeed indicates a usage rate of 100%:

| <u>STATION</u> | <u>MARKET</u> | <u>DATE</u> | <u>USAGE</u> |
|---------------------|--------------------------|-------------|------------------------------------|
| Agrinet Farm Radio | Nationwide (76 stations) | 8/5 | Used report twice in morning drive |
| WMAZ | Macon, GA | 8/5 | Used report once in morning drive |
| WIBB | Macon, GA | 8/5 | Used report once in morning drive |
| WIGO | Atlanta, GA | 8/4 | Used report once in evening |
| Georgia Farm Bureau | Statewide (15 stations) | 8/4 | Fed report on affiliate feed |
| WREV | Reidsville, NC | 8/4 | Used report once in evening |
| WKEW | Reidsville, NC | 8/8 | Used report once |
| WPTF | Raleigh, NC | 8/4 | Used report once in evening |
| WPTF | Raleigh, NC | 8/5 | Used report twice in morning drive |

RADIO REPORT

North
Carolina
News
Network

Statewide
(100 stations)

8/4

Put report
on affiliate
feed

North
Carolina
Farm
Network

Statewide
(115 stations)

8/4

Put report
on affiliate
feed

RADIO REPORT

Audience information for small sampling of stations:

| Station | Audience |
|---|-----------------|
| WMAZ, Macon, GA | 2,500 |
| WIBB, Macon, GA | 34,000 |
| WIGO, Atlanta, GA | 4,500 |
| Georgia Farm Bureau (15 affiliates, 30 minute program) | N/A |
| WREV, Reidsville, NC | 3, 500 |
| WKEW, Reidsville, NC | N/A |
| Agrinet Farm Radio (76 affiliates) | N/A |
| WPTF, Raleigh, NC | 14,700 |
| North Carolina News Network (100 affiliates) | 167,000 |
| North Carolina Farm Network (115 affiliates) | N/A |

Total sampling audience: 800,600

Audience sizes listed are Average Quarter Hour Figures (AQH) unless otherwise indicated. AQH figures indicate the average number of persons listening to a particular radio station for at least five minutes during an average quarter hour in a given time period.

N/A indicates stations or networks for which an audience size is unavailable. For purposes of estimating audience size, similar audience sizes from similar networks are substituted.

Instead of referring to the above figure as audience size, the term "listener impression" may also be used as defined as the number of times an individual will hear a particular message. Stations that aired the material more than once may have more impact than stations that air the material once. Depending on the timing of additional airings, the possibility exists that some people may have heard the story more than once. Advertising research shows, the more times an individual hears a message, the more effective.