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**Public Affairs
Management Plan
Progress Report**

January 1988

TI DN 0018432

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February 22, 1960

MEMORANDUM

TO: William Kroeppel, Jr.
FR: Peter G. Sparger

Attached for your review and comments are our January 1960 reports.

Per our discussion, beginning next month, these reports will contain a section entitled "Next Month's Goals" in place of the "Need of Attention".

cc: [unclear] staff [unclear]

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TI DN 0018435

EXCISE TAX ISSUE

Primary Responsibility: Jeffrey D. Ross
Carol Brycaj

Overview

Although Congress just approved a two year revenue package, Congressional tax observers already predict a need for additional revenue to meet 1989 Gramm Rudman Hollings deficit reduction targets. Indeed, Sen. Bob Packwood (R-OR) projected \$20 billion will be needed in new revenue with excise taxes once again a likely target. State-side, twenty-one states already are considering legislation to increase cigarette excise taxes.

In January we devoted considerable time gearing up for federal and state excise tax battles. On the federal issue, we have met with current and potential allies to reinforce their position and to identify opportunities for them to effectively communicate their message. In Minnesota, we have implemented an exciting long-term, comprehensive excise tax coalition development plan and are providing assistance in other states on an ad hoc basis.

Highlights

The economists network is at full strength and ready to prepare op eds on the excise tax issue. Economists also are reviewing opportunities to present anti-excise tax presentations to national and regional economic and tax policy conferences.

We are continuing our active participation in the Coalition Against Regressive Taxation (CART). We proposed that CART sponsor an academic deficit reduction/regressive taxation conference in the spring to maintain the anti excise tax momentum. We have presented potential conference topics and speakers to CART vice presidents. The event would be promoted through a variety of media activities. We also are coordinating preparation of a CART brochure featuring anti-excise tax statements from leading organizations. And, we are prepared to repackage the Peat Marwick Main study affirming the regressivity of excise taxes and how they take away tax reform for low and middle income Americans.

TI DN 0018436

EXCISE TAX ISSUE

Primary Responsibility: Jeffrey D. Ross
Carol Brycaj

Overview

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TI DN 0018436

We are exploring options with Federal Relations and State Activities Divisions on updating last year's excise tax video. Members of Congress have expressed their desire for a shorter and more general version. Production will take approximately nine weeks.

We have been meeting with allies and exploring new relationships with potential allies on the excise tax issue. Many past allies are prepared to lobby, to write letters to Member of Congress, to prepare op eds, and to conduct editorial board briefings.

We are assessing specific research needs and approaching individual organizations to determine interest in conducting these studies. We understand Citizens for Tax Justice is preparing a report evaluating the fairness of all federal taxes. The report is expected to conclude that excise taxes threaten our progressive tax system.

The Minnesota excise tax coalition development plan has been approved by field staff and we have commenced its implementation. We have initiated discussions with a variety of labor, minority, agriculture, and business groups to assess their interest in forming a tax fairness coalition. We also are conducting a cross border survey in Wisconsin to assess the effect of excise taxes on border sales in surrounding states and have commented on the California industry campaign research document.

On the commissary issue, we have scheduled a meeting with the Military Coalition to discuss initiation of the commissary media tour. It appears that privatization will be a major issue in 1988.

In Need of Attention

- Finalize of CTJ state sales and excise tax report.
CTJ report.

TI DN 0018437

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CTJ report.

TI DN 0018437

EXCISE TAXES

ost center name

1305

ost center #

JANUARY
month

JEFFREY D. ROSS
cost center manager

account #/ description	year-to-date expenses	year to-date budget	- over (under) budget - amount	budget - percentage	Explanation
5200/Repro Printing & Drafting	4,685	17,500	(12,815)	(73%)	No major production expenses to date
6200/Advrt. Space & Promo. Total	0	41,667	(41,667)	(100%)	No advertising expenses to date
7300/Prof. Fees	2,158	49,167	(47,009)	(96%)	January bills not yet processed
7500/Support, Tobacco and Other Orga- nizations	24,500	58,583	(34,083)	(58%)	1988 Coalition activities not fully underway
TOTALS	31,343	166,917	(135,573)	(81%)	

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TI DN 0018438

EXCISE TAXES

cost center name

1305

cost center #

JANUARY
month

JEFFREY D. ROSS
cost center manager

account #/ description	year-to-date expenses	year to-date budget	- over (under) budget - amount	budget - percentage	Explanation
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TI DN 0018439

PUBLIC SMOKING

**Primary Responsibility: Susan M. Stuntz
Chip Foley
Sharon Ransome**

Overview

In January, we began work on the first edition of the new Tobacco Observer, which will be published in March. Articles for this issue, which will be dedicated to smokers' rights groups, have been generated in-house as well as from a smokers' rights group and from one of our consultants.

As a result of a reorganization, the public smoking issues group received two additional members - - John Lyons, who will be responsible for corporate relations, and Debbie Schoonmaker, who will be responsible for indoor air quality programs. The entire group began planning for 1988 activities, including development and launch of major airline and hospitality programs, as well as an expanded indoor air quality program.

Highlights

Representatives from the Labor Management Committee outlined indoor air quality issues to the executive officers of nine northeast state AFL-CIO affiliates in Hartford on January 14. Follow-up activities will include efforts to obtain places on the programs of conventions in the nine states. Also in January, labor consultant Tom Donahue, Jr., and industrial hygienist Jack Peterson made six presentations on the indoor air quality issue to union representatives in Washington State.

We met this month with field staff and local PR and legal counsel on the Oregon smoking restriction initiative. Field staff and local counsel have asked for labor support, an economic impact study, and assistance developing a smoking policy survey. Expert consultants and ventilation studies may be requested in the future. In a related matter, Jack Peterson and a TI speaker debated advocates of the Oregon smoking restriction initiative before the Portland City Club.

TI DN 0018440

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Chip Foley
Sharon Ransome**

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TI DN 0018440

We have drafted two guides for the recently enacted New York City smoking ordinance.

[R] State
Activities Division is working to secure a sponsor for the employers' guide.
[R]

We have developed a questionnaire for an Illinois business survey on voluntary workplace smoking policies. Once field staff has secured a business sponsor, we will move forward with the survey.

The Association of Washington Business in Washington State included 5,000 copies of our workplace smoking resource guide in its January newsletter mailing. The association is opposed to mandatory workplace smoking policies and counsels cooperation between employers and employees.

Also in January, we made a presentation to the U.S. League of Savings Institutions' smoking policy committee. The League is pursuing a voluntary policy and asked for our input after hearing from anti-smoker John Pinney late last year.

We responded to 63 requests for workplace assistance - - up from 35 in December. Many of these requests were the result of a Philip Morris Magazine article which directed inquires about "smokers' rights" to The Institute.

We continued work on a users' manual for the new automated workplace system. The manual is expected to be finalized in February. In addition, all written logs of phone calls are being entered into the system and should be completed in February.

The IAPAG scientific witness group, truth squad members and members of the Philip Morris International scientific group met in Washington for an update on current ETS developments in the scientific community. We are coordinating a follow-up meeting of ACVA and scientific witness team members here at the end of February.

In Need of Attention

- o Development of materials for hospitality outreach program.
- o Identification of sponsor for and completion of Illinois business survey.

TI DN 0018441

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TI DN 0018441

Public Smoking
cost center name

1309
cost center #

January 1988
month

Susan Stuntz
cost center manager

Account #/ Description	year-to-date expenses	year to-date budget	- over(under)budget - amount percentage		Explanation
5101/Postage & Delivery	0	\$2,917	(2,917)	(100%)	Targeted mailings delayed pending final work on response system; agreement with SAD on priority cities.
5201/Repro., Print/Draft	\$6,123	\$40,417	(34,293)	(85%)	No reprints needed as yet.
6201/Advert.	0	\$479,167	(479,167)	(100%)	Advertising not yet authorized.
7301/Prof. fees	\$36,389	\$123,667	(87,277)	(71%)	All December bills were paid in 1987. January bills not yet processed.
7501/Support to sub. & orgs.	\$28,400	\$46,750	(18,350)	(39%)	No demand on new projects as yet.
TOTALS	\$70,913	\$692,917	(622,004)	(90%)	

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Public Smoking
cost center name

1309
cost center #

January 1988
month

Susan Stuntz
cost center manager

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Scientific Alliance
 cost center name

1302

January 1968

Susan Stupik

cost center #

month

cost center manager

account #/ description	year-to-date expenses	year to-date budget	- over (under) budget - amount	percentage	Explanation
5801/Legal Fees	0	\$8,333	(8,333)	(100%)	No legal fees billed to date.
7301/Prof. Fees	\$10,567	\$100,000	(89,433)	(89%)	Few calls for witness support to date.
TOTALS	\$10,567	\$108,333	(97,766)	(90%)	

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TI DN 0018443

Selouille Allright
cost center name

1302

cost center #

January 1988

month

Susan Stuntz

cost center manager

<u>account #/ description</u>	<u>year-to-date expenses</u>	<u>year to-date budget</u>	<u>- over (under) budget - amount</u>	<u>percentage</u>	<u>Explanation</u>
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TI DN 0018444

ADVERTISING ISSUE

Primary Responsibility: Fred Panzer

Overview

With Congressmen and Senators out of town for most of January and, then, marking time until the President's State of the Union Address actually started the session, the advertising issue was largely inactive. However, a report from a reliable source conflicted with last month's news of Chairman Waxman's (D-CA) intentions. Communications Daily, a media trade newsletter, had reported that Waxman intended to make the Synar bill (HR 1272) a legislative priority for his Health and Environment Subcommittee. Now the inside word is that the Chairman plans to take no action.

Lobbying teams from the Freedom to Advertise Coalition (FAC) plan to visit the Hill early next month to quietly assess the sentiment on the Health and Environment Subcommittee.

Highlights

Following up on minority group opposition to the Weiss legislation, we have encouraging news that other Black publishers appear ready to come on board, namely the National Newspaper Publishers Association and groups representing Hispanic publications and journalists.

The Freedom to Advertise Coalition (FAC) and the American Civil Liberties Union (ACLU) joined forces to debate Congressman Synar's legislative aide John Hollar at a seminar sponsored by the Federal Communications Bar Association.

[R]

TI DN 0018445

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[R]

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In Need of Attention

[R]

After agreeing to join the Freedom to Advertise Coalition, I have learned that the National Association of Convenience Stores (NACS) has reneged on making the agreed-on financial commitment. A memo on the details is coming to me.

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TI DN 0018446

Advertiser: OK
 Cost center name

1308

January 1988

Fred Panzer

Cost center #

month

cost center manager

Account #/ Description	Year-to-date expenses	Year to-date budget	- over (under) budget - amount	percentage	Explanation
5201/Repro./ Print & Drafting	\$1,159	\$9,583	(8,424)	(88%)	Overall explanation
7301/Prof. Fees	\$5,825	\$41,417	(35,592)	(86%)	Unusual period of vacation on the Hill as Congress sorts out its priorities in advance of a presidential election year.
7501/Support to job. & orgs.	\$800	\$41,250	(40,450)	(98%)	
TOTALS	\$8,680	\$93,500	(84,500)	(90%)	

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TI DN 0018447

Advertiser: DK
 Cost center name

1308

January 1988

Fred Panzer

Cost center #

month

cost center manager

Account #/ Description	Year-to-date expenses	Year to-date budget	- over (under) budget - amount	percentage	Explanation
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ACCIDENTAL FIRE ISSUE

Primary Responsibility: Lisa Osborne

Overview

In January TI staff began planning its federal and state legislative strategy in response to last month's release of the Interagency Committee's (IAC) recommendations on the "self-extinguishing" cigarette issue. Meanwhile, The Institute continued efforts to raise the visibility of TI's fire prevention program with fireservice leaders in the public and private sector.

We participated in briefings on the SEC issue and the TI program with the California and Minnesota State Fire Marshals' Offices, the International Society of Fire Service Instructors, and at the Maryland Fire and Institute's Fire Safety Educators Seminar.

Highlights

The Minnesota Senate General Legislation Committee held a public hearing on legislation to require cigarettes to meet "fire safety standards." Most legislators and the press questioned why the state was being asked to require standards that have yet to be established. The Minneapolis Star & Tribune headline coverage of the hearing said "Plan to Require Fire Safe Cigarettes Gets Little Support."

Similar legislation was introduced in Massachusetts; another bill is pending in California.

TI staff and consultants briefed the California and Minnesota State Fire Marshals' Offices on the Interagency Committee recommendations. In both states legislation has been introduced that require the state fire marshal, to varying degrees, to assume responsibility for developing or implementing "fire safety standards."

Olin Greene, Oregon State Fire Marshal and former head of the Fire Marshals of North America, has agreed to distribute copies of the Interagency Committee recommendations to state fire marshals throughout the country.

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ACCIDENTAL FIRE ISSUE

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The Minnesota Senate General Legislation Committee held a public hearing on legislation to require cigarettes to meet "fire safety standards." Most legislators and the press questioned why the state was being asked to require standards that have yet to be established. The Minneapolis Star & Tribune headline coverage of the hearing said "Plan to Require Fire Safe Cigarettes Gets Little Support."

Similar legislation was introduced in Massachusetts; another bill is pending in California.

TI staff and consultants briefed the California and Minnesota State Fire Marshals' Offices on the Interagency Committee recommendations. In both states legislation has been introduced that require the state fire marshal, to varying degrees, to assume responsibility for developing or implementing "fire safety standards."

Olin Greene, Oregon State Fire Marshal and former head of the Fire Marshals of North America, has agreed to distribute copies of the Interagency Committee recommendations to state fire marshals throughout the country.

TI DN 0018449

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Following an enthusiastic response to "Overcoming Barriers to Public Education in the United States," the National Fire Academy has made the TI-sponsored research required reading for its "Strategic Analysis of Fire Prevention" curriculum.

TI consultant Phil Schaeffer's presentation to the Maryland Fire and Rescue Institute's Fire Safety Educators Seminar on the "Barriers" report was very well received. During the past month TI has accepted numerous invitations to speak about the TI program and the SEC issue at various fire service organization conferences throughout the year.

Staff continues to work with National Volunteer Fire Council officers in pulling together a February meeting of fireservice representatives nationwide and representatives from the major presidential campaigns to discuss the role of the fireservice and the U.S. fire problem in the upcoming election.

We began preparation for a February 22 teleconference on "Residential Fire Safety and Education" sponsored by ISFSI. TI has been asked to prepare a segment on rural dwelling fire safety and on private sector initiatives, in addition to four spots on public education. The TI program will be featured in the latter.

In Need of Attention

Response to fire service requests for TI fire prevention program materials.

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In Need of Attention

Response to fire service requests for TI fire prevention program materials.

TI DN 0018450

Fire Safety

cost center name

1306

cost center #

January

month

Lisa Osborne

cost center manager

account #/ description	year-to-date expenses	year to-date budget	- over (under) budget - amount	budget - percentage	Explanation
5200/Repro. Print./Drft.	\$1709	\$3750	(2041)	(54%)	No major production expenses to date.
7300/ Professional Fees	\$63,460	\$30,833	32,627	51%	TriData bills quarterly.
7500/Support to Tob. & Oth. Org.	\$15,333	\$35,000	(19,667)	(56%)	First of the year grant requests have been slow
Totals =	\$30,502.00	\$69,583.00	10,919	15.7%	

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TI DN 0018451

Fire Safety

cost center name

1306

cost center #

January

month

Lisa Osborne

cost center manager

account #/ description	year-to-date expenses	year to-date budget	- over (under) budget - amount	percentage	Explanation
5200/Repro. Print./Drft.	\$1709	\$3750	(2041)	(54%)	No major production expenses to date.
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TI DN 0018452

SOCIAL COST ISSUE

Primary Responsibility: Jeffrey D. Ross
Carol Hrycaj

Overview

Implementation of our 1988 "social cost" plan is well underway. A network of "social cost" economists has been identified and held an organizational meeting in Washington, D.C. Also, several projects are underway to demonstrate the significant historical and economic contribution of tobacco to our nation's heritage.

Highlights

We have identified an initial group of economists to work on the "social cost" issue. They include: Bob Tollison, George Mason University; Richard Wagner, Florida State University; Dwight Lee, University of Georgia; Robert B. Ekelund, Jr., Auburn University; Gary Anderson, California State at Northridge; Richard Higgins, Howrey & Simon; and James Savarese, Savarese & Associates. We held an organizational meeting to review "social cost" issues and to brief the economists on our issue plan.

Research needs presented to the economists included: review and critique of existing "social cost" literature; productivity and absenteeism; insurance costs; social security/Medicare cost; and, application of "social cost" economics to other industries. We will receive research proposals in the next few weeks and will select projects to begin immediately. Robert Ekelund already has submitted a proposal concerning absenteeism.

Bob Tollison is preparing a proposal for an academic symposium on the "social cost" issue to be held once initial research is complete. The economists also are indentifying opportunities to deliver presentations on the issue before regional and national economic conferences.

The Tollison and Wagner "social cost" book is scheduled to be published in March. We met with Tollison and public affairs counsel to discuss a media tour and other promotional ideas.

We are negotiating with Chase Econometrics and other economic consulting firms on updating the Chase study on the economic impact of the tobacco industry. We will coordinate the project with State Activities Division's new economist once he comes on board.

TI DN 0018453

SOCIAL COST ISSUE

Primary Responsibility: Jeffrey D. Ross
Carol Hrycaj

Overview

Implementation of our 1988 "social cost" plan is well underway. A network of "social cost" economists has been identified and held an organizational meeting in Washington, D.C. Also, several projects are underway to demonstrate the significant historical and economic contribution of tobacco to our nation's heritage.

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We are identifying tobacco historians to prepare articles emphasizing the importance of tobacco in our nation's heritage. And, American University's historical archivist is submitting a proposal to coordinate an archival exhibit on tobacco history. We also are working with the Smithsonian Institution in Washington to incorporate tobacco history in a 1988 exhibition on Colonial Virginia.

We continue to work with the U.S. Normandy Committee to promote a museum in France to commemorate the liberation of Europe and to demonstrate the U.S. tobacco industry's contribution to the World War II effort. The museum will generate substantial publicity at its dedication this spring.

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TI DN 0018454

Social st
cost center name

1311

Jeffrey D. Ross

cost center #

cost center manager

January
month

Account #/ Description	year-to-date expenses	year to-date budget	- over (under) budget - amount	budget - percentage	Explanation
5200/Repro. Print & Draftg.	0	14,167	(14,167)	(100%)	No production expenses to date
7300/Professi- onal Fees	4,359	27,917	(23,558)	(84%)	January bills not yet processed
<u>TOTALS</u>	19,359	55,417	(36,058)	(65%)	

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TI DN 0018455

Social st
cost center name

1311

cost center #
January
month

Jeffrey D. Ross

cost center manager

Account #/ Description	year-to-date expenses	year to-date budget	- over (under) budget - amount	budget - percentage	Explanation
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**MEDIA RELATIONS
ACTIVITY REPORT**

JANUARY 1988

Consultant media tours and regional support activities were the highlights of an otherwise steadily productive month in January. Progress on staff vacancies was made with the addition of a new speaker in late January, while ongoing activities and needs were given priority over initiation of events due to continued staff vacancies.

HIGHLIGHTS

- o The "Truth Squad" media campaigns continues. After refining the press materials to emphasize indoor air quality, Drs. Weeks and Peterson took to the road in January, with successful media tours.

David Weeks conducted a media tour in Cleveland/Columbus, Ohio. During his visit, Dr. Weeks discussed ETS and indoor air quality in nine interviews. Included were two network affiliate television interviews, top-rated talk radio appearances, and public affairs radio programs.

Jack Peterson was in Denver, where he had six media interviews, including two network affiliate television interviews and four radio interviews - one of which was on Denver's largest talk radio show.

- o The legal issues involved with smoking in the workplace continues to be a successful topic for media tours. In January, management-labor attorney John Fox and a TI speaker went on a media tour in Omaha and Lincoln, Nebraska. Among their 14 interviews were ten different radio spots, three television appearances, and a discussion with the daily paper in Omaha.
- o Broadening his topic of discussion from only ETS, to include indoor air quality, scientific consultant Alan Katzenstein and a TI speaker were in Columbia and Greenville, South Carolina on a media tour. Six radio stations (including the South Carolina News Network,) two television stations, and one newspaper, heard the industry's position on these issues.
- o The first public debate of the Oregon Smoking Initiative took place in Portland this month. Walker Merryman and Jack Peterson debated the sponsors of the bill at the Portland City Club.

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**MEDIA RELATIONS
ACTIVITY REPORT**

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- o The first public debate of the Oregon Smoking Initiative took place in Portland this month. Walker Merryman and Jack Peterson debated the sponsors of the bill at the Portland City Club.

TI DN 0018457

**MEDIA RELATIONS
JANUARY 1988**

- o A follow-up briefing for additional allies and tobacco family brought W. Merryman back to Minnesota in January.
- o Other activities included:
 - attending the Radio and Television News Director's Board Meeting in San Antonio, Texas;
 - revision of pitch and press materials for Truth Squad and Helping Youth Say No media tours;
 - working groups for the hospitality program and airline issue;
 - a live, one-hour debate with John Banzhaf;
 - refining and moving forward on new campaigns for ACVA national press as well as a targeted program for women's magazines; and
 - training program for new speaker.
- o The attached charts provide more quantitative information on activities.

IN NEED OF ATTENTION

- o While on a per speaker basis, productivity is up this month from for January of 1987, vacancies must be filled to bring overall levels to an acceptable level.
- o Training of new speakers.

TI DN 0018458

**MEDIA RELATIONS
JANUARY 1988**

- o A follow-up briefing for additional allies and tobacco family brought W. Merryman back to Minnesota in January.
- o Other activities included:
 - attending the Radio and Television News Director's Board Meeting in San Antonio, Texas;
 - revision of pitch and press materials for Truth Squad and Helping Youth Say No media tours;
 - working groups for the hospitality program and airline issue;
 - a live, one-hour debate with John Banzhaf;
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IN NEED OF ATTENTION

- o While on a per speaker basis, productivity is up this month from for January of 1987, vacancies must be filled to bring overall levels to an acceptable level.
- o Training of new speakers.

TI DN 0018458

INDIVIDUAL EXTERNAL COMMUNICATIONS GROUP ACTIVITY

January 1988

BROADCAST APPEARANCES

	<u>Television</u>	<u>Radio</u>	<u>Total</u>	<u>% of ECG Total</u>
GOSS	7	7	14	44
MERRYMAN	3	10	13	41
MORAN	3	2	5	15
TOTAL	13	19	32	

INFORMATION REQUESTS

	<u>Media</u>	<u>Non-Media</u>	<u>Total</u>	<u>% of ECG Total</u>
GOSS	8	6	14	4
MERRYMAN	47	50	97	29
MORAN	101	128	229	67
TOTAL	156	184	340	

MEDIA RELATIONS CONTACTS

	<u># of Contacts</u>	<u>% of ECG Total</u>
GOSS	16	45
MERRYMAN	13	36
MORAN	7	19
TOTAL	36	

PRINT INTERVIEWS

	<u># of Interviews</u>	<u>% of ECG Total</u>
GOSS	1	1
MERRYMAN	29	33
MORAN	57	66
TOTAL	87	

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INDIVIDUAL EXTERNAL COMMUNICATIONS GROUP ACTIVITY

January 1988

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TOTAL	13	19	32	

INFORMATION REQUESTS

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TOTAL	87	

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LETTERS TO THE EDITOR

	<u># of Interviews</u>	<u>% of ECG Total</u>
GOSS	0	0
MERRYMAN	0	0
MORAN	4	100
TOTAL	4	

SCIENTIFIC AND CONSULTANT APPEARANCES

	<u># of Appearances</u>	<u>% of ECG Total</u>
GOSS	14	58
MERRYMAN	10	42
MORAN	0	0
TOTAL	24	

DAYS ON ROAD

	<u># of Days</u>	<u>% of Work Days</u>
GOSS	3	60
MERRYMAN	11	55
MORAN	0	0
TOTAL	14	

SICK/PERSONAL/VACATION DAYS

	<u># of Days</u>	<u>% of ECG Total</u>
GOSS	0	0
MERRYMAN	0	0
MORAN	0	0
TOTAL	0	

MINIMUM MONTHLY STANDARDS FOR ECG CATEGORIES:

BROADCAST APPEARANCES:	<u>10</u>
MEDIA RELATIONS CONTACTS:	<u>20</u>
SCIENTIFIC & CONSULTANT INTERVIEWS:	<u>3</u>

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LETTERS TO THE EDITOR

	<u># of Interviews</u>	<u>% of ECG Total</u>
GOSS	0	0
MERRYMAN	0	0
MORAN	4	100
TOTAL	4	

SCIENTIFIC AND CONSULTANT APPEARANCES

	<u># of Appearances</u>	<u>% of ECG Total</u>
GOSS	14	58
MERRYMAN	10	42
MORAN	0	0
TOTAL	24	

DAYS ON ROAD

	<u># of Days</u>	<u>% of Work Days</u>
GOSS	3	60
MERRYMAN	11	55
MORAN	0	0
TOTAL	14	

SICK/PERSONAL/VACATION DAYS

	<u># of Days</u>	<u>% of ECG Total</u>
GOSS	0	0
MERRYMAN	0	0
MORAN	0	0
TOTAL	0	

MINIMUM MONTHLY STANDARDS FOR ECG CATEGORIES:

BROADCAST APPEARANCES:	<u>10</u>
MEDIA RELATIONS CONTACTS:	<u>20</u>
SCIENTIFIC & CONSULTANT INTERVIEWS:	<u>3</u>

TI DN 0018460

Media Relations

center name

1303

January 1988

Brennan D. Moran

center #

month

cost center manager

count #/ description	year-to-date expenses	year to -date budget	- over (under) budget - amount	percentage	Explanation
3900/Travel	\$ 8.0	\$ 19.2	(\$ 11.2)	(58%)	Fewer speakers on road
4000/Conference	0	2.8	(2.8)	(100%)	Tobacco College in 3rd quarter
5200/Repro., Print, Draft	.6	4.2	((3.5)	(86%)	Low demand
5400/Other office Expense	1.5	5.0	(3.5)	(70%)	Low demand for tapes & transcripts
6200/Advertising	0	1.7	(1.7)	(100%)	Expenditures geared towards later in the year
7300/Professional Fees	0	49.6	(49.6)	(100%)	Budget is project oriented; no projects initiated in January
	\$11.3	\$87.9	(\$76.6)		

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TI DN 0018461

Media Relations

center name

1303

January 1988

Brennan D. Moran

center #

month

cost center manager

count #/ description	year-to-date expenses	year to -date budget	- over (under) budget - amount	percentage	Explanation
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TI DN 0018462

General C. Millions

Cost center name

1307

January 1988

Susan Stuntz

Cost center #

month

cost center manager

Account #/ Description	Year-to-date expenses	Year to-date budget	- over (under) budget - amount	percentage	Explanation
3901/Travel	\$5,231	\$14,538	(9,353)	(64%)	Little travel has been planned to date.
5201/Repro. Print/Draft	\$2,500	\$5,000	(2,500)	(50%)	No printing for other orgs. planned to date.
6201/Advert.	0	\$4,167	(4,167)	(100%)	No advertising for other orgs planned to date.
7301/Prot. Fees	\$32,989	\$31,583	1,406	4%	On target.
7501/Support to lab. & orgs.	\$56,736	\$59,417	(2,681)	(4.5%)	On target.
TOTALS	\$97,975	\$115,833	(17,859)	(15%)	

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TI DN 0018463

General C. Millions
cost center name

1307

cost center #

January 1988

month

Susan Stuntz

cost center manager

account #/ description	year-to-date expenses	year to-date budget	- over (under) budget - amount	percentage	Explanation
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PRODUCTION SERVICES

Primary Responsibility: Anne Cannell

Overview

The first half of January was dedicated to producing materials for the R.J. Reynolds briefing. Nancy Nordahl produced a State Activities slide presentation on the in-house system. Anne Cannell coordinated the printed materials.

By the middle of the month we began focusing on the newly formatted "Tobacco Observer." From a production standpoint, our goal was to reduce time spent from layout to mailing. We reviewed several options and decided on a vendor who could supply both design and printing. The production schedule has been reduced from 30 days to 9. Distribution of the first edition is planned for March.

Highlights

We reproduced and mailed the first newsletter for the Opportunities Industrialization Centers of America.

The 1987 Tax Burden on Tobacco was printed. First class distribution was completed while the fourth class mailing is ongoing.

ACVA mini-kits for the scientific witness team are being coordinated and produced.

We started production on the third Tobacco Industry Labor Management Committee Newsletter. Distribution will be early March.

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PRODUCTION SERVICES

Primary Responsibility: Anne Cannell

Overview

The first half of January was dedicated to producing materials for the R.J. Reynolds briefing. Nancy Nordahl produced a State Activities slide presentation on the in-house system. Anne Cannell coordinated the printed materials.

By the middle of the month we began focusing on the newly formatted "Tobacco Observer." From a production standpoint, our goal was to reduce time spent from layout to mailing. We reviewed several options and decided on a vendor who could supply both design and printing. The production schedule has been reduced from 30 days to 9. Distribution of the first edition is planned for March.

Highlights

We reproduced and mailed the first newsletter for the Opportunities Industrialization Centers of America.

The 1987 Tax Burden on Tobacco was printed. First class distribution was completed while the fourth class mailing is ongoing.

ACVA mini-kits for the scientific witness team are being coordinated and produced.

We started production on the third Tobacco Industry Labor Management Committee Newsletter. Distribution will be early March.

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Listed are projects started, underway or completed this past month.

ADMINISTRATION

Legislative Conference Meeting:

- . All materials completed and delivered...Dedick/Davis/
Nordahl/Milway/
Hilderley

Marketed Brands of Tobacco Institute Member Companies:

- . Sign produced and delivered.....Dedick/Hilderley

Sick/Personal, Vacation Forms:

- . The five various forms typed and
produced.....Davis/Dedick/
Mead

PUBLIC AFFAIRS

**A Constitutional Analysis of Tobacco Product
"Counter-Advertising" Proposals:**

- . Cover art completed, waiting for text...Dedick/Panzer

Listed are projects started, underway or completed this past month.

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ACVA Slides:

- . Three new slides produced (Rush).....Nordahl/
Robertson

"Bad Medicine" Articles:

- . Several sets of articles pasted-up and reproduced for reprinting.....Dedick/Lyons

Black History Month Ad:

- . Production started.....Dedick/Osborne

Battery for Life:

- . Bluelines sent to Fairfax for review....Dedick/Osborne

California Restaurant Association Ad:

- . Designed and produced.....Dedick/Ransome

Environmental Tobacco Smoke and Health: The Consensus:

- . Mechanicals reviewed and sent to printer.....Dedick/Kloepfer

Kansas Heritage:

- . On hold.....Dedick/Duffin

Lessons from the Past:

- . On hold.....Dedick/Moran

Newsletter:

- . January 29 Newsletter produced.....Dedick/Duffin

NVFC "Equipment Fire Truck 2" VHS:

- . Duplicating completed and delivered.....Dedick/Osborne

NVFC Foundation:

- . On hold.....Dedick/Osborne

Opportunities Industrialization Centers of America:

- . January 15 Newsletter produced
- . Updating mailing list.....Dedick/Davis/
Osborne

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Opportunities Industrialization Centers of America:

- . January 15 Newsletter produced
- . Updating mailing list.....Dedick/Davis/
Osborne

Profits, Politics, Partners:

- . On hold.....Dedick/Sparber

Reprints:

- . Video covers & labels:
 - Smoking in the Workplace
 - Indoor Air Quality - Labor.....Davis/Stuntz
- . Overcoming Barriers to Public Fire Education in the U.S.....Dedick/Osborne

"Smoke Alarm" Chinese PSA:

- . Duplicating completed and delivered....Dedick/Osborne

Tobacco Bulletin:

- . Copy set, layouts in review.....Dedick/Stuntz

Tobacco Institute Logo:

- . Final art chosen, all costs submitted...Dedick/Sparber

Workplace Smoking Mailing:

- . 49 labels and letters prepared for fulfillment
- . Production started on form fed letters.....Dedick/Davis/Ransome

STATE ACTIVITIES

Regional/Sector Alignment Map:

- . Produced and completed.....Dedick/Cannell

RJR Briefing:

- . Slides produced (Rush)
- . Organization chart completed.....Nordahl/Cannell

Profits, Politics, Partners:

- . On hold.....Dedick/Sparber

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Scientific Witness Team:

. ACVA mini kits in production.....Dedick/Woodson

State Cigarette Excise Tax Rates Map:

. Produced and completed.....Dedick/Yoe

State Smoking Restriction Law Chart:

. Produced and completed.....Dedick/Yoe

The Tax Burden on Tobacco:

. Completed and delivered

. Mailing started.....Dedick/Duhaine

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. Completed and delivered

. Mailing started.....Dedick/Duhaine

TI DN 0018470

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INFORMATION CENTER

Primary Responsibility: Laura Picciano

Overview

The new year began with only a moderate amount of activity for the Center. Nonetheless, Center staff accomplished several noteworthy assignments. At the end of the month the Center underwent a reorganization.

Highlights

As a result of December's brain-storming session, Carol Hrycaj investigated the financial support for anti-smoking groups. She researched state tax filings and identified a number of foundation grants. Hrycaj's analysis was distributed to the group leaders of the December meeting.

John Lyons analyzed the overall U.S. balance of trade as well as the details of tobacco's contribution to that balance. Laura Picciano provided information on PAC receipts and contributions for various organizations.

Picciano also supported the public smoking group in compiling a state-by-state list of smoking restrictions. Hrycaj responded to the State Activities call for letters to D.C. Councilmembers regarding the pending legislation on smoking restrictions.

Schoonmaker and Hrycaj attended workshops sponsored by the National Businesswomen's Leadership Association. Jenny Rusk attended her second commercial database training session.

Administratively, progress continued in building the Center's new computer database. Picciano worked with Jada Smith in order to plan for a more efficient system for handling videotapes and transcripts. This enabled Rusk to begin the ongoing indexing of media materials.

In routine matters, Center staff produced four editions of the Executive Summary, two meetings calendars, and three FOIA status updates. We also handled 67 routine requests for basic reference information.

Lyons, Schoonmaker and Hrycaj were reassigned to the issues group at the end of the month.

TI DN 0018471

INFORMATION CENTER

Primary Responsibility: Laura Picciano

Overview

The new year began with only a moderate amount of activity for the Center. Nonetheless, Center staff accomplished several noteworthy assignments. At the end of the month the Center underwent a reorganization.

Highlights

As a result of December's brain-storming session, Carol Hrycaj investigated the financial support for anti-smoking groups. She researched state tax filings and identified a number of foundation grants. Hrycaj's analysis was distributed to the group leaders of the December meeting.

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In Need of Attention

1. National Science Foundation FOIA.
2. Compilation of literature from smokers' rights groups.
3. Reorganization of the videotape room.

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In Need of Attention

1. National Science Foundation FOIA.
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3. Reorganization of the videotape room.

TI DN 0018472

Information Center

cost center name

1304

cost center #

January

month

Laura Picciano

cost center manager

account #/ description	year-to-date expenses	year to-date budget	- over (under) budget - amount	percentage	Explanation
800 Books and Subscriptions	\$2,998	\$3,750	(752)	(20)	Some January invoices paid in December
030 Computer Expenses	\$2,185	\$4,000	(1,815)	(46)	lower than normal computer use in December
TOTALS	\$5,361	\$9,250	(3,889)	(42%)	

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Information Center

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January

month

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**Special Projects
Staff Support Activity Report
January 1988**

Primary responsibility: Anne Duffin

Overview and Highlights

Preparation for the new Tobacco Observer to begin in March and support of the Institute's Super Tuesday Election Program (STEP) occupied the month.

On the Observer...

Susan Stuntz, Anne Dedick and I prepared schedule and budget for the proposed new issue-oriented, more frequent Observer, for which one issue manager is to be responsible monthly. I drafted a circulation promotion plan and a quarterly readership survey with which to measure interest in and response to the redesigned publication among the 15,000 single-copy subscribers remaining after 1987 list clearance. There are no immediate plans to query 34,000 manufacturing employees who receive TTO through the two largest member companies.

With elimination of the PAD editor's position, decision was made to phase out the TI Newsletter after nearly 18 years. NL and Observer mailing lists were matched. Planning progressed on revamp of Observer codes for more accurate measurement of circulation by industry segment. Review of individual Observer records continued in further effort to eliminate persons with negative interest in industry activities.

On STEP...

Materials prepared for Hoke Leggett for a February 10 American Farm Bureau Tobacco Advisory Committee (TAC) meeting include customized candidate kits for seven Super Tuesday tobacco states and a rundown on candidate positions on six tobacco issues.

The kits, which have potential for candidate briefings at other levels, contain general economic information on the industry, a Chase-based state review and issue sheets on taxation and advertising. Hoke will ask TAC colleagues from the seven states to brief state and local campaign executives with the kits and will distribute 500 copies of the candidate positions at February stabilization meetings from Virginia to Florida.

TI DN 0018475

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Special Projects
January 1988
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I worked with Tobacco Growers' Information Committee on a general booklet, "The Tobacco Primer," which Reg Lester is to mail to the candidates and southern campaign officials. With further TI input, State Activities believes it could become a useful handout in other contexts.

Other Projects

- o TI Newsletters 437 and 438 produced and inventory begun of NL back-up material and indexes for reorganization as a quick information resource for staff
- o Completion by editor of Missouri heritage manuscript
- o In connection with STEP, upgrade of seven southern state data card manuscripts, more fully to utilize Chase data, and update of another manuscript to reflect an excise increase
- o Researched and provided information to Michigan and Kentucky retailers on warning label requirements and the primary issue, respectively

In Need of Attention

- updated special projects staff support plan
- all purpose, updatable presentation/info kit for industry visitors
- bios and outline of responsibilities of TI senior staff for use in VIP briefings
- editing and production of "Missouri and Tobacco"
- completion of "Kansas and Tobacco"

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Special Projects
January 1988
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