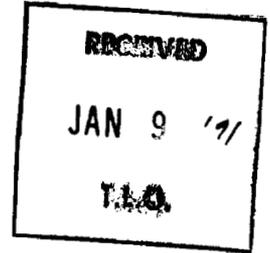


J. Ogden



THOMAS C. GRISCOM
Executive Vice President
External Relations

Winston-Salem, NC 27102
919-741-7230

INTEROFFICE MEMORANDUM

January 4, 1991

TO: Mr. Jim Johnston

Following are highlights of activities in our External Relations organization for the week of December 31, 1990 - January 4, 1991.

- King Annexation -- The King Town Council postponed its annexation vote meeting from December 31 to January 7. Public Issues completed calls to employees and retirees in King and Stokes County on December 28. 494 people were reached in King, with 251 saying they had already contacted Council members. 316 said they would either re-contact Councilmen or call them for the first time. Feedback says Dewey Long is opposed to annexation, while Mayor New, who only votes in case of a tie, strongly favors. Jimmy Walker, Jack Warren, and Carl Southern are non-committal. Many people who have called say their Council members appear to be avoiding calls, either using answering machines or leaving messages saying they are not available.

We drafted a letter to Mayor New reiterating RJR's willingness to talk, and conditions for doing so, which was hand delivered to the Mayor and City Manager by Pat Shore on Thursday, January 3, 1991. We continue to work with reporters covering the story.

- ETS Activity -- ABC's "20/20" program is doing a story on ETS to air February 15 and we are working to have our side presented. Our initial meeting with a 20/20 producer and R&D scientists went well. We anticipate a request to appear on camera for inclusion in the broadcast. Mediacom training arranged for Sam Simmons next Thursday and Friday, January 10 and 11.

Letter to editor of Tampa Bay Business Journal expected to be published January 4. Letter reiterates company position, since brief article resulting from our visit with them was poorly written.

■ Local Smoking Issues

- Denver-Stapleton Airport Smoking Ban -- On January 2, the Denver City Council voted 12-1 to overturn Mayor Pena's executive order which banned smoking in the city-controlled areas of Stapleton Airport. Smokers' Rights group members had called Councilmen, attended the meeting, and presented more than 7,000 petition signatures opposing the ban.
- New Jersey Employment Discrimination -- Individual smokers and Rights Groups have been making heavy contact to Governor Florio following Assembly passage of an anti-employment discrimination bill on December 17. 300 direct-connect calls from smokers to the Governor's office are being made between December 19, through January 7. Eighteen Smokers' Rights Group Leaders, assisted by the ACLU and the International Firefighters Union, met with the Governor's legislative staff. Smokers have also sent many letters to the Governor asking him to reconsider his early decision to veto the bill.
- Newark, Ohio, Smoking Ban -- In late December, the Newark, Ohio Board of Health dropped its plan to ban smoking in public places and most work places. Smokers' Rights Groups, individual smokers, and business leaders delivered heavy opposition to the plan, swamping the board members with calls prior to an earlier meeting. Public Issues encouraged a second wave of calls prior to final consideration of the plan last week.

■ Grower Letter Responses -- The Jim Johnston letter and tobacco economy fact cards mailed to 100,000 growers and grower-related audiences in December have generated a number of letters -- both positive and negative. Many growers asked for additional fact cards to give to others in their communities. The negative comments were mainly from those opposed to smoking and generally came from people who live in tobacco-growing areas but are not active tobacco growers or work in allied businesses.

On a related subject, we're completing arrangements for the eight upcoming growers' seminars. First seminar is January 15-16 in Valdosta, Ga., followed by Myrtle Beach on January 22-23.

- Ford Motor Company -- Tom Ogburn and Charlie Green will be meeting with Hank Lick at Ford on January 23 to finalize testing in Ford facilities. Locations that may be evaluated are: their World Headquarters Building, offices in their Advanced Manufacturing Facility (where requests have been made for designated smoking areas) and possibly a manufacturing facility (this is still being discussed). Ford also has underway an employee survey to ascertain employee reactions to their current smoking policy. This is being conducted by an outside firm under Ford's guidance on an unidentified basis. They should have the results around the end of the month.

- Sara Lee -- We have been informed that Sara Lee has contracted with Healthy Buildings International to do complete indoor air quality building evaluations for two of their facilities. HBI is Gray Robertson's firm that we recommended to Sara Lee.

- Volunteer Action Center -- This employee phone-bank involvement program is being expanded company-wide. Supporting publicity for the expansion includes a two-page article in the most recent Caravan (distributed in late December) and your employee letter to all Winston-Salem area employees. The letter, which also includes a Q&A brochure and three sign-up cards, will be mailed January 11. Additionally, an informational/motivational video will be filmed on January 15 for use in Public Issues recruiting presentations.

- Allied Forces -- Public Issues' Allied Forces completed its telephone recruiting program to encourage business managers to be more active in standing up for their rights in face of increasing government interference. 27,048 retailers and 3,517 managers of other businesses agreed to participate in the program. Importantly, managers were highly enthusiastic. 73% of the retailers and 91% of the other managers reached, both agreed with our position on excise taxes and smoking restrictions, and wanted to actively participate in our program.

- Step One "First Night" -- As part of our community relations program, the Art Department produced a brochure for the Step One "First Night" New Year's Eve event.

Tom C. Griscom 

TCG:tma

cc: Y. W. Ford
R. R. Gordon
D. N. Iauco
D. K. Isbister
M. B. Oglesby
A. J. Schindler
J. C. Schroer