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MEMORANDUM

November 9, 1988

To: Bill Cannell
From: Walter Woodson
Subject: Public Affairs' CPSP Meeting, 11/9

Things are moving along on a number of fronts on the CPSP. When I get a copy of field projections next week, I'll work up media tour/seminar schedules with their folks for the remaining tours and seminars, i.e. Bestype. Fox and ACVA tours in pretty good shape.

Here are a few highlights:

Labor/IAQ briefings with Tommy Donahue & Co.

- 11/10... Donahue/Simon Turner to Madison, WI, to address serious IAQ problems at Madison Area Technical College (a huge building, according to Savarese). The first I heard of this one was this afternoon...apparently worked out through Brozek and Frank Vento
- 11/20... Donahue ^{+ Keim} to address CLUW (national meeting of union women in Seattle) ~~to~~ Carl W. W. Collette, Rebecca Worman
- 12/1... Atlantic Beach, NC... Donahue addressing a labor ^{sub} audience there ^{Armen Fed of GS HWY} (distinct info - need attn) ^{sub}
- 12/8-9, 15-16... Donahue to speak before ^{sub} AFL-CIO regional groups in Orlando and Miami. (workshops) ^{sub} Frank NEMI / Keim / ^{sub} C. T. [unclear]

Pending events from Dyer that would require Donahue/ACVA-type IAQ presentations:

- 11/15... NY Operating Engineers
- Before year's end... NYC Building Trades
- Before 12/15... Westchester Central Labor Council
- December... NYC Central Building Trades Council
- 5/3-4... Eastern Central Council of BC&T

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Dyer & business & IAQ

- . Dennis to meet 11/17 in Boston with U.S. Chamber reps who are seriously considering sponsoring workplace brochures for their state/local chapters around the country. Booklets would be from local/state chambers, but would indicate that the program is endorsed by the U.S. Chamber. (I may go to this meeting with Paul, Barclay and Susan Stuntz or some other PAD rep). Dyer suggests the potential for literally tens of thousands of brochures...no one in PAD flinched when I mentioned this.

... Dennis/Barclay are laying the groundwork to get several local/state chambers primed for this hit in their nine states.

Bestype

- . To hold its first seminar in NYC in January. Will work with them and field to set up future seminars.
- . In major markets, full-blown seminars will be conducted, but in smaller markets meetings will be cast as "Breakfast with Bestype." Working up leave-behind topic sheets and ads for the seminars. May also work to pitch Bestype to media a week or two before seminars occur.
- . Bestype is also buying/starting an office environment magazine in which there will be a monthly smoking column that we will write.
- . Dyer/Jackson looking for Bestype seminars/briefings in conjunction with major U.S. Chamber events in NY, Boston, DC in April/May and in March in Syracuse with the Northeast Chamber.

Social Costs

Two portions of the program, expected in 1988, are being delayed.

- . Symposium on social costs postponed from December until research is further along.
- . Social cost coalition is not moving very fast...it's apparently under the direction/lead of the U.S. Chamber and they are taking it much slower than we had hoped.

Great American Welcome

- . On schedule and to be announced next week...have received 600 smokers' welcomed here responses from businesses so far.

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ACVA Ads

- . Have undergone focus panel testing in Atlanta and will go through similar drill shortly in Boston. Communications Committee wants three different ads tested. First round shows they appealed very much to smokers, but nonsmokers (who liked the ads) didn't really make the connection and still favored smoking bans.
- . Idea is to run these ads before/after Robertson tours to help increase awareness (you've seen proposed sites for early '89)

These are a few of the programs that seem to be moving along. The PAD/consultant crowd has, by and large, been good about keeping me informed and answering questions (I wish I could say the same for the likes of Brozek).

cc: Messrs. Emrick, Minshew, Orzechowski

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