

Minutes of the Meeting of the Communications Committee  
February 3, 1985  
Phoenix, Arizona

Chairman Orlowsky called the meeting to order at 8:45 a.m. Other members present were Messrs. Ave, Kloepfer, Morgan, Rupp, Russell and Shinn. Also attending were Messrs. Dey, Liggett & Myers; Hoel and Northrip, Shook, Hardy & Bacon; Zahn, Leonard Zahn and Associates; and Chilcote, Kornegay and Sparber, The Tobacco Institute.

The Institute staff reported on current activities:

1. Film: Data concerning use of TI films were presented. A new film on the Hirayama study has been scripted and a production proposal has been solicited.
2. Fire prevention education and firefighter support: City grants for education are ready for member approval; a meeting will occur February 26 to develop joint plans, with the National Council of Volunteer Firefighters, for distribution of fund-raising and recruitment materials; TI will support an academic seminar in Massachusetts on the Schaenman study of European and U.S. fire rates; and a proposal for TI support of a smoke detector use-maintenance campaign will be forthcoming from the National Fire Prevention Association. Counsel reported on the status of national and state self-extinguishing cigarette legislation.
3. The Surgeon General's report on smoking and heart disease may not be published until summer. Meanwhile, the staff has prepared a review of the literature which will be made available promptly to the members, and which will serve as background for media briefings at the appropriate time.
4. A tobacco "college" will be conducted March 31 - April 1 in Washington; committee members have been sent an announcement and should encourage enrollments.
5. Newsweek magazine is preparing a major story about the cigarette industry; rebuttals have been and will be made to a published letter in Business Week about smoking in workplaces.

The chairman led a discussion about Institute communications strategy. There was a consensus that the program should have more initiative and be more pointed and sharply defined.

Members agreed to present individual suggestions on new strategy at the next meeting, which will occur at 10 a.m. on February 22 at the Philip Morris office, 120 Park Avenue, New York, ninth floor.

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