

COMMUNICATIONS EFFORTS**OCTOBER 1988****Media Tours by Consultants**

- o Ventilation expert Gray Robertson conducted two media tours this month, discussing indoor air quality issues with the media in Reno and Las Vegas, Nevada as well as in Portland and Eugene, Oregon. The ACVA message, as enclosed reports indicate, continues to be a popular one with the media.
- o Gray Robertson was interviewed by People magazine for an upcoming issue focusing on his unusual profession as a "sick building doctor." Publication of the article is expected in the very near future. Robertson was also interviewed by Inc. for an article on the growth of the indoor air quality consulting industry.
- o "Truth Squad" media tours took Dr. David Weeks to Cincinnati, Ohio, and Jack Peterson to Hartford and New Haven, Connecticut. Both discussed indoor air quality and ETS with the media. Reports on these tours and the available transcripts are attached.
- o Jolly Ann Davidson discussed the industry's "Helping Youth Say No" program with the media in Seattle, Washington in October. A report is enclosed.
- o "Social Cost" media tours by Professors Tollison and Wagner originally scheduled for October will be conducted in November due to scheduling conflicts.
- o The popular Portland, Oregon public affairs television show "Town Hall" devoted a program to the public smoking initiative in Oregon. Workplace legal consultant John Fox and ETS consultant Dr. David Weeks appeared on this live program. Labor Management Committee representative Tom Donahue, Jr., also appeared on behalf of the Oregon State AFL-CIO. A transcript of the program is enclosed.

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Public Hearings

- o The Surgeon General's Interagency Committee on Smoking and Health heard testimony on the public health implications of tobacco sponsorship of sporting events. TI coordinated the industry's response, with testimony and media transcripts enclosed.

Legal Briefings

- o Management labor attorney John Fox was in Portland, Oregon conducting the second of his "Breakfast Briefings" of employers on workplace smoking legal issues. A report on the media Fox discussed these issues with is enclosed.

Third Party and Allied Activities

- o Economists Dwight Lee and Richard Wagner participated in a tax session at the Atlantic Economic Association's annual meeting in Philadelphia, Pennsylvania this month. Lee presented a paper and chaired a session entitled "User Charges from a Public Choice Perspective." Copies of both papers follow.
- o Walter Williams, a professor of economics at George Mason University, published an op-ed in the Washington Times and the New York Tribune (copies enclosed). Williams writes that government-imposed smoking restrictions potentially interfere with property rights, and may therefore be an unconstitutional usurpation of government's power.
- o Tobacco Industry Labor Management Committee representatives conducted an indoor air quality workshop at the Florida Education Association/United 103rd annual convention. The convention passed a resolution calling for the testing of workplace air quality to determine the effect of indoor air pollution on union members. A copy of the resolution is enclosed.
- o As we reported last month, Citizens for Tax Justice released a highly publicized report on "corporate freeloaders." Among the promotion activity surrounding the release was a video news release (VNR). A copy of the preliminary results of the VNR is enclosed.

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Hospitality Program

- o The one month trial run of The Institute's hospitality ads (copy enclosed) was in October. The hospitality ad ran in Hotel & Motel Manager, Hotel & Restaurant International, Lodging Hospitality, Restaurants & Institutions, Restaurant Business. The ads also ran in the state edition of Nation's Restaurant News Weekly in Vermont, New Jersey, North Carolina, and Illinois.
- o The Institute's advertising directed towards restaurants was also in place in October. This ad, pointing out that smoking bans may mean a 30% reduction in business (copy enclosed), ran in the trade press in Kansas, Iowa, Missouri, Nebraska and Wisconsin. Also in October was the end of a six month run in the trade press in Colorado, Connecticut and Pennsylvania.
- o TI speakers' activities pitching the new hospitality program moved to full gear this month, with a number of speeches and exhibits. In October, TI staff made presentations and attended the trade shows of the Nebraska Lodgings Association, Indiana Licensed Beverage Association, Iowa Candy and Tobacco Distributors, Nevada Hotel and Motel Association, Iowa Restaurant and Beverage Association, Mid-Atlantic Food Dealers Association, New York United Tavern Association, Indiana Restaurant Association and the Ohio Hotel and Motel Association.

Speeches and Briefings

- o TI staff discussed The Institute's fire safety program in a workshop at the West Coast Black Publishers Association convention in Los Angeles, California. Members of the WCBA have published, with Institute support, a series of fire safety supplements in Oregon and Washington State. Enclosed is the most recent supplement.

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- o Expert witness teams, both the scientists and economists, came to Washington, D.C. in October for separate briefings. Eight new ETS/indoor air quality scientists and the current experts heard scientific presentations and were trained for speaking and media appearances. Five new economists joined current experts in discussing "social costs" and excise taxes. The economic witnesses also received media and speech training.
- o TI speakers gave a speech to the International Association of Business Communicators, made a presentation on the world-wide activities of anti-smokers for the Infotab meeting in Spain, and participated in a debate on tobacco advertising at the annual gathering of the Free Press Association.
- o Public Affairs staff also provided a general issues briefing for a dozen visiting West German journalists, and for the head of a Danish smokers' rights association.

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