
**PUBLIC AFFAIRS
MANAGEMENT PLAN PROGRESS REPORT**

August 1990

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TI DN 0017470

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MANAGEMENT PLAN PROGRESS REPORT**

August 1990

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TI DN 0017471

Excise Taxes

Primary Responsibility: TBD
Carol Hrycaj

Overview

With members of Congress back in their districts for the August recess, allies and coalition groups implemented plans to contact representatives and express their opposition to excise tax increases. Activities included visits to congressional offices and media tours in select cities.

Upon returning to Washington in September, Congressional leaders are expected to resume budget negotiations. This phase of the process may be completed early in the month.

Highlights

After weeks of planning, allies and coalition groups implemented a wide range of grassroots outreach activities designed to carry the anti-excise tax message to congressional representatives. These efforts built on programs that were initiated earlier this year.

Organizations participating in the anti-excise tax letter-writing campaign continue to generate correspondence to Members. National groups contacted their state delegations, urging them to participate in the current debate. The national presidents of the Labor Council for Latin American Advancement and the A. Philip Randolph Institute encouraged local chapter leaders to contact their representatives concerning opposition to excise taxes.

In addition, Joyce Miller, national president of the Coalition of Labor Union Women (CLUW), mailed a copy of the organization's new tax brochure to all CLUW members, with a request that they contact policymakers regarding excise taxes.

Representatives of several organizations advocating tax fairness began a series of visits to their congressional representatives' district offices. For example, individuals from the labor movement discussed the AFL-CIO position on tax policy and explained the impact of regressive taxes on working men and women. A packet of materials expressing the labor movement's sentiments on taxation were prepared for the visits and left with Members following the meetings.

We received the final results of the Consumer Tax Alliance (CTA) pre- and post-testing survey of the group's anti-excise tax ads (phase II). The polling showed a dramatic change in public opinion with respect to the kinds of taxes people are willing to

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TI DN 0017472

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Primary Responsibility: TBD
Carol Hrycaj

Overview

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Highlights

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TI DN 0017472

support. Overall, public opinion indicates strong opposition to increasing consumer excise taxes.

CTA Executive Director David Wilhelm followed up with the launch of a six week media tour to 16 cities in 10 states, covering nearly every market in which the ads ran. Tour sites scheduled in August included Des Moines, St. Louis, Kansas City, Omaha, Lansing, Detroit, Raleigh/Durham, Greensboro and Charlotte. The media has expressed considerable interest in CTA and the federal tax issue. In addition, the general public has been very receptive of Wilhelm's anti-excise messages.

Consulting economists Robert Tollison and Richard Wagner also conducted media tours in select markets. Tollison discussed the tax issue with television, radio and print reporters in Columbus/Cincinnati, Ohio, and Tampa/St. Petersburg, Florida. Wagner traveled to Houston, Texas, to conduct interviews.

Materials for the labor tax briefing program moved forward. The video script was finalized; production is scheduled for September, with a rough cut expected by month's end. We revised the text of the general tax brochure as well as the excise tax-specific piece.

In light of the situation in the Persian Gulf, the AFL-CIO called for the suspension of the Gramm-Rudman-Hollings law. At a press briefing, the AFL noted it would support long-term measures to restore progressivity to the federal tax code and indicated that relying on excise taxes would be worse for the economy.

The National Council of Senior Citizens (NCSC) passed a resolution in opposition to consumer excise taxes and the unfair burden the taxes place on retired Americans and low- and middle-income workers. In keeping with the AFL-CIO position on tax policy, NCSC reaffirmed its support of federal and state tax policy that is fair and progressive.

The American Agriculture Movement's (AAM) updated general membership brochure has been printed. In addition to providing an overview of the organization, the brochure highlights AAM's concern with the impact of excise taxes on the rural community. The piece will be used in the group's recruiting efforts as well as an educational piece for federal, state and local policymakers.

AAM conducted a media tour and held a dinner event in Florida. AAM President David Senter discussed farm issues and the impact of excise taxes on rural Americans with the press in Tallahassee and Tampa/St. Petersburg. Senter also discussed agriculture and tax issues with local farmers.

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TI DN 0017473

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CTA Executive Director David Wilhelm followed up with the launch of a six week media tour to 16 cities in 10 states, covering nearly every market in which the ads ran. Tour sites scheduled in August included Des Moines, St. Louis, Kansas City, Omaha, Lansing, Detroit, Raleigh/Durham, Greensboro and Charlotte. The media has expressed considerable interest in CTA and the federal tax issue. In addition, the general public has been very receptive of Wilhelm's anti-excise messages.

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The American Agriculture Movement's (AAM) updated general membership brochure has been printed. In addition to providing an overview of the organization, the brochure highlights AAM's concern with the impact of excise taxes on the rural community. The piece will be used in the group's recruiting efforts as well as an educational piece for federal, state and local policymakers.

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TI DN 0017473

Testing of the AAM state fair list is underway. A representative sample of the 20,000-name list will receive a questionnaire designed to assess attitudes and opinions on a variety of issues of concern to rural Americans, including taxes. The survey instrument also will assess the willingness of respondents to become actively involved in various issues.

Consulting economists' anti-excise tax op-eds continue to appear in print. Clifford Dobitz's article was published in the Bismarck Tribune; Michael Babcock's op-ed appeared in the Manhattan Mercury. The Indianapolis Star published an op-ed co-authored by Cecil Bohanan and John Horowitz.

Next Month's Goals

Finalize text of labor tax program materials.

Continue to work with consultants on CTA media tours.

Continue to work with consultants on grassroots outreach efforts.

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TI DN 0017474

Testing of the AAM state fair list is underway. A representative sample of the 20,000-name list will receive a questionnaire designed to assess attitudes and opinions on a variety of issues of concern to rural Americans, including taxes. The survey instrument also will assess the willingness of respondents to become actively involved in various issues.

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Next Month's Goals

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Continue to work with consultants on CTA media tours.

Continue to work with consultants on grassroots outreach efforts.

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Public Relations Division Variance Analysis

Excise Taxes
Cost Center Name

1305
Cost Center Number

August
Month

Martin Gleason/
Carol Hrycaj
Cost Center Manager

Account#/Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt. Over (Under) Budget at Dec. 31, 1990	Explanation
5101/Postage & Delivery	\$ 1,380	\$ 0	\$ 1,380	\$ 2,000	Postage for <u>Tax Burden</u> not budgeted.
5201/Repro. Print & Drafting	98,122	93,333	4,789	(45,000)	Additional expenses expected; some resources devoted to other tax projects.
7301/Prof. Fees	639,359	423,333	216,026	245,000	Includes costs for increased activities which will continue to be incurred. Also includes media tours.
7501/Support Tobacco & Other Organizations	542,170	527,333	14,837	437,000	Reflects expenses for new (unbudgeted) 1990 tax projects & new tax fairness programs (studies, materials, etc.), which will take us over budget.
Total:	\$ 1,281,032	\$ 1,044,000	\$ 237,032	\$ 639,000	

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TI DN 0017475

Public Relations Division Variance Analysis

Excise Taxes
Cost Center Name

1305
Cost Center Number

August
Month

Martin Gleason/
Carol Hrycaj
Cost Center Manager

Account#/Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt. Over (Under) Budget at Dec. 31, 1990	Explanation
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TI DN 0017475

PUBLIC SMOKING ISSUE

Primary Responsibility: Martha Rinker
Sharon Ransome
Kay Thomas

Overview

In August, the concentrated effort continued on ETS activities because of the release of the draft EPA ETS risk assessment and workplace policy publications. Tobacco Institute staff and consultants continue to prepare TI's response to the EPA risk assessment. Staff also continues to make revisions to both the ETS briefing book for science and health reporters and the Corporate Assistance Program materials.

Highlights

Indoor Air Quality

We received a 30-day extension of the period for public comment on the EPA ETS risk assessment and workplace policy guide. Meanwhile, Institute staff and consultants continued discussions with EPA and Science Advisory Board personnel concerning the structure and timing of the SAB hearing on the risk assessment and policy guide. We also continued work on approximately 25 scientific reviews to be submitted to EPA at the close of its comment period and to the SAB in advance of the board's hearing on the risk assessment and policy guide. We began drafting The Institute's own critique of the ETS risk assessment and continued coordinating the industry's submissions on both draft documents with member companies who plan to submit independent comments.

Institute consultants conducted an editorial board briefing on the ETS risk assessment for the New York Times.

A letter to the editor from Institute consultant Alan Katzenstein criticizing an article on ETS components was published in Environmental Science and Technology.

Editorials by Institute consultants criticizing the EPA ETS risk assessment in light of the findings of the McGill ETS symposium were published in the Richmond Times-Dispatch, the Wisconsin State Journal, and the Salt Lake Tribune.

A letter from HBI's Gray Robertson to the editor of Safety & Health magazine regarding the role of ETS in indoor air quality was published in the magazine's August issue.

Institute consultants submitted eight letters to the editors of newspapers nationwide in response to articles concerning ETS and the EPA ETS risk assessment.

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TI DN 0017476

PUBLIC SMOKING ISSUE

Primary Responsibility: Martha Rinker
Sharon Ransome
Kay Thomas

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TI DN 0017476

TI staff and consultants participated in the annual meeting of the International Society for Environmental Epidemiology.

A Labor Management Committee representative attended the August meeting of the Oregon State Indoor Air Quality Task Force to reinforce the position of organized labor on workplace smoking. Oregon OSHA supports the labor position that smoking in the workplace should remain a collective bargaining issue. LMC representatives also gave an IAQ presentation to key staff members of the Michigan Education Association.

Corporate/Smoker Assistance

The Institute received approximately 130 requests for workplace smoking assistance from both management and non-management during August.

The third resource guide mailing for 1990 has been completed. 35,965 guides have been mailed to Region VII. Listed below are the states and the number of guides mailed:

Alabama	5,466
Arkansas	4,547
Florida	5,962
Kentucky	5,028
Louisiana	5,782
Mississippi	4,638
Tennessee	4,542

The Rhode Island employers' guide is in production. The completion date is scheduled for the end of September.

Both the "Some Considerations" kit and the "Tobacco Smoke and the Nonsmoker" are being updated to reflect new information available since McGill. Revisions should be completed and new brochures printed in September.

Other

Institute consultants met with staff members of the American Association of Airport Executives (AAAE) on airport smoking issues. As a result of this meeting, we will be working with the AAAE as they develop an airport smoking policy and strategy which will now include IAQ information. Also, there are plans to have a consultant submit an article on IAQ problems and solutions for the AAAE magazine Airport.

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TI DN 0017477

Next Month's Goals

- Complete preparations for Science Advisory Board presentations on ETS risk assessment.
- Complete ETS risk assessment materials.
- Continue to work on the ETS briefing book.
- Review the progress of the identification and recruitment of academic researchers for the scientific witness program.
- Complete revisions to the Corporate Assistance Program materials.
- Continue to work with the AAAE on airport smoking issues.
- Continue to prepare for possible ICC proposed rulemaking on smoking restrictions on interstate passenger carriers.

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TI DN 0017478

Next Month's Goals

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- Complete ETS risk assessment materials.
- Continue to work on the ETS briefing book.
- Review the progress of the identification and recruitment of academic researchers for the scientific witness program.
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TI DN 0017478

Public Relations Division Variance Analysis

Public Smoking _____
 Cost Center Name
 1309 _____
 August 1990 _____

Martha Rinker _____

Cost Center Manager

Month

Cost Center Number

Account#/ Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt. Over (Under) Budget at Dec. 31, 1990	Explanation
5105/Postage & Delivery	28,829	13,333	15,496	5,000	Postage is higher than anticipated because of PM Magazine reader requests for information and an August TAN mailing.
5201/Repro. Printing & Drafting	41,067	126,667	(85,600)	(105,000)	Several publications are scheduled for update/revision later this year, but most will be deferred to save money.

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Public Relations Division Variance Analysis

Public Smoking _____
 Cost Center Name
 1309 _____

Martha Rinker _____

Cost Center Manager

August 1990 _____

Month

Cost Center Number

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TI DN 0017479

Public Relations Division Variance Analysis

Public Smoking (cont.)
Cost Center Name

1302
Cost Center Number

August 1990
Month

Martha Rinker
Cost Center Manager

Account#/ Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt. Over (Under) Budget at Dec. 31, 1990	Explanation
5801/Legal Fees	7,893	66,667	(58,773)	(90,000)	"Redacted -- Privileged"
7301/Profes- sional Fees	1,835,413	2,190,000	(354,587)	(922,000)	SAD demand for scientific and other experts continues to be less than anticipated.

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Public Relations Division Variance Analysis

Public Smoking (cont.)
Cost Center Name

1302
Cost Center Number

August 1990
Month

Martha Rinker
Cost Center Manager

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Public Relations Division Variance Analysis

Public Smoking (cont.) _____
 Cost Center Name _____
 1309 _____
 Cost Center Number _____

Martha Rinker
 Cost Center Manager

AUGUST 1990
 Month

Account#/ Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt. Over (Under) Budget at Dec. 31, 1990	Explanation
7501/Support Tobacco & Other Org.	709,512	950,000	(240,488)	(375,000)	August bills have not been pro- cessed for NEMI.
8000/Computer Expense	1,768	-	1,768		
Totals	2,624,482	3,346,667	(722,184)	(1,487,000)	

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Public Relations Division Variance Analysis

Public Smoking (cont.) _____
 Cost Center Name _____
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 Cost Center Number _____

Martha Rinker
 Cost Center Manager

AUGUST 1990
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Public Relations Division Variance Analysis

Scientific Affairs
Cost Center Name

1302
Cost Center Number

August 1990
Month

Martha Rinker
Cost Center Manager

Account#/ Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt. Over (Under) Budget at Dec. 31, 1990	Explanation
5201/Repro. Printing & Drafting	25,783	3,333	-22,450	10,000	Purchase of McGill and Toxicology Forum proceedings to distribute were not budgeted.
5801/Legal Fees	331,925	66,667	265,258	445,000	*Redacted -- Privileged*

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TI DN 0017482

Public Relations Division Variance Analysis

Scientific Affairs
Cost Center Name

1302
Cost Center Number

August 1990
Month

Martha Rinker
Cost Center Manager

Account#/ Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt. Over (Under) Budget at Dec. 31, 1990	Explanation
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TI DN 0017482

Public Relations Division Variance Analysis

Scientific Affairs (cont.)
Cost Center Name

1302
Cost Center Number

August 1990
Month

Martha Rinker
Cost Center Manager

Account#/ Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt. Over (Under) Budget at Dec. 31, 1990	Explanation
7301/Pro- fessional Fees	1,685,385	730,000	955,385	1,505,000	Professional fees are higher than projected due to the concerted activity of scientists on ETS research and the EPA Risk Assessment.
Totals	2,043,092	800,000	1,243,092	1,960,000	

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TI DN 0017483

Public Relations Division Variance Analysis

Scientific Affairs (cont.)
Cost Center Name

1302
Cost Center Number

August 1990
Month

Martha Rinker
Cost Center Manager

Account#/ Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt. Over (Under) Budget at Dec. 31, 1990	Explanation
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TI DN 0017483

ADVERTISING

Primary Responsibility: TBD
Melanie Merkle

Overview

Congressman Waxman has set September 11 as a tentative markup date for H.R. 5041, or some version thereof. Discussions between staffers of Congressmen Waxman, Bliley and Whittaker continued through the month of August.

On August 9, the Executive Committee met and approved all components of the five-pronged youth campaign. The original launch date of September 12 was postponed, however, to allow for flexibility during the Waxman discussions.

Highlights

The youth campaign was rescheduled for a tentative October 4 launch date. Working with media relations and state activities, issues staff revised plans to reflect the new launch date.

Nine reviewers for the tobacco-specific Helping Youth Say No book were identified and sent text for comment. We will amend the book to reflect appropriate remarks and acknowledge their participation in an introductory note in the book. In addition, we continued to seek co-sponsors for the program.

A second draft of the white paper on tobacco advertising and promotion, "The Free-Speech Perspective," was sent out for comment, with remarks due by the end of the month.

We continued to refine a distribution plan for the "It's the Law" program to reach chain stores. Staff met with trade relations executives of the companies and subsequently identified the top 186 chain stores to be contacted by the companies.

Issues staff attended a conference on marketing and public policy, sponsored by the American University and American Marketing Association. The regulation of cigarette advertising was debated by academicians and a representative of the FTC.

In response to a request by Institute members, staff prepared a list of Institute consultants and others who have represented the Institute or otherwise provided favorable public comment on our behalf in the past year.

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TI DN 0017484

Next Month's Goals

1. Pending approval of Executive Committee, launch youth campaign.
2. Publish white paper on cigarette advertising and promotion, "The Free-Speech Perspective."
3. Continue planned transition with individual members of the Freedom to Advertise Coalition and FAC staff. This will reflect changes in the advertising issue management staff.

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TI DN 0017485

Next Month's Goals

1. Pending approval of Executive Committee, launch youth campaign.
2. Publish white paper on cigarette advertising and promotion, "The Free-Speech Perspective."
3. Continue planned transition with individual members of the Freedom to Advertise Coalition and FAC staff. This will reflect changes in the advertising issue management staff.

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TI DN 0017485

Public Relations Division Variance Analysis

Advertising
Cost Center Name

1308
Cost Center Number

August 1990
Month

Merkle/Gleason
Cost Center Manager

Account#/ Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt. Over (Under) Budget at Dec. 31, 1990	Explanation
5100 Postage & Delivery	362	10,000	(9,638)	- 0 -	Mailing new HYSN & additional requests for HYD will occur at year's end.
5200 Repro., Print & Draft	56,752	100,000	(43,248)	(70,000)	New HYSN on line by end of year will increase expenditures.
6200 Adv. & Promo Space	- 0 -	200,000	(200,000)	- 0 -	New Youth Initiatives Program will occur in 4th quarter.
7300 Prof. Fees	276,265	376,667	(100,402)	(73,000)	New Youth Initiatives Program will increase expenditures.
7500 Support Tob. & Others	10,000	133,333	(123,333)	(135,000)	Additional support for ad/law groups will increase current rate of expenditure.
Total	343,379	820,000	(476,621)	(278,000)	

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TI DN 0017486

Public Relations Division Variance Analysis

Advertising
Cost Center Name

1308
Cost Center Number

August 1990
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TI DN 0017486

FIRE SAFETY ISSUE
August 1990

Primary responsibility: Karen Fernicola

Overview

Though a slow month legislatively, August is traditionally a busy month for fire service organization conferences. We attended several of them, taking advantage of opportunities to brief key fire service officials on the new "fire-safe" cigarette legislation. We also gave a number of presentations on The Institute's Fire Safety Education Program.

Highlights

After President Bush signed the "Fire Safe Cigarette Act of 1990" into law, we suggested that Reps. Moakley and Boucher ask leaders of the Congressional Fire Services Caucus for their help in getting the word out to members of the fire service.

"Fire-safe" cigarette legislation was the subject of a brief segment on Jack Anderson's "The Insiders" news program, which aired shortly after the Moakley/Boucher "fire-safe" cigarette compromise passed Congress. A TI spokesperson stressed that more research was needed before "fire-safe" cigarette standards could be developed, while Rep. Moakley discussed the compromise bill. Although approached for comment, the International Association of Fire Chiefs declined to be interviewed for the show.

We attended the International Association of Fire Chiefs (IAFC) annual meeting. At the IAFC's second annual Fire Prevention Showcase, we gave a brief presentation on The Institute's Fire Safety Education Program and an update on the "fire-safe" cigarette issue. TI was recognized by IAFC President Jim Estepp for providing a grant to make the showcase possible.

We also arranged for the National Association of State Fire Marshals (NASFM) to host a hospitality suite during the IAFC meeting. Later in the month, we attended a strategic planning session conducted by NASFM board and committee chairmen. It was an ideal opportunity to meet and become acquainted with some of the country's brightest and most influential fire service representatives.

The biennial meeting of the International Association of Black Professional Fire Fighters (IABPFF) provided a forum for us to present a workshop on TI's Fire Safety Education Program. IABPFF received a grant from TI to defray conference costs.

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TI DN 0017487

Fire Safety Issue--August Status Report
Page 2

We gave a talk on the fundamentals of grant writing to South Carolina public fire educators at a conference sponsored by the South Carolina State Fire Marshal's Office.

In upstate New York we met with the New York State Fire Marshal and the legislative chairman of the New York State Association of Fire Chiefs to update them on the "fire-safe" cigarette issue and to determine whether the New York fire service plans to support a state "fire-safe" cigarette bill in the coming legislative session.

Reviews of TriData's "Proving Public Fire Education Works" draft were completed, and production has begun. We are preparing to complete production of the book by October, to correspond with Fire Prevention Month.

We reviewed articles that will appear in an October fire safety supplement being published by the Portland, Oregon, Skanner newspaper with a grant from TI. The Skanner's supplements have been recognized by Oregon officials as contributing to an increased awareness of fire safety -- and corresponding drop in fire deaths -- among residents of Portland.

We began preparing an outline for a September briefing on the fire safety issue for Thomas Griscom, executive vice president of external relations for R.J. Reynolds.

Next Month's Goals

Complete presentation on fire safety issue for Griscom briefing.

Prepare presentation on 1991 fire safety plan and budget for Communications Committee meeting.

Prepare for early October meeting of the National Volunteer Fire Council Foundation.

Complete typesetting and layout of "Proving Public Fire Education Works" report and develop a distribution plan.

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TI DN 0017488

Fire Safety Issue--August Status Report
Page 2

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Public Relations Division Variance Analysis

Fire Safety
Cost Center Name

1306
Cost Center Number

August 1990
Month

K. Fernicola/M. Gleason
Cost Center Manager

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TI DN 0017489

Account#/Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt. Over (Under) Budget at Dec. 31, 1990	Explanation
5200/Repro., print. & draft	\$54,309	\$43,333	\$10,975	(\$10,000)	Reproduction of grant materials has put us temporarily over budget.
7300/Prof. fees	\$327,013	\$320,000	\$7,013	- 0 -	On target as long as funds allotted for video production are used for consultants' fees instead.
7500/Support tob. & other orgs.	\$189,394	\$213,333	(\$23,940)	(\$50,000)	We will cut back on grants and special projects to save money by year's end.
TOTALS	\$570,716	\$576,667	(\$5,951)	(\$60,000)	

Public Relations Division Variance Analysis

Fire Safety
Cost Center Name

1306
Cost Center Number

August 1990
Month

K. Fernicola/M. Gleason
Cost Center Manager

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TI DN 0017489

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Social Costs

Primary Responsibility: TBD
Carol Hrycaj

Overview

Despite the priority status for the use of resources on the tax issue, consulting economists made headway on a major project last month. In addition, another economist prepares for media activity on the social cost issue.

Highlights

According to Robert Tollison and Richard Wagner, work on the revised version of Smoking and the State is ahead of schedule. A draft of the manuscript, originally expected in October, will be available in September. The treatise will be greatly expanded, incorporating new research material and legislative and regulatory developments as well as thoughts on the current political climate.

At State Activities' request, we worked with Media Relations to provide TI field staff with public affairs assistance in Washington state. Consulting economist Dwight Lee will respond to the Washington State Department of Health report on tobacco and health, rebutting the "social cost" claims. Lee drafted an op-ed, which challenges the report's findings, for placement in local newspapers. A media tour is being scheduled for late September - early October.

We are preparing a briefing on The Institute's social cost program for a new member company official.

Next Month's Goals

Review social cost treatise manuscript

Continue to work with Media Relations on Washington state media efforts

Prepare for company official social cost briefing

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TI DN 0017490

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Carol Hrycaj

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Public Relations Division Variance Analysis

Social Costs
Cost Center Name

1311
Cost Center Number

August
Month

Martin Gleason/
Carol Hrycai
Cost Center Manager

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5201/Repr. Print & Drafting	\$ 23,105	\$ 76,667	\$ (53,561)	\$ (60,000)	Some expenses expected in coming months.
7301/Prof. Fees	62,626	222,000	(159,374)	(201,000)	Expenses for Smoking and the State revision are expected later in the year. Other resources are being devoted to tax programs.
7501/Support Tobacco and Other Org.	30,000	166,667	(136,667)	(170,000)	"Social cost" symposium will not be held this year.
Total:	\$ 115,731	\$ 465,333	\$ (349,602)	\$ (431,000)	

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TI DN 0017491

Public Relations Division Variance Analysis

Social Costs
Cost Center Name

Martin Gleason/
 Carol Hrycai
Cost Center Manager

1311
Cost Center Number

August
Month

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TI DN 0017491

MEDIA RELATIONS

Primary Responsibility

Brennan M. Dawson

Overview

August and September were months where staff attention turned from breaking news to planning for two major activities: the launch of the industry's youth initiatives and the SAB review of the EPA's draft ETS risk assessment.

In both cases, plans for media response were developed, approved and work commenced on final products -- written and audiovisual -- to be used. The uncertainty of timing for both events created a drain on staff time as plans were shifted.

Ongoing activities also continued at a steady pace.

Highlights

Staff and a consulting scientist conducted editorial board briefings with the New York Times and the Los Angeles Times on the EPA's draft risk assessment and other ETS issues. We continue to pitch other newspapers for editorial boards.

Staff responded to the publication of the Janerich/ETS study in the New England Journal of Medicine. Media staff followed-up with letters to the editor of almost 50 newspapers who carried a biased story.

Media relations stayed in close coordination with Federal Relations as the federal budget negotiations -- and the role of cigarette excise taxes -- continued to receive media attention.

Surgeon General Antonia Novella released the latest Surgeon General's Report on Smoking. This year, the report focused on the alleged benefits of cessation. Media attention to the document was, in relative terms, lighter than usual since the media did not perceive any controversy or political implications.

Media coverage was surprisingly light when the House Energy and Commerce subcommittee on health reported H.R. 5041 (the Waxman bill). While virtually all advertising restrictions were eliminated by the subcommittee, other regulatory provisions remained in the bill.

Other Activities

Video productions, for the legislative meeting in California and the international gathering in Paris, were developed and produced.

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TI DN 0017492

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Primary Responsibility

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TI DN 0017492

Media Relations Activities
August and September 1990
page 2

An article on advertising bans was drafted and submitted, at the publisher's request, to Gauntlet magazine.

Articles were written for the Ohio Tobacco and Candy Distributors and the New Mexico Wholesalers Association. Additionally, staff attended and gave a speech to the New Mexico Tobacco and Candy Distributors Association convention.

In other matters, consultants continued their fine work:

- o Economists Bob Tollison and Richard Wagner conducted media tours opposing an increase in tobacco excise taxes in Tampa and St. Petersburg, FL; Columbus and Cincinnati, OH; and Houston, TX. Professor Tollison also had published a response to New York Newsday's editorial supporting an increase in the cigarette tax.
- o Consulting scientists Jack Peterson, Lawrence Halfen, Walt Decker and David Weeks submitted editorials responding to the media coverage of the Janerich ETS study. The four different editorials were submitted to a total of 49 daily newspapers.
- o Consulting scientists continue to submit letters and op-eds in response to other media stories on ETS.
- o Simon Turner of Healthy Buildings International (HBI) completed interviews with Architects Office Management and Administration Report and Safe Home Digest on indoor air quality.

Jeff Seckler, of HBI's Northeast office, completed interviews on indoor air pollution with The Hartford Courant, WELI-Radio (New Haven, CT), the New England Real Estate Journal, the Argus Times, WEDV-Radio (Waterbury, CT), WVNY-TV (Burlington, VT) and the Connecticut Business Journal as part of ongoing efforts in New England.

Gray Robertson responded to a recent article in the August 1990 edition of Safety and Health.

During August and September, media staff conducted 32 broadcast and 222 print interviews, filled 945 requests for information (269 from the media), made 269 media relations contacts and wrote 33 letters to the editor (several of which were used for mass mailings).

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Media Relations Activities
August and September 1990
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Public Relations Division Variance Analysis

Media Relations
Cost Center Name
 1303
Cost Center Number

August 1990
Month

Brennan M. Dawson
Cost Center Manager

Account#/Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt Over (Under) Budget at Dec. 31, 1989	Explanation
3901/Travel	\$ 31.1	\$ 150.0	\$(118.9)	\$(135.0)	Fewer speakers on road.
4000/Conf.-erences	- 0 -	6.7	(6.7)	(10.0)	No industry meetings projected.
5101/Post. & Delivery	4.4	30.0	(25.6)	(15.0)	Large scale mailings this fall.
5201/Repro., Print & Draft	19.5	26.7	(7.2)	- 0 -	Activity started later in year.
5501/Memb. & Staff Training	4.0	6.7	(2.6)	(5.0)	Less than anticipated staff training.
7301/Prof. fees	139.6	203.3	(63.3)	- 0 -	Pace for outside firms has picked up, with several projects underway.
TOTALS	253.8	480.0	(226.2)	(165.0)	

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CONFIDENTIAL

TI DN 0017494

Public Relations Division Variance Analysis

Media Relations
Cost Center Name
 1303
Cost Center Number

August 1990
Month

Brennan M. Dawson
Cost Center Manager

Account#/Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt Over (Under) Budget at Dec. 31, 1989	Explanation
3901/Travel	\$ 31.1	\$ 150.0	\$(118.9)	\$(135.0)	Fewer speakers on road.
4000/Conf.-erences	- 0 -	6.7	(6.7)	(10.0)	No industry meetings projected.
5101/Post. & Delivery	4.4	30.0	(25.6)	(15.0)	Large scale mailings this fall.
5201/Repro., Print & Draft	19.5	26.7	(7.2)	- 0 -	Activity started later in year.
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7301/Prof. fees	139.6	203.3	(63.3)	- 0 -	Pace for outside firms has picked up, with several projects underway.
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TI DN 0017494

Public Relations Division Variance Analysis

General Coalitions
Cost Center Name

1307
Cost Center Number

August 1990
Month

Stuntz / Gleason
Cost Center Manager

Account#/ Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt. Over (Under) Budget at Dec. 31, 1990	Explanation
3901/Travel	\$86,283	\$110,000	(23,717)	(45,000)	Staff vacancies will keep travel below budget
5101/Postage & Delivery	\$1,611	\$10,000	(8,389)	270,000	"It's the Law" mailings will eventually put us over budget.
5201/Repro., Print, & draft	\$23,302	\$460,000	(436,698)	(309,000)	"It's the Law" printing will not occur until 4th quarter.
5501/Staff training	\$1,704	\$6,667	(4,963)	(7,000)	Expenditures will continue to be below budget.

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TI DN 0017495

Public Relations Division Variance Analysis

General Coalitions
Cost Center Name

1307
Cost Center Number

August 1990
Month

Stuntz / Gleason
Cost Center Manager

Account#/ Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt. Over (Under) Budget at Dec. 31, 1990	Explanation
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TI DN 0017495

Public Relations Division Variance Analysis

General Coalitions
Cost Center Name

1307
Cost Center Number

August 1990
Month

Stuntz / Gleason
Cost Center Manager

Account#/ Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt. Over (Under) Budget at Dec. 31, 1990	Explanation
6201/ Advertising	\$3,200	\$6,667	(3,467)	46,000	"It's the Law" ads will put us over budget in 4th quarter
7301/ Professional fees	\$156,616	\$398,667	(242,050)	(287,000)	Activity cont. to focus on tax and ETS, costs are being absorbed by those cost cntrs.
7501/Support to tobacco & other orgs.	\$3,673,205	\$2,584,667	1,088,539	163,000	With CRA project expenditures made, expenses will be lighter through rest of year.
TOTALS	\$3,946,629	\$3,576,666	369,962	(169,000)	

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Public Relations Division Variance Analysis

General Coalitions
Cost Center Name

1307

Cost Center Number

August 1990
Month

Stuntz / Gleason
Cost Center Manager

Account#/ Description	Year-to-date Expenses	Year-to-date Budget	Amount Over (Under) Budget	Projected Amt. Over (Under) Budget at Dec. 31, 1990	Explanation
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TI DN 0017496

Production Services

Primary Responsibility: Anne Cannell

Overview:

We began the month of August by preparing materials for the Executive Committee meeting. Two slide presentations were produced, one on taxes the other on youth initiatives. We put together sample "It's the Law" kits which consisted of background information, instructions and sample decals based on Washington State law. Color proto-types of "Tobacco: Helping Youth Say No" were produced for handouts as well.

Following the Executive Committee's approval of these two projects, we started production. It took over a week to shoot the various photos for the "Youth" booklet. Once counsel approved, we moved forward to mechanicals. The "Retailers" kit portfolios were printed. Proofs for labels, buttons and a few other pieces are due in early September. We have a deadline date of October 1 for all the materials.

Highlights:

The meeting materials for the Radio, Television and News Directors Association were finalized at the end of the month. Signs, flyers, posters and cards were created. We also had a mailing to over 1300 potential attendees, which was completed by staff in house.

Production continues on the State Activities Government Relations Seminar meeting materials. Portfolios, agendas, name tags, tent cards, event sign up sheets, invitations and gifts are in the works. We are in the proofing stages for six slide presentations. As it stands we will meet our deadline to ship these items on September 7.

We produced two different sets of charts on the in-house system this month. The first set was attachments for the EPA paper done by Larry Holcomb and the second was for the tax issue. Both had very short turnaround times.

Next Month's Goals:

- . Continue preparation for industry youth launch
- . Finalize materials for the State Government Relations Seminar
- . Mail out the third targeted Workplace Smoking package

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TI DN 0017497

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

PUBLIC AFFAIRS

EPA Charts:

- . Produced 12 charts in-house for
Larry Holcomb.....Thomas

Helping Youth Decide Reprint:

- . Blueline revisions, waiting
for #2.....Panzer/Merkle

"It's the Law":

- . 50 kits collated for Executive Committee
- . Contents of kits in production for the
launch
- . Company letterhead in production
- . Ad in production.....Merkle/Dawson

Memo Pads:

- . Completed for: Cannell, Dawson, Ek,
Lips, Michel, Powers, Steele, K. Thomas,
Vinovich.....Collins

OICA:

- . August newsletter copied and mailed.....Hrycaj

Proving Public Fire Education Works:

- . Cover design approved, waiting for text.....Fericola

Reprints/Reorders:

- . Lighters.....Merryman/O'Connor
- . Cigarette Tax Data letterhead.....Yoe
- . Virginia workplace brochure.....Lauria
- . IAQ, labor video.....Stuntz
- . NTC hats.....Woodson

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TI DN 0017498

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

PUBLIC AFFAIRS

EPA Charts:

- . Produced 12 charts in-house for
Larry Holcomb.....Thomas

Helping Youth Decide Reprint:

- . Blueline revisions, waiting
for #2.....Panzer/Merkle

"It's the Law":

- . 50 kits collated for Executive Committee
- . Contents of kits in production for the
launch
- . Company letterhead in production
- . Ad in production.....Merkle/Dawson

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TI DN 0017498

RTNDA:

- . Posters, flyers, hospitality cards, signs and mailing completed for September meeting.....Merryman

Slides:

- . Produced for Executive Committee meeting on the youth program & taxes.....Dawson/Stuntz

State Data Cards:

- . Additional changes made to blueline. The states in production are: Florida, Georgia, Illinois, Kentucky, Pennsylvania, Tennessee.....Hrycaj

Tobacco: Helping Youth Say No:

- . Color comps produced for Executive Committee
- . Photos approved by counsel, mechanicals at printer, waiting for blueline
- . Ads in production.....Dawson/Merkle

Workplace Orders:

- . 118 orders fulfilled.....Ransome

Workplace Smoking:

A Guide to Rhode Island Employers:

- . Mechanicals had changes/additions, in production.....Ransome

Workplace Smoking: A Resource Guide:

- . Began production on the third targeted mailing to Alabama, Arizona, Florida, Kentucky, Louisiana, Mississippi, Tennessee, a total of 35,963 employers.....Ransome

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TI DN 0017499

RTNDA:

- . Posters, flyers, hospitality cards, signs and mailing completed for September meeting.....Merryman

Slides:

- . Produced for Executive Committee meeting on the youth program & taxes.....Dawson/Stuntz

State Data Cards:

- . Additional changes made to blueline. The states in production are: Florida, Georgia, Illinois, Kentucky, Pennsylvania, Tennessee.....Hrycaj

Tobacco: Helping Youth Say No:

- . Color comps produced for Executive Committee
- . Photos approved by counsel, mechanicals at printer, waiting for blueline
- . Ads in production.....Dawson/Merkle

Workplace Orders:

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Workplace Smoking:

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TI DN 0017499

STATE ACTIVITIES

Government Relations Seminar:

- . Meeting materials in production.....Cannell

TAN Mailings:

- . A one-pager is in production concerning the smoking ban at the Greyhound Bus Company.....Woodson

Tobacco Leaves:

- . In production for lamination.....Woodson

Federal Relations

Tote Bags:

- . Personalized bags ordered for the Capitol Hill Club golf tournament.....McGovern

Tee shirts:

- . Personalized tee shirts in production for the 4th Annual T.I. Cookout.....White

ADMINISTRATION

Christmas:

- . Production continued on cards and gift items.....Chilcote

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TI DN 0017500

STATE ACTIVITIES

Government Relations Seminar:

- . Meeting materials in production.....Cannell

TAN Mailings:

- . A one-pager is in production concerning the smoking ban at the Greyhound Bus Company.....Woodson

Tobacco Leaves:

- . In production for lamination.....Woodson

Federal Relations

Tote Bags:

- . Personalized bags ordered for the Capitol Hill Club golf tournament.....McGovern

Tee shirts:

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- . Production continued on cards and gift items.....Chilcote

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TI DN 0017500

INFORMATION CENTER

PRIMARY RESPONSIBILITY

**MAUREEN BOOTH
JENNIFER DOWDEN**

OVERVIEW

The Information Center completed the review of the periodicals distribution list. The current list is up-to-date and reflects an increase in readership of periodicals the Information Center already subscribes to. The exercise has allowed us to discontinue some subscriptions and streamline the routing system.

Maureen attended a CAPCON training course in the EPIC System, a cataloging database.

HIGHLIGHTS

A review of the TI periodical distribution list was completed in August. TI staff were given the titles of the periodicals they receive at their desks and a listing of the periodicals that are routed throughout The Institute. They were then asked to review the lists and delete or add titles to their routing lists.

The exercise was a success. The marked-up lists were returned to the library promptly, allowing Jenny to make corrections to the Serials Management database and the mid-year subscription bill from Faxon, our periodicals vendor. The most apparent change was an increase of readers for the periodicals we already subscribe to. This presents a better return on our subscription dollar. We were able to drop two subscriptions on this billing and foresee dropping more, as renewal dates come due.

Faxon has informed us of a 20% percent rate increase for non-U.S. titles, and a 9-12% increase for domestic titles for next year. Several other providers of medical/science titles estimate a 22-27% increase.

Requests for Information included the following:
(An asterisk denotes that a computer search was done.)

Kelly McInerney of Philip Morris needed ratios of smokers by race.

Janice McDaniels of Philip Morris queried the Information Center staff about the merits of the VuText and DataTimes databases.

*Dave Alpert of Philip Morris asked the Information Staff to check if Gregory Peck ever advertised cigarettes.

Information Center

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TI DN 0017501

INFORMATION CENTER

PRIMARY RESPONSIBILITY

MAUREEN BOOTH
JENNIFER DOWDEN

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HIGHLIGHTS

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TI DN 0017501

August, 1990
page 2

Mary Moran of Philip Morris requested the current annual reports of the tobacco companies.

Bob Moore of Philip Morris in Richmond requested the number of jobs provided by tobacco production and the number of farm families affected by same.

Claire Bennett of Philip Morris asked if we could provide a picture of Surgeon General Terry.

Ann Okoniwski of Philip Morris requested smoking statistics from the Vital Health Statistics Series.

Dorothy Robben of American Tobacco, Co. requested a copy of the article "Ethical Plan for Tobacco Marketers" in Adweek's-Marketing Week, May 28, 1990.

Nellie Sizemore of RJR also requested smoking statistics from the Vital Health Statistics Series.

Jay Tobin of RJR requested a copy of Health Research Charities: Image and Reality by the Capital Research Center.

Shook, Hardy and Bacon requested the Maxwell Reports Second Quarter 1990 Industry Commentary.

Infotab asked for the per capita cigarette consumption for 1988/1989; the total cigarette sales for 1988/1989; and filter proportion of cigarette sales for 1987/1988/1989.

A staffer for Senator Robb asked that we send information on tobacco in Virginia to a constituent from Hopewell.

Lynda Edwards, a freelance writer doing an article on alcohol asked if we could provide her with information on excise taxes.

Linda Marshall of the FTC is doing research on tobacco advertising limits. She requested the price index for tobacco.

Kim Butler of the Smithsonian requested our assistance on research of 18th century tobacco farms. We sent brochures and put her in touch with the National Park Service's National Colonial Farm in Maryland.

A Utah resident called asking where he could purchase tobacco seeds.

Bob Tollison and Dick Wagner visited the Information Center to do research needed for revising Smoking and the State.

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TI DN 0017502

August, 1990
page 2

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TI DN 0017502

Information Center
Month and year
page 3

Susan Stuntz requested the total number of cities and counties in the United States for a Chilcote presentation.

*Brennan Dawson requested an online search of articles on Father Michael Phlegar, a Catholic priest who whitewashes tobacco billboards.

*Sharon Ransome asked the Information Center to search for and provide mailing labels for manufacturing companies in several states.

Carol Hyrcaj asked that the Information Center order the updated version of the Federal Taxation of Tobacco, Alcoholic Beverages and Motor Fuels.

*Carol also alerted the Information Center to possible "Letter to the Editor" in Newsday by Dr. Tollison. It was printed on September 19, 1990.

Michelle Lips requested information on tobacco as a pesticide.

*Susan Mora asked for articles on divestment in tobacco firms.

*Bill Orzechowski requested a Dun & Bradstreet search on the tobacco companies.

*Margaret Rita needed a NEXIS search for articles about the sealing of court records.

Ron Rogness of the National Fisheries Association asked for companies that make cellulose acetate filters.

The reference librarian for the St. Louis Public Library asked about warning labels on ads for loose tobacco.

Total Requests of the Information Center:

Staff - 17, Members - 13, Law Firms - 2, Other - 13. Total = 45.

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TI DN 0017503

Information Center
Month and year
page 3

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TI DN 0017503

Information Center
Month and year
page 4

Recent Acquisitions to the Information Center.

Advertising Law Anthology, 1989-1990, vol. XIII. ed. Donald J. Hoyes. International Library, Gaithersburg, MD. 1990. Index of leading cases, subject index and bibliography.

Capital Research Center. Health Research Charities: Image and Reality. Washington, D.C. 1990.

Directory of Corporate Affiliations, 1990, vol. 1-2. National Register Publishing Co. Wilmette, Ill. 1990.

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TI DN 0017504

Information Center
Month and year
page 4

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TI DN 0017504

Public Relations Division Variance Analysis

INFORMATION CENTER
Cost Center Name

1304
Cost Center Number

August 1990
Month

MAUREEN BOOTH
Cost Center Manager

Account#/ Description	Year-to-Date Expenses	Year-to-Date Budget	Amount Over (Under) Budget	Projected Amt. Over (Under) Budget at Dec. 31, 1990	Explanation
4800 BOOKS AND SUBSCRIPTIONS	40,138	30,000	10,138	4,000	Conversion of subscriptions to 2 & 3 year subscriptions is still taking place.
8030 PURCHASED COM- PUTER SERVICES	37,993	43,333	(5,340)	4,000	There was a decrease of requests for computer searches this month.
OTHER	4,716	9,333	(4,617)		
TOTALS	78,131	73,333	181	8,000	

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TI DN 0017505

Public Relations Division Variance Analysis

INFORMATION CENTER
Cost Center Name

1304
Cost Center Number

August 1990
Month

MAUREEN BOOTH
Cost Center Manager

Account#/ Description	Year-to-Date Expenses	Year-to-Date Budget	Amount Over (Under) Budget	Projected Amt. Over (Under) Budget at Dec. 31, 1990	Explanation
4800 BOOKS AND SUBSCRIPTIONS	40,138	30,000	10,138	4,000	Conversion of subscriptions to 2 & 3 year subscriptions is still taking place.
8030 PURCHASED COM- PUTER SERVICES	37,993	43,333	(5,340)	4,000	There was a decrease of requests for computer searches this month.
OTHER	4,716	9,333	(4,617)		
TOTALS	78,131	73,333	181	8,000	

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TI DN 0017505