

THE TOBACCO INSTITUTE

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PETER G. SPARBER
Vice President
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October 20, 1987

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MEMORANDUM

TO: Members of the Communications Committee

FR: Peter G. Sparber

RE: Industry Response to Great American Smokeout

The American Cancer Society plans its annual "Great American Smokeout" this year for November 19. Information we have received to date on its plans indicates that activities will vary little from recent years.

We have proposed this year a program that, rather than responding to their agenda, establishes a different agenda of our choosing -- the issue of indoor air quality. We have recommended that, a few days before the Smokeout, we issue the "Great American Challenge" to the Cancer Society to examine the air in its smoke-free offices, publicize the results and act upon any recommendations.

Activities will include telegrams to local ACS offices making the challenge, simultaneous notification of the media via press releases and satellite video transmissions, and placement of a full-page ad in select national newspapers. Draft ad copy is attached for your review.

You will note that we have made our offer contingent upon use of certified union ventilation contractors to conduct the inspections. We considered several options as we were developing this plan. Because The Tobacco Institute is making this challenge on its own, we believe that independent union contractors are preferable to organizations such as Gray Robertson's ACVA, whose credibility could be damaged by assisting us on a project such as this.

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The union contractors would be provided by the National Energy Management Institute (NEMI), a joint effort of the Sheet Metal Workers union and the Sheet Metal and Air Conditioning National Association. NEMI, which operates under grants from the federal government and seven states, conducts training and certification programs for ventilation contractors. Under terms of a jointly funded project between NEMI and the Tobacco Industry Labor Management Committee, the organization currently is developing and training its contractors on an indoor air quality inspection protocol.

Once they have received the challenge, we believe ACS local offices have three options:

- . They can refuse to take us up on our offer. This is the most likely scenario. If this occurs, we would have an opportunity to draw attention to ACS' narrow focus on smoking.
- . A few chapters can accept our offer. Given the decentralized nature of ACS chapters, and our strategy of ignoring the national headquarters, some chapters may decide to agree to inspections. Because most chapters are housed in inexpensive and under maintained buildings, it is likely that the inspectors will find some problems. That would be publicized while, at the same time, additional publicity is being given to the fact that most chapters apparently are unconcerned about the air their employees are breathing.
- . Everyone could accept our offer. That is the least likely outcome. However, if it occurs, NEMI would conduct the investigations. Because NEMI typically conducts its building "audits" free of charge, relying on the resulting business to justify its costs, the cost to us would be minimal. We would plan to offer NEMI a token sum to conduct each investigation.

In recent years, the Great American Smokeout has shown indications of becoming a public relations liability to the American Cancer Society. We believe the Great American Challenge has the potential of contributing to that problem.

Attachments

cc: Anne Cannell
Brennan Moran
Susan Stuntz

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