

June 13, 1989

MEMORANDUM

To: John Lyons
Debbie Schoonmaker ✓

From: Susan Stuntz *SS*

As you know, over the last several months I have repeatedly asked Ogilvy & Mather and Savarese & Associates for recommendations as to how to proceed with the three labor support groups -- CLUW, APRI and LCLAA -- with whom the LMC has a continuing relationship.

During our meetings in Florida in February, I was particularly disappointed in the agencies' lack of preparation and recommendations for meetings that had been planned with representatives from all three groups. The attached memo -- a second try at an assignment given them in February -- is long overdue and something of an improvement.

Support funds for the second half of the year are due shortly for APRI and for CLUW. LCLAA support, of course, continues throughout the year. I have asked the agencies to arrange for meetings with the directors of those organizations -- and to have the groundwork laid for future projects. The first meeting is scheduled for June 29 with Joyce Miller of CLUW.

I have no problem with most of the attached recommendations. You'll see a few comments and questions.

I do have a problem, however, if the agencies failed to work through the appropriate issue staff prior to submitting this memo. They were directed to do just that when this assignment was first made. I note with a great deal of disappointment that no issue staff were copied on this memo ... or the first go-round. You may wish to discuss that with the agencies.

TCAL0057385

I know you've a lot of reporting due now. I'd appreciate it, however, if within the next few days you could let me know your feelings about these recommendations -- particularly how they fit in your plans and budgets for the coming year. No formal memo is necessary -- a handwritten note or a conversation is fine.

Thanks for your help.

Attachment

cc: Martin Gleason

TCAL0057386

June 9, 1989

MEMORANDUM

FROM: Ogilvy & Mather Public Affairs
Savarese and Associates

TO: Susan Stuntz

SUBJECT: LCLAA, APRI, CLUW Strategies

This document outlines specific Labor Management Committee recommendations for expanding the excise tax and IAQ programs with LCLAA, CLUW, and APRI for the remainder of 1989 and 1990. In addition, it provides preliminary recommendations on approaching these organizations on the privacy issue.

Excise Taxes

We recommend a comprehensive excise tax program to reach the members of these three labor support groups. The program should be modeled after the best aspects of ~~our~~ the on-going labor IAQ program, as well as incorporating strategies we have used with other tax coalition groups. The program should include targeted and sophisticated materials and studies, as well as in-person presentations.

1. It would be extremely effective if we could make our excise tax arguments targeted to each group. We should consider developing a series of excise tax impact studies over time; one focusing on Hispanic workers, one on Black workers, and one on women workers. These studies would serve as the foundation for the excise tax message to these groups.

2. In addition, LMC spokespersons with "technical expertise" on the excise tax issue should participate in the tax presentations on behalf of the Labor Management Committee. (Much like Tom Donahue and Harry Kaiser's IAQ presentations.) The most likely candidate for this would be David Wilhelm. His expertise in the field is well recognized and his CTJ credentials are valuable with labor.

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we will
use
as a
camp.
plus 2.

3. We should also consider the production of a "Labor Perspective" video on tax policy. It might feature Jack Otero, Joyce Miller, or Norm Hill, depending on the audience. It would serve as a vehicle for delivering the anti-excise tax message paralleling the Carlough video. In addition, it will provide LMC representatives with greater credibility before these groups.

A.

To expand our opportunities on taxes with LCLAA, we recommend that the materials on fair taxation be prepared in Spanish for distribution in the Hispanic community. LCLAA could be listed as the sponsor of these materials and could be the conduit for distribution.

*materials
the money?*

At the appropriate time in the Congressional budgetary process, we are prepared to write articles on progressive tax alternatives for the LCLAA, CLUW and APRI newsletters.

Indoor Air Quality

As a means of expanding our work on indoor air quality, we propose development of a CLUW study on health and safety issues for working women. In conjunction with production and promotion of this study, we recommend developing complementary CLUW-sponsored materials. CLUW could actively participate in the distribution process, thus increasing their visibility and giving the materials credibility in the labor movement.

*Who does
the study?
What kind of
study?*

We recommend LCLAA-sponsored IAQ materials in Spanish for distribution among Hispanic workers. We have not as yet written an IAQ article for the LCLAA newsletter and we would like to proceed on that project.

We would like to expand indoor air quality presentations to the state and local chapter levels of APRI, CLUW, and LCLAA based on the attached lists of their respective areas of strength. We will seek your guidance on the appropriate areas to pursue, based on the political climate of each locale. As part of this program, our workplace smoking kit can be distributed to local chapters with cover letters from local and state leaders.

Finally, if at any time it is appropriate to expand a program with SWAC and AFGE, we will raise the issue of APRI's participation in the coalition with Norm Hill.

Privacy Project

The information we gather from our initial contacts with the general counsels of major unions will guide us on how to best proceed with the labor coalition groups on the privacy project. It is premature to implement an outreach program to the target audiences reached by the support groups until we initiate contacts with these major unions.

We will also talk to Winn Newman, who has been active in civil rights and women's issues for many years. He was formerly general counsel to IUE and AFSCME and currently serves as General Counsel of CLUW. He can offer advice on the best way to approach women and minority groups on the privacy project.

Ogilvy & Mather Public Affairs

Materials

We would like to offer a general informational brochure to CLUW, APRI and LCLAA. These brochures could serve as a vehicle for our issues by listing them as top agenda items for each group.

Ogilvy & Mather Public Affairs

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