

MINUTES OF THE
COMMUNICATIONS COMMITTEE MEETING
JUNE 11, 1987
THE TOBACCO INSTITUTE OFFICES

Chairman Smith called the meeting to order at 10 a.m. Other members present were Ms. Ridgway and Messrs. Fish, Kloepfer, Ogburn and Stanford. Mr. Smith announced the retirement of Mr. Quinby.

Members unable to attend were Messrs. Alan, Fishel, Grant, Humber, Rupp and White. Others present included Mss. Moran and Stuntz and Messrs. Chilcote, Mazingo and Sparber of The Institute staff.

The committee received a series of staff presentations:

Ms. Stuntz, on federal excise projects in the Public Affairs Division, its support of studies put forth by other organizations and communications featuring them.

Mr. Mazingo, on development of the National Tobacco Council, the efforts of its chairman, Bill Balden, in identifying chairmen in more than 30 states and potential organization affiliates in eight states, and the coordinating work of a nearly full-time consultant.

Mr. Kloepfer and Ms. Moran on the environmental tobacco smoke survey just completed in Dallas workplaces and restaurants. It was the committee consensus that the results should be released immediately at a Dallas news conference by The Institute's contractor, IT Corp., and a scientific consultant, and that an effort be made to obtain national publicity.

Mr. Sparber on the Division's corporate workplace program, the continuing heavy demand for advice on employee smoking policies, the new leaflet, "Workplace Smoking", which describes the advisory service, and a plan to computerize the response mechanism in the interest of handling inquiries more efficiently. Committee members requested bulk copies of the leaflet for their companies own uses.

Ms. Moran, on the Division's increasing use of satellite news feeds for its staff, consultants and coalition organizations.

Ms. Stuntz, who displayed new, roughcut videos featuring the president of the sheetmetal workers' union and sick-building expert Gray Robertson on indoor air quality; and a number of expert commentators on the ad-ban issue.

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Minutes of the Meeting of
the Communications Committee
June 11, 1987
Page 2

The Committee then took up the matter of formalizing earlier discussions regarding the creation of working subcommittees. Ms. Ridgway objected to the creation of working subcommittees, suggesting in lieu thereof more frequent and targeted meetings of the whole group, together with other member or allied group personnel.

The Committee then decided to try more frequent meetings for a short time.

Accordingly, the Committee agreed to its next meeting, focused on that subject, for the whole day of Thursday, July 23. The Committee also set its annual Public Affairs Division budget review meeting for Thursday, September 17.

There being no further business, Chairman Smith adjourned the meeting at noon.

cc: TI Senior Staff

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