

February 5, 1986

MEMORANDUM

To: Peter Sparber

From: Susan Stuntz, Jeff Ross, Lisa Osborne

Re: Public Smoking Issue - January 1986 Report

Overview

During January, the public smoking issues group continued to build on the coalition work done in 1985, as a number of state chambers of commerce contacted us for help in meeting legislative deadlines for workplace smoking policy implementation. At the same time, we began detailed planning to meet our 1986 goals.

Unanticipated opportunities to work with chambers of commerce, and some budgetary changes, will mean some revisions in our 1986 plan. For example:

- . We are encountering many more opportunities than expected to reach large numbers of corporations through contacts with chambers of commerce and trade associations. For the present, we are placing more emphasis on these contacts than on individual corporate briefings.
- . The proposed Response Analysis replication of the University of Minnesota productivity study has been removed from the 1986 budget.
- . Among our coalition efforts planned for 1986, we specify police and fire unions. Given the extraordinary interest on the part of all of organized labor to workplace smoking restrictions, these efforts should be expanded organized labor in general.

TI DN 0008711

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TI DN 0008711

Highlights

As reported in our January 16 memo on corporate contacts, we are more than halfway toward our goal of 35 group briefings on the workplace smoking issue; we will reassess our goal in another month. We continue to respond to all requests for assistance: our availability to provide that assistance is becoming well known in the business community, as the number of requests is increasing tremendously.

We continue to build on our good relations with organized labor, through our efforts to oppose the Stevens bill restricting smoking in federal buildings, and through the vocal opposition of labor to the 1985 Surgeon General's report. Smoking in the workplace will be the subject for the 1986 legislative seminar sponsored by the Tobacco Industry Labor Management Committee.

We also have raised the visibility of the discriminatory aspects of workplace smoking restrictions, through our discussions with the American Association of Affirmative Action and the National Newspaper Publishers Association.

In need of attention

- . Convert highly technical indoor air quality briefing papers into layman's terms for general use.
- . Identify source for funding ventilation studies.
- . Identify and train at least one additional workplace briefing team to assist the two teams already in place. Involve one member of the speaker's team, plus consultants.

MONTHLY PROGRESS TOWARDS PLANS

Strategy I: Position the industry as concerned about the broad issue of indoor air quality.

TI DN 0008712

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Reportable Items:

Goals:

1. Air quality briefing papers available for use by March 1986.

Through the Indoor Air Pollution Advisory Group, eight papers were developed for the January 29 National Academy of Sciences hearing on "passive smoking." These must be put into layman's terms for general use.

We have asked science writer Alan Katzenstein to review the issue and prepare articles for publication.

2. Conduct air quality studies in 30 cities and/or states considering smoking restrictions.

Current count: 0

Field staff in New York, New England, Colorado and Washington have indicated an interest in these studies.

3. Conduct at least 35 briefings on the broader issue.

Current count: 4. IAPAG members have briefed NAS committee members and some legislators on the issue. To date this year, there have been no briefings of private industry or media.

Tactics:

1. Continue to oppose unnecessary legislation.

- . Scientific witnesses requested in New Hampshire, Vermont, Maine, Massachusetts and Utah for one-on-one briefings.
- . Scientists requested for testimony in Lansing, Mich., Denver, Colo., Sacramento, Cal.
- . Economist testified 1/21 in Indiana.
- . Economic study tentatively requested for New York State.
- . Preliminary work begun on voter survey for all six New England states.

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- . O&M to work with Scott Stapf to develop argument that smoking restrictions may pose a deterrent to business development.
2. Prepare and publish indoor air quality position papers.
- . All papers presented to the 1/29/86 NAS "passive smoking" committee have been submitted for publication.
 - . Alan Katzenstein is reviewing these and other papers for potential article development.
 - . Stapf has reworked Gray Robertson testimony into short op-ed pieces and letters to the editor. To Stuntz for review 1/27.
3. Brief labor and industry personnel on the issue.
- . Discussions with BC&T held 1/17.
 - . O&M, Fleishman Hillard will develop briefing plans for discussion at 2/11 meeting.
 - . Plan to work with environmental groups is being developed; due 2/28.
4. Fund air quality studies.
- . Field staff in New England, Washington State and Colorado have tentatively asked for studies.
5. Indoor air quality symposium.
- . DiNardi proposal has been forwarded to Rupp for comment.

Strategy II: Work with human resource professionals and private industry to increase awareness of TI's workplace smoking program.

Reportable Items:

Goals:

1. Complete at least 120 workplace smoking issue briefings.

Current count: 15.

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Most recent contacts: GELCO Corp. and Soo Line Railroad, U.S. Department of Labor - Kansas City Regional Office, Coca Cola.

2. Make workplace presentations before 20 meetings of professional associations.

Current count: 6.

Most recent contacts: National Newspaper Publishers Association, Chambers of Commerce in Vermont, Maine, New Hampshire, Louisiana and Charlotte, N.C.

3. Respond to all requests for assistance.

Current count: 100.

Most recent contacts: Pitney Bowes, American Postal Workers Union (Florida).

Tactics:

1. All resources available for use by 1/1/86.
 - . Employee Relations Law Journal article distributed 1/24. Authors Vaughn and Ashe are available to speak to their findings.
 - . Work continues on voter survey summary. Latest draft to Stuntz for review and revision 12/20.
2. Organize teams of experts to conduct briefings.
 - . Two "team" leaders (Stuntz, Ross) are available and conducting briefings. To meet demand, at least one other team, and preferably two, will be developed from existing staff and consultants.
3. Introduce new resources.
 - . Response Analysis replication of University of Minnesota productivity survey was deleted from the 1986 budget.
 - . "How to" kit to help human resource professionals deal with smoking-related problems -- no progress to date.
 - . Additional "Lew Solmons" -- We have asked

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- . Affirmative Action position paper will be reviewed with American Assn. of Affirmative Action by mid-February.
 - . Develop a workplace smoking "kit" for organized labor; distribute through the Tobacco Industry Labor Management Committee. Assignment made to O&M 12/20. Draft materials and preliminary plan due 2/12.
 - . Public smoking topic sheets. Drafts need to be reviewed and revised; revisions had been deleted from 1985 budget. Will be completed in 1986.
 - . Popular version of "Cigarette Smoke and the Nonsmoker." Stapf gave copy to Stuntz for edits 1/27.
4. Select opportunities for briefings.
- . Identify from Solmon's survey companies which are considering policies -- completed.
 - . Identify Fortune 1000 companies in states/cities with legislation -- Fleishman-Hillard will report 2/12.
 - . Utilize consultant/lobbyist client lists. PR workplace consultants have been asked to assist with introductions. Where feasible, they will do so.
 - . Paul, Hastings, Janofsky & Walker will notify its labor clients in Maine, New Jersey and Florida of new legislation requiring policies. They will include in that notification copies of TI workplace materials, along with materials developed for state chambers of commerce.
 - . Seek contacts from member company supplier and subsidiary lists. No progress to date.
 - . Direct mail promotion. No progress to date.
 - . Follow up on all requests for assistance. Ongoing.

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TI DN 0008716

- . Work through field staff and lobbyists to identify speaking forums.
 - . Dennis Dyer (Region I vice president) has tentatively identified the North Shore Chamber of Commerce, Springfield, Mass., for May.
 - . No other progress to date.
- 4. Incorporate "success stories" into future briefings.
 - . Develop case studies of companies and unions attempting to deal with smoking restrictions. Stuntz has reviewed Procter & Gamble possibility with field staff; additional research needed.

Strategy III: Encourage responsible corporate decision making with regard to smoking restrictions.

Reportable Items:

Goals:

See Strategy II.

Tactics:

1. Follow up with field staff on use of "fair" policies.

Workplace

- . Field staff has arranged briefings with Maine, Vermont and New Hampshire Chambers of Commerce. PR to develop materials for distribution to membership. Seminars may be scheduled in the second and third quarters.

Restaurant

- . We continue to await word on reception to fair policy program in Pennsylvania.
- . Field staff is coordinating implementation of a program among seven New England hotel/motel and restaurant groups. We are awaiting word on use.

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2. Aggressively promote implementation of fair policies in appropriate areas.

Workplace

- . Article for New Jersey Business & Industry Association, describing employers' responsibilities under N.J. workplace law to be published in February magazine.
- . Workbook to help companies comply with N.J. law to printer 1/27. RCA already has asked for 12 copies.
- . Preparing additional comments on N.J. Dept. of Health guidelines on N.J. law. Meeting held 1/17/86.
- . Workbook to help companies comply with Fla. law to printer 1/31.
- . Development begun on workbooks in Maine, Vermont and N.H. Chambers of Commerce in those states are reviewing drafts. We are awaiting their input.
- . Meeting with Charlotte Chamber of Commerce completed 1/21. Follow-up required.
- . Meeting with La. Business & Industry Assn. completed 1/24.

Restaurants

- . Restaurant materials prepared for N.J. Rest. Assn. 1/15. Field staff has been asked to help with follow up.
- . Meeting with La. Restaurant Assn. 1/23. We have provided program materials and a plan for their comment.
- . Meeting with La. Hotel and Motel Assn. 1/23. Follow up with national trade assn. requested.
- . Delaware has asked for a meeting to discuss the program. To be scheduled in February.
- . Follow up on use of materials already provided restaurant groups in Arizona, Washington, Delaware and Florida to be completed by 2/15.

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- . PR counsel is assessing interest by Red Lobster chain in participating in program. Word expected by 2/15.
 - . Meeting scheduled 2/5 with National Restaurant Assn. to discuss McDonald's possible involvement.
3. Refer to these "fair" policies as examples of responsible corporate decision making in TI-prepared articles.
- No progress to date.
4. Encourage officials of organizations adopting such policies to oppose legislated restrictions.
- . PR staff has contacted chamber officials known to us, and field staff has been asked to talk with their contacts, to generate letters opposing American Chamber of Commerce 11/85 magazine article suggesting chambers of commerce support smoking restrictions and should encourage their members to impose such restrictions.
5. TI spokesmen will identify opportunities to address business organizations during regularly scheduled media relations visits.
- . Solmon promotion to media contacts on hold pending revision of contact list.
 - . No other progress to date.
6. Institute spokesmen may assist in implementation of voluntary restaurant program.

No progress to date.

Strategy IV: Establish a broader political and professional relationship with organizations and individuals affected by restrictions.

Reportable Items:

Goals:

1. Obtain statements opposing smoking restrictions from labor, Hispanic, veterans and affirmative action groups.

TI DN 0008719

- . PR counsel is assessing interest by Red Lobster chain in participating in program. Word expected by 2/15.
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- . Continue to work through Labor Management Committee to build on labor's opposition to Stevens' bill.
 - . VFW is on record as opposing smoking restrictions.
2. Appear on conference programs.
- . Tobacco Industry Labor Management Committee has selected smoking in the workplace as the topic for its two-day legislative seminar in early April.
3. Brief at least 20 officials from these organizations.

Current count: 3.

Most recent contacts: Department of Labor officials responsible for reviewing EEO guidelines in the Midwest.

Tactics:

1. Commission position papers that describe attitudes toward smoking restrictions.
- . Affirmative action position paper will be ready for discussion by mid-February. Meetings with labor, hispanic, veterans and EEO officials will follow.
 - . Labor law article on smoking restrictions has been given to Forscey for review and rewrite. Deadline will be set once we have determined how much work is needed on the document.
 - . We continue to await final report on IUPA study of police attitudes toward enforcement of minor ordinances. Article on study will be prepared for Police Chief magazine.
2. Obtain and publicize statements opposing smoking restriction legislation.
- . Arrange for Ohio ACLU official to brief national ACLU committee looking into smoker hiring bans. Coordination to be through Rupp, Philip Morris.

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- . Philip Morris has asked for a briefing on extent of smoker hiring bans nationwide. Follow up needed.

- 3. Maintain and improve relations with appropriate organizations.
 - . Meeting with AAAA (affirmative action officers) scheduled for mid-February. At that time, we will consider attending annual workshop in late March.
 - . Meeting with Kleismet (IUPA) scheduled for 2/4.

- 4. Conduct individual briefings on issue for conference planners.
 - . See AAAA plans above.

Unplanned Items:

Strategy I, Tactic 1.

- . Smoking restrictions as a deterrent to economic development.

Strategy II, Tactic 3.

- . Workplace "kit" for distribution by labor management committee.

Completed in 1986:

Strategy I:

- . Technical air quality briefing papers (by IAPAG group.)
- . Testimony before NAS "passive smoking committee.
- . Economic impact testimony - Indiana.

Strategy II:

- . Briefings completed with U.S. Department of Labor officials, chambers of commerce in Maine, Vermont, New Hampshire, Louisiana and Charlotte, N.C.

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- . Presentation completed before National Newspaper Publishers Assn.
- . Completed distribution of Employee Relations Law Journal article.

Strategy III:

- . Letter critiquing 11/85 American Chamber of Commerce article on smoking restrictions mailed 1/16/86 over WK signature.

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