

Johnsto3.WP5

BRIEFING OF  
JAMES W. JOHNSTON  
CHAIRMAN, EXECUTIVE COMMITTEE  
TOBACCO INSTITUTE

SEPTEMBER 27, 1989

COMMENTS  
PUBLIC SMOKING ISSUE

**CONFIDENTIAL**  
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DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR  
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TI DN 0022706

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BRIEFING OF  
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TI DN 0022706

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THANK YOU, BOB.

THE PUBLIC SMOKING ISSUE IS DRIVEN ...  
BY PUBLIC PERCEPTION. NOT BY REALITY.

THE PUBLIC BELIEVES THAT E-T-S IS A  
HEALTH HAZARD TO NONSMOKERS.

THAT INDOOR AIR QUALITY AND E-T-S ARE  
SEPARATE ISSUES.

THAT SMOKING RESTRICTIONS ... AND EVEN  
BANS ... ARE AN EASY FIX TO THE PROBLEM  
... AND THAT EVERYONE'S DOING IT  
... WITH FEW REPERCUSSIONS.

THE PUBLIC BELIEVES IT. AND SO DO THE  
LEGISLATORS.

(PAUSE)

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TI DN 0022707

THANK YOU, BOB.

THE PUBLIC SMOKING ISSUE IS DRIVEN ...  
BY PUBLIC PERCEPTION. NOT BY REALITY.

THE PUBLIC BELIEVES THAT E-T-S IS A  
HEALTH HAZARD TO NONSMOKERS.

THAT INDOOR AIR QUALITY AND E-T-S ARE  
SEPARATE ISSUES.

THAT SMOKING RESTRICTIONS ... AND EVEN  
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TI DN 0022707

MORE THAN 80 PERCENT OF OUR RESOURCES  
ON THIS ISSUE GO TOWARD DIRECT  
LEGISLATIVE SUPPORT FOR BOB AND  
KURT... THE WITNESSES ... DEVELOPMENT  
OF ALLIES AND COALITIONS ... THE  
ECONOMIC STUDIES THAT CAN BE USED AT  
HEARINGS AND IN ONE-ON-ONE LOBBYING.

THE REMAINING 20 PERCENT IS DIRECTED AT  
THE PUBLIC PERCEPTION ... AND THE VIEWS  
OF CONSTITUENCIES WITHIN THE GENERAL  
PUBLIC.

(PAUSE)

WE'LL BEGIN WITH THE LEGISLATIVE.

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**TI DN 0022708**

MORE THAN 80 PERCENT OF OUR RESOURCES  
ON THIS ISSUE GO TOWARD DIRECT  
LEGISLATIVE SUPPORT FOR BOB AND  
KURT... THE WITNESSES ... DEVELOPMENT  
OF ALLIES AND COALITIONS ... THE  
ECONOMIC STUDIES THAT CAN BE USED AT  
HEARINGS AND IN ONE-ON-ONE LOBBYING.

THE REMAINING 20 PERCENT IS DIRECTED AT  
THE PUBLIC PERCEPTION ... AND THE VIEWS  
OF CONSTITUENCIES WITHIN THE GENERAL  
PUBLIC.

(PAUSE)

WE'LL BEGIN WITH THE LEGISLATIVE.

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**TI DN 0022708**

AS WITH OUR OTHER ISSUES, THE SUCCESS  
IN MANAGING THE ISSUE IS REFLECTED IN  
OUR BLUEPRINT FOR HEARINGS.

(PAUSE)

WE CALL UPON WITNESSES ...

... FROM THE INDUSTRY

... FROM THE SCIENTIFIC COMMUNITY

... SCIENTIFIC CONSULTANTS AND  
ACADEMIC SCIENTISTS. AS YOU KNOW,  
THIS GROUP IS A DIRECT RESULT OF THE  
NEW FUNDING THE EXECUTIVE COMMITTEE  
AUTHORIZED IN APRIL ... TO ENABLE US  
TO REVITALIZE OUR ACADEMIC SCIENTIST  
PROGRAM.

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**TI DN 0022709**

AS WITH OUR OTHER ISSUES, THE SUCCESS  
IN MANAGING THE ISSUE IS REFLECTED IN  
OUR BLUEPRINT FOR HEARINGS.

(PAUSE)

WE CALL UPON WITNESSES ...

... FROM THE INDUSTRY

... FROM THE SCIENTIFIC COMMUNITY

... SCIENTIFIC CONSULTANTS AND  
ACADEMIC SCIENTISTS. AS YOU KNOW,  
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**TI DN 0022709**



4A

... FROM THE INDOOR AIR QUALITY

ARENA

... FROM ORGANIZED LABOR

... AND THE BUSINESS COMMUNITY

... FROM OTHER GROUPS

... AND THE ECONOMISTS

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**TI DN 0022710**

4A

... FROM THE INDOOR AIR QUALITY

ARENA

... FROM ORGANIZED LABOR

... AND THE BUSINESS COMMUNITY

... FROM OTHER GROUPS

... AND THE ECONOMISTS

=====**CONFIDENTIAL**=====

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**TI DN 0022710**

(PAUSE)

AS SAM NOTED EARLIER ... THOSE WHO  
SUPPORT US ON THE PUBLIC SMOKING  
FRONT ARE BY FAR THE BUSIEST IN THE  
INSTITUTE. DURING THE LEGISLATIVE  
SEASON, THEY AVERAGED APPEARANCES AT  
SIX HEARINGS A MONTH -- AT THE STATE  
AND LOCAL LEVEL ALONE TO SUPPORT  
KURT'S OPERATIONS.

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**TI DN 0022711**

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(PAUSE)

AS SAM NOTED EARLIER ... THOSE WHO  
SUPPORT US ON THE PUBLIC SMOKING  
FRONT ARE BY FAR THE BUSIEST IN THE  
INSTITUTE. DURING THE LEGISLATIVE  
SEASON, THEY AVERAGED APPEARANCES AT  
SIX HEARINGS A MONTH -- AT THE STATE  
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**TI DN 0022711**

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NO ONE EXAMPLE CAN ILLUSTRATE OUR USE  
OF ALL OF THESE RESOURCES. BUT THREE  
DEMONSTRATE THE VARIOUS DIRECTIONS  
THIS ISSUE CAN TAKE ... AND HOW  
WE'VE MOLDED OUR RESPONSES.

(PAUSE)

LAST YEAR IN OREGON ... WE WERE  
CONFRONTED WITH A BALLOT INITIATIVE  
THAT WOULD HAVE RESULTED IN A VIRTUAL  
BAN ON SMOKING THROUGHOUT THE STATE.

=====**CONFIDENTIAL**=====

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**TI DN 0022712**

NO ONE EXAMPLE CAN ILLUSTRATE OUR USE  
OF ALL OF THESE RESOURCES. BUT THREE  
DEMONSTRATE THE VARIOUS DIRECTIONS  
THIS ISSUE CAN TAKE ... AND HOW  
WE'VE MOLDED OUR RESPONSES.

(PAUSE)

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THAT WOULD HAVE RESULTED IN A VIRTUAL  
BAN ON SMOKING THROUGHOUT THE STATE.

=====**CONFIDENTIAL**=====

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**TI DN 0022712**

INFLUENCING THE PUBLIC IS A TOUGHER  
CHALLENGE THAN INFLUENCING A  
LEGISLATIVE COMMITTEE ... OR EVEN A  
LEGISLATURE. BUT SMART APPLICATION  
OF OUR RESOURCES ... AND TARGETING OF  
A VARIETY OF CONSTITUENCIES WITHIN  
THE STATE RESULTED IN VICTORY.

THE FIELD STAFF MARSHALLED OUR  
RESOURCES UTILIZING OUR LABOR  
CONSULTANTS, WORKPLACE LEGAL  
CONSULTANT, A VENTILATION EXPERT,  
AND AN ETS SCIENTIST.

THEY BRIEFED:

- . THE ASSOCIATED OREGON  
INDUSTRIES
- . SPOKE OUT AT REGIONAL MEETINGS  
OF LOCAL BUSINESSMEN
- . AND ONE-ON-ONE MEETINGS WITH  
AFL-CIO DID MEDIA TOURS
- . DEBATED OUR OPPONENTS
- . DID A STATEWIDE BROADCAST ON

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TI DN 0022713

INFLUENCING THE PUBLIC IS A TOUGHER  
CHALLENGE THAN INFLUENCING A  
LEGISLATIVE COMMITTEE ... OR EVEN A  
LEGISLATURE. BUT SMART APPLICATION  
OF OUR RESOURCES ... AND TARGETING OF  
A VARIETY OF CONSTITUENCIES WITHIN  
THE STATE RESULTED IN VICTORY.

THE FIELD STAFF MARSHALLED OUR  
RESOURCES UTILIZING OUR LABOR  
CONSULTANTS, WORKPLACE LEGAL  
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AND AN ETS SCIENTIST.

THEY BRIEFED:

- . THE ASSOCIATED OREGON  
INDUSTRIES
- . SPOKE OUT AT REGIONAL MEETINGS  
OF LOCAL BUSINESSMEN
- . AND ONE-ON-ONE MEETINGS WITH  
AFL-CIO DID MEDIA TOURS
- . DEBATED OUR OPPONENTS
- . DID A STATEWIDE BROADCAST ON

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TI DN 0022713



OREGON PUBLIC TV

. LEGAL EXPERT JOINED ETS  
SCIENTISTS...REPRESENTATIVE  
FROM THE RESTAURANT AND  
BUSINESS COMMUNITIES

. AS WE NOTED IN AUGUST THE  
OREGON AFL-CIO OPPOSED THE  
INITIATIVE ... THEY ASKED US TO  
REPRESENT THEM ON THE STATEWIDE  
TELEVISION DEBATE ...

THE CREDIT FOR THE VICTORY GOES TO  
STATE ACTIVITIES. WE WERE PLEASED  
THAT ALL OF OUR RESOURCES COULD BE  
BROUGHT INTO PLAY SO EFFECTIVELY.

(PAUSE)

TODAY, IN MASSACHUSETTS ... WE'VE GOT  
AN OPPORTUNITY TO PRE-EMPT STATE  
SMOKING RESTRICTION LEGISLATION ...  
WITH INDOOR AIR QUALITY LEGISLATION.

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TI DN 0022714

OREGON PUBLIC TV

. LEGAL EXPERT JOINED ETS  
SCIENTISTS...REPRESENTATIVE  
FROM THE RESTAURANT AND  
BUSINESS COMMUNITIES

. AS WE NOTED IN AUGUST THE  
OREGON AFL-CIO OPPOSED THE  
INITIATIVE ... THEY ASKED US TO  
REPRESENT THEM ON THE STATEWIDE  
TELEVISION DEBATE ...

THE CREDIT FOR THE VICTORY GOES TO  
STATE ACTIVITIES. WE WERE PLEASED  
THAT ALL OF OUR RESOURCES COULD BE  
BROUGHT INTO PLAY SO EFFECTIVELY.

(PAUSE)

TODAY, IN MASSACHUSETTS ... WE'VE GOT  
AN OPPORTUNITY TO PRE-EMPT STATE  
SMOKING RESTRICTION LEGISLATION ...  
WITH INDOOR AIR QUALITY LEGISLATION.

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TI DN 0022714

SMOKING RESTRICTIONS IN THAT LIBERAL  
STATE BARELY EXIST. THAT IS BECAUSE  
OF THE REGIONAL VICE PRESIDENT.

OVER THE LAST SEVERAL YEARS ...  
FIELD STAFF IN MASSACHUSETTS HAS BEEN  
REACHING OUT TO ORGANIZED LABOR ON  
THE INDOOR AIR QUALITY ISSUE.

IT'S ANOTHER EXAMPLE OF SMART  
APPLICATION OF QUALITY RESOURCES.

(PAUSE)

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**TI DN 0022715**

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SMOKING RESTRICTIONS IN THAT LIBERAL  
STATE BARELY EXIST. THAT IS BECAUSE  
OF THE REGIONAL VICE PRESIDENT.

OVER THE LAST SEVERAL YEARS ...  
FIELD STAFF IN MASSACHUSETTS HAS BEEN  
REACHING OUT TO ORGANIZED LABOR ON  
THE INDOOR AIR QUALITY ISSUE.

IT'S ANOTHER EXAMPLE OF SMART  
APPLICATION OF QUALITY RESOURCES.

(PAUSE)

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**TI DN 0022715**

AS I NOTED AT THE BEGINNING ... ON  
THIS ISSUE MORE THAN ANY OTHER WE  
FIGHT A NEVERENDING BATTLE AGAINST  
PUBLIC PERCEPTION.

THE STAFF AND EXPERTS WHO WORK THE  
ISSUE MUST CONSTANTLY LOOK FOR  
OPPORTUNITIES TO REINFORCE ... AND  
EXPAND ... OUR NETWORK OF ALLIES AND  
COALITIONS. THAT'S THE REMAINING 20  
PERCENT.

(PAUSE)

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**TI DN 0022716**

AS I NOTED AT THE BEGINNING ... ON  
THIS ISSUE MORE THAN ANY OTHER WE  
FIGHT A NEVERENDING BATTLE AGAINST  
PUBLIC PERCEPTION.

THE STAFF AND EXPERTS WHO WORK THE  
ISSUE MUST CONSTANTLY LOOK FOR  
OPPORTUNITIES TO REINFORCE ... AND  
EXPAND ... OUR NETWORK OF ALLIES AND  
COALITIONS. THAT'S THE REMAINING 20  
PERCENT.

(PAUSE)

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**TI DN 0022716**

WITHIN THE SCIENTIFIC COMMUNITY ...  
OUR CURRENT TEAM OF 16 ETS AND INDOOR  
QUALITY CONSULTANTS ARE ASSIGNED NOT  
ONLY WITNESS DUTY ... BUT ALSO ARE  
EXPECTED TO ATTEND AND PARTICIPATE IN  
SCIENTIFIC CONFERENCES ... TO WORK  
WITH THE GENERAL MEDIA AND TO REVIEW  
AND RESPOND IN PRINT TO CRITICAL  
ARTICLES RELATED TO ETS SCIENCE.

AT THE PREVIOUS MEETINGS OF THE  
EXECUTIVE COMMITTEE, WE REPORTED ON  
OUR EFFORTS TO IDENTIFY, RECRUIT AND  
DEPLOY ACADEMIC SCIENTISTS. AS OUR  
EXPANDED TEAM OF 14 ACADEMIC  
SCIENTISTS GETS INTO FULL SWING ...

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**TI DN 0022717**

WITHIN THE SCIENTIFIC COMMUNITY ...  
OUR CURRENT TEAM OF 16 ETS AND INDOOR  
QUALITY CONSULTANTS ARE ASSIGNED NOT  
ONLY WITNESS DUTY ... BUT ALSO ARE  
EXPECTED TO ATTEND AND PARTICIPATE IN  
SCIENTIFIC CONFERENCES ... TO WORK  
WITH THE GENERAL MEDIA AND TO REVIEW  
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**TI DN 0022717**



WE'LL BROADEN OUR REACH AND OUR EFFECTIVENESS. PARTICULARLY WITHIN THE SCIENTIFIC COMMUNITY ... THE SCIENTIFIC LITERATURE ... AND THE REGULATORY AGENCIES.

WE ALSO DESCRIBED FOR THE EXECUTIVE COMMITTEE LAST MONTH SEVERAL NEW STRATEGIES WE ARE LAUNCHING TO ADDRESS THREE FUNDAMENTAL ASPECTS OF OUR ETS PROBLEMS ... INCLUDING MORE WIDESPREAD PROMOTION OF THE INDUSTRY'S VIEWS ON ETS SCIENCE ... SCIENTIFIC INTEGRITY IN THE PURSUIT OF ETS SCIENCE ...AND IN THE USE OF ETS SCIENCE BY THOSE WHO MAKE PUBLIC POLICY.

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**TI DN 0022718**

WE'LL BROADEN OUR REACH AND OUR EFFECTIVENESS. PARTICULARLY WITHIN THE SCIENTIFIC COMMUNITY ... THE SCIENTIFIC LITERATURE ... AND THE REGULATORY AGENCIES.

WE ALSO DESCRIBED FOR THE EXECUTIVE COMMITTEE LAST MONTH SEVERAL NEW STRATEGIES WE ARE LAUNCHING TO ADDRESS THREE FUNDAMENTAL ASPECTS OF OUR ETS PROBLEMS ... INCLUDING MORE WIDESPREAD PROMOTION OF THE INDUSTRY'S VIEWS ON ETS SCIENCE ... SCIENTIFIC INTEGRITY IN THE PURSUIT OF ETS SCIENCE ...AND IN THE USE OF ETS SCIENCE BY THOSE WHO MAKE PUBLIC POLICY.

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**TI DN 0022718**

THESE STRATEGIES ARE DESIGNED TO RE-  
ESTABLISH AND REINFORCE -- WITH THE  
SCIENTIFIC COMMUNITY, THE MEDIA, THE  
GENERAL PUBLIC AND, POLICY MAKERS --  
THE CONTROVERSIAL AND INCONCLUSIVE  
NATURE OF THE SCIENTIFIC EVIDENCE ON  
ETS.

(PAUSE)

IN THE BUSINESS COMMUNITY ... WE  
FIGHT A CONSTANT BATTLE AGAINST  
EMPLOYER PERCEPTIONS THAT WORKPLACE  
BANS ARE THE WAVE OF THE FUTURE ...  
AN EASY ANSWER ... AND IN SOME CASES  
A LEGAL NECESSITY.

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**TI DN 0022719**

THESE STRATEGIES ARE DESIGNED TO RE-  
ESTABLISH AND REINFORCE -- WITH THE  
SCIENTIFIC COMMUNITY, THE MEDIA, THE  
GENERAL PUBLIC AND, POLICY MAKERS --  
THE CONTROVERSIAL AND INCONCLUSIVE  
NATURE OF THE SCIENTIFIC EVIDENCE ON  
ETS.

(PAUSE)

IN THE BUSINESS COMMUNITY ... WE  
FIGHT A CONSTANT BATTLE AGAINST  
EMPLOYER PERCEPTIONS THAT WORKPLACE  
BANS ARE THE WAVE OF THE FUTURE ...  
AN EASY ANSWER ... AND IN SOME CASES  
A LEGAL NECESSITY.

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**TI DN 0022719**

AND SO WE WORK WITH STATE AND LOCAL  
BUSINESS ORGANIZATIONS TO DEVELOP  
PROGRAMS AND MATERIALS TO HELP  
BUSINESSES COMPLY WITH LEGISLATIVE  
FIAT ... AND STILL ACCOMMODATE  
SMOKERS AND NONSMOKERS.

WE WORK ACTIVELY ... AND RELY ON YOUR  
SUPPORT ... WHEN EMPLOYERS ANNOUNCE  
SMOKING BANS. SOMETIMES WE ARE  
SUCCESSFUL IN FORCING RECONSIDERATION  
OF THE BAN. WE ALWAYS TRY TO  
DEMONSTRATE TO THE EMPLOYER THAT HE  
WON'T GET OFF SCOTT FREE.

=====**CONFIDENTIAL**=====

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**TI DN 0022720**

AND SO WE WORK WITH STATE AND LOCAL  
BUSINESS ORGANIZATIONS TO DEVELOP  
PROGRAMS AND MATERIALS TO HELP  
BUSINESSES COMPLY WITH LEGISLATIVE  
FIAT ... AND STILL ACCOMMODATE  
SMOKERS AND NONSMOKERS.

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**TI DN 0022720**

FOR EXAMPLE, WHEN WE LEARNED THAT  
IBM PLANNED TO IMPOSE A TOTAL BAN  
... THE UNITED PROTESTS OF THE  
INDUSTRY ... FORCED MANAGEMENT  
TO RECONSIDER.

WE WERE ENCOURAGED BY THE TOBACCO  
FAMILY'S QUICK AND UNITED RESPONSE  
SEVERAL MONTHS AGO WHEN FORD MOTOR  
COMPANY ANNOUNCED ITS SMOKING BAN.

I BRIEFED YOU IN JUNE ON THESE  
ACTIVITIES. WE CONTINUE TO MONITOR  
FORD AND KEEP ALLIES UP TO DATE.  
OUR GOAL CONTINUES TO BE TO ENCOURAGE  
FORD TO TAKE STEPS TO ACCOMMODATE ITS  
SMOKING EMPLOYEES AS WELL AS  
NONSMOKERS.

WE HOPE THAT FORD WILL EXTEND ITS  
ACCOMMODATION TO INCLUDE SMOKERS.

===== CONFIDENTIAL =====

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TI DN 0022721

FOR EXAMPLE, WHEN WE LEARNED THAT  
IBM PLANNED TO IMPOSE A TOTAL BAN  
... THE UNITED PROTESTS OF THE  
INDUSTRY ... FORCED MANAGEMENT  
TO RECONSIDER.

WE WERE ENCOURAGED BY THE TOBACCO  
FAMILY'S QUICK AND UNITED RESPONSE  
SEVERAL MONTHS AGO WHEN FORD MOTOR  
COMPANY ANNOUNCED ITS SMOKING BAN.

I BRIEFED YOU IN JUNE ON THESE  
ACTIVITIES. WE CONTINUE TO MONITOR  
FORD AND KEEP ALLIES UP TO DATE.  
OUR GOAL CONTINUES TO BE TO ENCOURAGE  
FORD TO TAKE STEPS TO ACCOMMODATE ITS  
SMOKING EMPLOYEES AS WELL AS  
NONSMOKERS.

WE HOPE THAT FORD WILL EXTEND ITS  
ACCOMMODATION TO INCLUDE SMOKERS.

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TI DN 0022721



(PAUSE)

WE DO HAVE AN ACTIVE CORPORATE  
ASSISTANCE PROGRAM. THE BACKBONE  
... OUR CORPORATE WORKPLACE KIT...  
HAS GONE TO THOUSANDS OF BUSINESSES  
THROUGHOUT THE COUNTRY. THE KIT  
INCLUDES PUBLICATIONS AND MAGAZINE  
REPRINTS ON ETS SCIENCE ... INDOOR  
AIR POLLUTION ... ABSENTEEISM ...  
PRODUCTIVITY ... POLICY DEVELOPMENT  
... AND LEGAL ISSUES.

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TI DN 0022722

(PAUSE)

WE DO HAVE AN ACTIVE CORPORATE  
ASSISTANCE PROGRAM. THE BACKBONE  
... OUR CORPORATE WORKPLACE KIT...  
HAS GONE TO THOUSANDS OF BUSINESSES  
THROUGHOUT THE COUNTRY. THE KIT  
INCLUDES PUBLICATIONS AND MAGAZINE  
REPRINTS ON ETS SCIENCE ... INDOOR  
AIR POLLUTION ... ABSENTEEISM ...  
PRODUCTIVITY ... POLICY DEVELOPMENT  
... AND LEGAL ISSUES.

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TI DN 0022722

OUR LAWYERS HAVE PRODUCED ARTICLES ON  
WORKPLACE SMOKING ISSUES THAT HAVE  
APPEARED IN THE EMPLOYEE RELATIONS  
LAW JOURNAL, THE CALIFORNIA WESTERN  
LAW REVIEW, AND LABOR LAW JOURNAL.  
THIS LAST JOURNAL IS USED BY  
PRACTITIONERS NATIONALLY. THE  
CAMPBELL UNIVERSITY LAW SCHOOL REVIEW  
IS EXPECTED TO RUN AN ARTICLE THIS  
FALL. THESE ARTICLES INFORM  
MANAGEMENT ABOUT THE LEGAL CLIMATE  
AND THE NEED TO TAKE A REASONABLE  
APPROACH TO ACCOMODATION AT THE MOST  
LOCALIZED LEVEL AS POSSIBLE.

THESE ARTICLES HAVE GONE TO ALL  
FORTUNE 500 COMPANIES. WE ARE NOW  
PROMOTING THEM WITH TARGETED MAILINGS  
TO MORE THAN 1,500 BUSINESS AND LEGAL  
NEWS EDITORS.

EARLIER THIS YEAR ONE OF THE  
ATTORNEYS (DENNIS VAUGHN) TOOK HIS  
WORKPLACE SMOKING MESSAGES TO

=====**CONFIDENTIAL**=====

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TI DN 0022723

OUR LAWYERS HAVE PRODUCED ARTICLES ON  
WORKPLACE SMOKING ISSUES THAT HAVE  
APPEARED IN THE EMPLOYEE RELATIONS  
LAW JOURNAL, THE CALIFORNIA WESTERN  
LAW REVIEW, AND LABOR LAW JOURNAL.  
THIS LAST JOURNAL IS USED BY  
PRACTITIONERS NATIONALLY. THE  
CAMPBELL UNIVERSITY LAW SCHOOL REVIEW  
IS EXPECTED TO RUN AN ARTICLE THIS  
FALL. THESE ARTICLES INFORM  
MANAGEMENT ABOUT THE LEGAL CLIMATE  
AND THE NEED TO TAKE A REASONABLE  
APPROACH TO ACCOMODATION AT THE MOST  
LOCALIZED LEVEL AS POSSIBLE.

THESE ARTICLES HAVE GONE TO ALL  
FORTUNE 500 COMPANIES. WE ARE NOW  
PROMOTING THEM WITH TARGETED MAILINGS  
TO MORE THAN 1,500 BUSINESS AND LEGAL  
NEWS EDITORS.

EARLIER THIS YEAR ONE OF THE  
ATTORNEYS (DENNIS VAUGHN) TOOK HIS  
WORKPLACE SMOKING MESSAGES TO

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TI DN 0022723

WASHINGTON STATE ... HE HELPED  
PERSUADE THE ASSOCIATED WASHINGTON  
BUSINESS TO REJECT A RESOLUTION  
ENDORING STATE LEGISLATION TO BAN  
SMOKING IN THE PRIVATE WORKPLACE.

ANOTHER ATTORNEY, JOHN FOX, HAS  
CONDUCTED NEWS MEDIA TOURS ON THIS  
ISSUE ... EDUCATING RADIO, PRINT AND  
TV JOURNALISTS ... DEBUNKING MYTHS  
ABOUT WORKPLACE SMOKING AND EMPLOYER  
RELATED LIABILITY.

LAST FALL HE BEGAN BRIEFINGS ON  
EMPLOYMENT LAW, INCLUDING WORKPLACE  
SMOKING, IN MARKETS WHERE HE WAS  
VISITING THE MEDIA. THESE SEMINARS  
LAST ABOUT TWO HOURS AND ATTRACT 35-  
40 LAWYERS AND HUMAN RESOURCE  
MANAGERS. HE HAS DONE 10 SO FAR.

WE WORK CLOSELY WITH KURT'S STAFF IN  
SCHEDULING JOHN. IN NEW ENGLAND,  
KURT'S FOLKS ARRANGED FOR CHAMBERS OF  
COMMERCE IN VERMONT AND MASSACHUSETTS

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TI DN 0022724

WASHINGTON STATE ... HE HELPED  
PERSUADE THE ASSOCIATED WASHINGTON  
BUSINESS TO REJECT A RESOLUTION  
ENDORING STATE LEGISLATION TO BAN  
SMOKING IN THE PRIVATE WORKPLACE.

ANOTHER ATTORNEY, JOHN FOX, HAS  
CONDUCTED NEWS MEDIA TOURS ON THIS  
ISSUE ... EDUCATING RADIO, PRINT AND  
TV JOURNALISTS ... DEBUNKING MYTHS  
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WE WORK CLOSELY WITH KURT'S STAFF IN  
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TI DN 0022724

TO SPONSOR SEMINARS. CHAMBER  
SPONSORSHIP INCREASES CREDIBILITY AND  
APPEAL. IT ALSO HELPS CHAMBERS  
PROVIDE SERVICES TO THEIR MEMBERSHIP.

WHERE WE FACE STATE OR LOCAL LAWS  
... EITHER PENDING OR ON THE BOOKS  
... WE TRY TO HELP THE BUSINESS  
COMMUNITY BY PRODUCING EMPLOYER'S  
GUIDES TO WORKPLACE SMOKING. IN  
ILLINOIS ... THE DISTRIBUTION OF SUCH  
A GUIDE HELPED PERSUADE THE STATE  
LEGISLATURE A COUPLE OF YEARS AGO  
THAT A RESTRICTION BILL WAS NOT  
NECESSARY SINCE THE BUSINESS  
COMMUNITY WAS HANDLING THE ISSUE ON A  
VOLUNTARY BASIS. WE'VE PRODUCED 14  
GUIDES SO FAR.

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TI DN 0022725

TO SPONSOR SEMINARS. CHAMBER  
SPONSORSHIP INCREASES CREDIBILITY AND  
APPEAL. IT ALSO HELPS CHAMBERS  
PROVIDE SERVICES TO THEIR MEMBERSHIP.

WHERE WE FACE STATE OR LOCAL LAWS  
... EITHER PENDING OR ON THE BOOKS  
... WE TRY TO HELP THE BUSINESS  
COMMUNITY BY PRODUCING EMPLOYER'S  
GUIDES TO WORKPLACE SMOKING. IN  
ILLINOIS ... THE DISTRIBUTION OF SUCH  
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TI DN 0022725



WE ALSO DO TARGETED MAILINGS ...  
AFTER CONSULTING WITH OUR STATE  
PEOPLE ... OF OUR RESOURCE GUIDE. WE  
AIM IT AT CORPORATIONS WITH 50 OR  
MORE EMPLOYEES. THE GUIDE PRESENTS  
OUR VIEWS ... INCLUDES A SHORT  
QUESTIONNAIRE ... AND INVITES  
COMPANIES TO CONTACT US.

LAST YEAR WE DISTRIBUTED ABOUT  
100,000 GUIDES IN FIVE STATES ...  
AND THIS YEAR WE EXPECT TO MATCH THAT  
NUMBER. THIS IS OUR PRIMARY MEANS OF  
DIRECTLY REACHING FIRMS. THEN WE USE  
OUR COMPUTER DATABASE TO TRACK  
RESPONSES TO THESE MAILINGS ... AND  
DO FOLLOW UP WHERE APPROPRIATE.

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TI DN 0022726

WE ALSO DO TARGETED MAILINGS ...  
AFTER CONSULTING WITH OUR STATE  
PEOPLE ... OF OUR RESOURCE GUIDE. WE  
AIM IT AT CORPORATIONS WITH 50 OR  
MORE EMPLOYEES. THE GUIDE PRESENTS  
OUR VIEWS ... INCLUDES A SHORT  
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TI DN 0022726

MOST OF OUR MATERIALS HAVE BEEN DEVELOPED WITH EMPLOYERS IN MIND, RATHER THAN EMPLOYEES. BUT BECAUSE OF THE INCREASED NUMBER OF CALLS... MANY OF THEM GENERATED BY YOUR CONSTITUENT COMMUNICATIONS EARLIER THIS YEAR, WE COMPLETED A NEW PUBLICATION ... "SMOKER'S RIGHTS IN THE WORKPLACE: AN EMPLOYEES GUIDE."

IT ANSWERS THE MOST FREQUENTLY ASKED QUESTIONS ON WHO HAS WHAT RIGHTS AND EMPLOYER OBLIGATIONS TO ACCOMODATION. WE DISTRIBUTED THIS GUIDE TO OUR TOBACCO ACTION NETWORK, AS WELL AS THOSE WHO CONTACT US.

WE ALSO HAVE OFFERED IT TO YOUR STAFF...AND TO OTHER MEMBER COMPANIES... FOR DISTRIBUTION TO YOUR CUSTOMERS.

AS YOU HEARD IN AUGUST OUR STRONGEST ALLY ON THE INDOOR AIR QUALITY - WORKPLACE SMOKING ISSUE

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TI DN 0022727

MOST OF OUR MATERIALS HAVE BEEN DEVELOPED WITH EMPLOYERS IN MIND, RATHER THAN EMPLOYEES. BUT BECAUSE OF THE INCREASED NUMBER OF CALLS... MANY OF THEM GENERATED BY YOUR CONSTITUENT COMMUNICATIONS EARLIER THIS YEAR, WE COMPLETED A NEW PUBLICATION ... "SMOKER'S RIGHTS IN THE WORKPLACE: AN EMPLOYEES GUIDE."

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AS YOU HEARD IN AUGUST OUR STRONGEST ALLY ON THE INDOOR AIR QUALITY - WORKPLACE SMOKING ISSUE

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TI DN 0022727

IS ORGANIZED LABOR ... THEY'VE TWICE  
GONE ON RECORD IN OPPOSITION TO THE  
SURGEON GENERAL'S REPORTS ON SMOKING  
IN THE WORKPLACE AND ENVIRONMENTAL  
TOBACCO SMOKE.

=====**CONFIDENTIAL**=====

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**TI DN 0022728**

IS ORGANIZED LABOR ... THEY'VE TWICE  
GONE ON RECORD IN OPPOSITION TO THE  
SURGEON GENERAL'S REPORTS ON SMOKING  
IN THE WORKPLACE AND ENVIRONMENTAL  
TOBACCO SMOKE.

=====**CONFIDENTIAL**=====

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DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER

**TI DN 0022728**

IN ADDITION TO COLLECTIVE BARGAINING CONCERNS, LABOR IS WORRIED THAT SMOKING RESTRICTIONS MAY BE USED AS AN EXCUSE BY EMPLOYERS TO AVOID CLEANING UP OCCUPATIONAL HAZARDS IN THE WORKPLACE.

THE COMMITTEE HAS ACTIVELY SOUGHT OUT THE COOPERATION OF PUBLIC EMPLOYEE UNIONS TO OPPOSE LEGISLATED RESTRICTIONS ... IN FEDERAL, STATE AND LOCAL GOVERNMENTS.

YOU HAVE IN FRONT OF YOU A NOTEBOOK SUMMARIZING ALL ETS/INDOOR AIR QUALITY BRIEFING ACTIVITY SINCE 1988. THIS INCLUDES BRIEFINGS BEFORE GATHERINGS OF UNION REPRESENTATIVES.

===== **CONFIDENTIAL** =====

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**TI DN 0022729**

IN ADDITION TO COLLECTIVE BARGAINING CONCERNS, LABOR IS WORRIED THAT SMOKING RESTRICTIONS MAY BE USED AS AN EXCUSE BY EMPLOYERS TO AVOID CLEANING UP OCCUPATIONAL HAZARDS IN THE WORKPLACE.

THE COMMITTEE HAS ACTIVELY SOUGHT OUT THE COOPERATION OF PUBLIC EMPLOYEE UNIONS TO OPPOSE LEGISLATED RESTRICTIONS ... IN FEDERAL, STATE AND LOCAL GOVERNMENTS.

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===== **CONFIDENTIAL** =====

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**TI DN 0022729**



VIRTUALLY EVERY BRIEFING RESULTS IN A  
RESOLUTION FROM THAT ORGANIZATION IN  
OPPOSITION TO SMOKING RESTRICTIONS  
... AND IN SUPPORT OF VENTILATION  
LEGISLATION. THESE ARE PASSED AT OUR  
REQUEST ... AND HAVE PROVEN USEFUL TO  
US AND TO OUR FIELD STAFF DURING  
LEGISLATIVE BATTLES.

AN EXTREMELY EFFECTIVE TOOL USED AT  
THE BRIEFING IS A TAPE OF ED  
CARLOUGH, THE PRESIDENT OF THE  
SHEETMETAL WORKERS UNION. LET ME  
SHOW YOU AN EDITED TAPE OF CARLOUGH  
AND GRAY ROBERTSON.

(VIDEO)

(PAUSE)

===== CONFIDENTIAL =====

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TI DN 0022730

VIRTUALLY EVERY BRIEFING RESULTS IN A  
RESOLUTION FROM THAT ORGANIZATION IN  
OPPOSITION TO SMOKING RESTRICTIONS  
... AND IN SUPPORT OF VENTILATION  
LEGISLATION. THESE ARE PASSED AT OUR  
REQUEST ... AND HAVE PROVEN USEFUL TO  
US AND TO OUR FIELD STAFF DURING  
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SHOW YOU AN EDITED TAPE OF CARLOUGH  
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(VIDEO)

(PAUSE)

===== CONFIDENTIAL =====

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TI DN 0022730

LABOR IS AMONG OUR MOST CONSISTENT ALLIES. BUT OVER THE LAST SEVERAL MONTHS WE HAVE SUCCEEDED IN EXPANDING OUR NETWORK OF SUPPORT TO ORGANIZATIONS AND INDIVIDUALS OUTSIDE OF THE MOVEMENT.

TODAY, VETERANS ORGANIZATIONS HAVE BECOME INCREASINGLY ACTIVE IN OPPOSING EFFORTS TO BAN SMOKING IN VA HOSPITALS.

WE ARE WORKING WITH THE PARALYZED VETERANS ASSOCIATION AND THE NONCOMMISSIONED OFFICERS ASSOCIATION ...

===== CONFIDENTIAL =====

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TI DN 0022731

LABOR IS AMONG OUR MOST CONSISTENT ALLIES. BUT OVER THE LAST SEVERAL MONTHS WE HAVE SUCCEEDED IN EXPANDING OUR NETWORK OF SUPPORT TO ORGANIZATIONS AND INDIVIDUALS OUTSIDE OF THE MOVEMENT.

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WE ARE WORKING WITH THE PARALYZED VETERANS ASSOCIATION AND THE NONCOMMISSIONED OFFICERS ASSOCIATION ...

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**TI DN 0022731**

FIRST ... TO ENCOURAGE A  
COALITION OF VETERANS  
ORGANIZATIONS ... INCLUDING THE  
AMERICAN LEGION, THE VFW, THE  
VIETNAM VETERANS OF AMERICA, THE  
NATIONAL COALITION OF VIETNAM  
VETERANS, AND OTHERS, TO SIGN  
ONTO A LETTER OPPOSING SMOKING  
BANS IN VETERANS FACILITIES.

AND SECOND, TO DEVELOP A PRO-  
ACTIVE APPROACH TO  
THE PROBLEM ... A MODEL SMOKING  
POLICY FOR THE VETERANS GROUPS TO  
LOBBY WITHIN THE ADMINISTRATION.

THESE RESOURCES WILL HELP BOB.

(PAUSE)

=====**CONFIDENTIAL**=====

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TI DN 0022732

FIRST ... TO ENCOURAGE A  
COALITION OF VETERANS  
ORGANIZATIONS ... INCLUDING THE  
AMERICAN LEGION, THE VFW, THE  
VIETNAM VETERANS OF AMERICA, THE  
NATIONAL COALITION OF VIETNAM  
VETERANS, AND OTHERS, TO SIGN  
ONTO A LETTER OPPOSING SMOKING  
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AND SECOND, TO DEVELOP A PRO-  
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POLICY FOR THE VETERANS GROUPS TO  
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THESE RESOURCES WILL HELP BOB.

(PAUSE)

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TI DN 0022732

ANOTHER ORGANIZATION IS GAINING THE SPOTLIGHT AS A SPOKESPERSON FOR THE BUSINESS COMMUNITY ON THE INDOOR AIR PROBLEM. I DISCUSSED EARLIER HOW THEY ARE HELPING US ON INDOOR AIR LEGISLATION.

THE BUSINESS COUNCIL ON INDOOR AIR -- BCIA -- WAS ORGANIZED LATE LAST YEAR WITH SEED MONEY FROM TI.

TODAY ... ITS MEMBERS INCLUDE COMPANIES WHOSE PRODUCTS HAVE BEEN LINKED TO INDOOR AIR POLLUTION -- DOW CHEMICAL, PPG, MONSANTO -- AND COMPANIES WHOSE VENTILATION EXPERTISE SUGGESTS THAT VENTILATION, RATHER THAN SINGLE SOURCE CONTROL, IS THE BEST SOLUTION TO ALL OF THE PROBLEMS.

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TI DN 0022733



THE INSTITUTE IS NOT A FORMAL MEMBER OF THE BCIA. THAT'S BY DESIGN. THE INSTITUTE HAS FOR TOO LONG BEEN A LONE VOICE ON THE ISSUE OF INDOOR AIR QUALITY AND SOURCE CONTROL. BCIA REPRESENTS A CHORUS OF VOICES ... NONE OF THEM WITH VISIBLE TIES TO TOBACCO ... CARRYING A SIMILAR MESSAGE. OUR EFFECTIVENESS ... AS WITH OTHER COALITIONS ... IS IN THE BACKGROUND.

WE STILL HAVE A SAY IN THE ORGANIZATION, HOWEVER ... BECAUSE THE VENTILATION COMPANIES THAT HAVE JOINED SUCH AS GRAY'S HAVE DONE SO AT OUR REQUEST AND WITH OUR COMMITMENT TO PAY THEIR MEMBERSHIP DUES.

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TI DN 0022734

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WE STILL HAVE A SAY IN THE ORGANIZATION, HOWEVER ... BECAUSE THE VENTILATION COMPANIES THAT HAVE JOINED SUCH AS GRAY'S HAVE DONE SO AT OUR REQUEST AND WITH OUR COMMITMENT TO PAY THEIR MEMBERSHIP DUES.

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TI DN 0022734

WE ALSO PROVIDE SUPPORT TO THE EXECUTIVE DIRECTOR OF THE GROUP -- WITH PRODUCTION OF SOME MATERIALS, AND PROFESSIONAL SERVICES FROM POLITICAL AND LEGAL CONSULTANTS.

AS A RESULT ... WE HAVE AN OPPORTUNITY TO WEIGH IN ON BCIA'S TESTIMONY ... AND TO SUGGEST OPPORTUNITIES FOR BCIA TO TAKE ADVANTAGE OF, SUCH AS THE INDOOR AIR LEGISLATION.

FOR EXAMPLE, BCIA JOINED ORGANIZED LABOR IN TESTIFYING ON THE MITCHELL INDOOR AIR BILL.

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**TI DN 0022735**

WE ALSO PROVIDE SUPPORT TO THE EXECUTIVE DIRECTOR OF THE GROUP -- WITH PRODUCTION OF SOME MATERIALS, AND PROFESSIONAL SERVICES FROM POLITICAL AND LEGAL CONSULTANTS.

AS A RESULT ... WE HAVE AN OPPORTUNITY TO WEIGH IN ON BCIA'S TESTIMONY ... AND TO SUGGEST OPPORTUNITIES FOR BCIA TO TAKE ADVANTAGE OF, SUCH AS THE INDOOR AIR LEGISLATION.

FOR EXAMPLE, BCIA JOINED ORGANIZED LABOR IN TESTIFYING ON THE MITCHELL INDOOR AIR BILL.

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**TI DN 0022735**

WHEN THE BCIA WAS INVITED TO MAKE A  
PRESENTATION BEFORE THE EPA SCIENCE  
ADVISORY BOARD ... INSTITUTE  
CONSULTANTS REVIEWED THE PRESENTATION  
AND WORKED TO PROMOTE IT.

(PAUSE)

WITH BCIA ... AS WITH ORGANIZED LABOR  
... AND VETERANS ORGANIZATIONS  
... AND WITH ANY OF OUR OTHER ALLIES  
ON THIS ISSUE ...

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TI DN 0022736

WHEN THE BCIA WAS INVITED TO MAKE A  
PRESENTATION BEFORE THE EPA SCIENCE  
ADVISORY BOARD ... INSTITUTE  
CONSULTANTS REVIEWED THE PRESENTATION  
AND WORKED TO PROMOTE IT.

(PAUSE)

WITH BCIA ... AS WITH ORGANIZED LABOR  
... AND VETERANS ORGANIZATIONS  
... AND WITH ANY OF OUR OTHER ALLIES  
ON THIS ISSUE ...

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TI DN 0022736

THESE PEOPLE HAVE CREDIBILITY BECAUSE  
THEY ARE SPEAKING OUT APART FROM US.  
WE DON'T SEEK PUBLICITY FOR THEIR  
EFFORTS ... NOR IS IT IN OUR INTEREST  
TO BE LINKED TO THEM. BUT REST  
ASSURED THE INSTITUTE IS BEHIND THE  
SCENES DIRECTING THE TRAFFIC.

SAM ...

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**TI DN 0022737**



THESE PEOPLE HAVE CREDIBILITY BECAUSE  
THEY ARE SPEAKING OUT APART FROM US.  
WE DON'T SEEK PUBLICITY FOR THEIR  
EFFORTS ... NOR IS IT IN OUR INTEREST  
TO BE LINKED TO THEM. BUT REST  
ASSURED THE INSTITUTE IS BEHIND THE  
SCENES DIRECTING THE TRAFFIC.

SAM ...

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Susan Stuntz

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John Rupp

**Chadbourne & Parke**

Henry Oechler

**Philip Morris**

Jim Boland  
Tom Borelli  
Mayada Logue  
Steven Parrish  
Nancy Peters  
Mary Pottorff  
Matt Winokur

**RJ Reynolds Tobacco Company**

Charles Green  
Tom Griscom  
Wallace Hayes  
Jeff Furr  
Mary Ward

**Shook, Hardy and Bacon**

Marty Warren  
Leo Dreyer

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Charles Green  
Tom Griscom  
Wallace Hayes  
Jeff Furr  
Mary Ward

**Shook, Hardy and Bacon**

Marty Warren  
Leo Dreyer

bcc: Walter Decker  
Lawrence Halfen  
Larry Holcomb  
Joe Pedelty  
Jack Peterson  
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