

1995 Burson (Columbus)

Media = \$150m
Labor = \$13m

1995 DRAFT BUDGET (9/26/94)
OOP = \$45m ACCOMMODATION (PX40)

1995 Bohem Coats (Natl'l)

Media = \$712,000

OOP = \$500,000

Labor = 1,500,000

\$2,712,000

NATIONAL PLAN TOTAL:

\$ 325M
\$5,500.0

RESEARCH & POLLING

\$550.0

50,000

\$135.0 ECONOMIC IMPACT OF SMOKING BANS

National survey measuring the economic impact of smoking bans within the hospitality industry.

\$185.0 ECONOMIC CLOUT OF SMOKERS

National survey to determine the economic clout of smokers in hospitality venues.

\$110.0 BEVERAGE SALES IMPACT STUDY

Study of the economic impact of smoking bans on beverage sales within the hospitality industry.

ABI
Fab
Roundtable

\$80.0 STATE SPECIFIC BUSINESS SURVEY

Statewide attitude survey of business owners to demonstrate support for accommodation--as needed.

\$80.0 FOCUS GROUPS

Program Participants & Consumers

THIRD PARTY ALLIES

\$475.0

350,000

25,000

\$125.0 THIRD PARTY GROUPS

Identification of and relationship development with third party organizations, including hospitality associations and businesses, for mobilization and media spokesperson opportunities.

125,000

\$125.0 SPONSORSHIPS

ISRAE & ISHAE Sponsorships, State & National Hospitality Trade Association Event Sponsorships, BPAA, DiRona, etc.

200,000

\$225.0 TRADE SHOWS/TRADE ASSOCIATION ADS

Hospitality association relationship development and identification of potential spokespersons for mobilization efforts /media opportunities.

(\$30m) ASSAC Ads.

1,500,000 - Nat'l Plan

225,000 - Columbus - 3 mos.

2045518779

2045518780

TELEMARKETING, DATABASE, & FULFILLMENT

\$500.0

\$250.0 CATALOG RESOURCES INC.
Manage Telemarketing, Database, & Fulfillment for the Business Portion of The Accommodation Program.

\$100.0 KOWAL & ASSOCIATES
Telemarketing consulting for Business & Consumer Programs.

\$150.0 APAC
Manage Telemarketing, Database, & Fulfillment for the Consumer Portion of The Accommodation Program.

MATERIALS DEVELOPMENT & PRODUCTION

\$1,350.0

50,000

\$800.0 BUSINESS PROGRAM MATERIALS
Production of program materials for distribution to restaurants, hotels, bowling centers, malls, etc., including "Eight Steps" Source Book, HVAC Guidebooklet, Customer Service Video Tape, Table Tents, Decals, Wall Plaques, promotional items, etc.

250,000

100,000

\$300.0 CONSUMER PROGRAM MATERIALS
Production of materials, including Fact Books, Decals, POP Take One Displays, etc. for the purpose of educating and mobilizing consumers (smokers advocate, massmob, etc.) & PM employees (PMGlobe, The Force, Happennings, etc.).

\$150.0 ON-GOING PARTICIPANT COMMUNICATION / RELATIONSHIP BUILDING
"The Sign Of The Times" Newsletter, Action Alerts

100,000

\$100.0 CREATIVE DEVELOPMENT
Creative development for both business & consumer materials, and for special state/market specific mobilization materials.

2045518781

PARTICIPANT SOLICITATION

\$750.0

675,000

125,000

\$200.0 DIRECT MAIL SOLICITATION

Cost of mail house to assemble direct mail packages for national & state trade association solicitation and mobilization mailings.

200,000

\$200.0 TRADE SHOWS

Exhibiting & conducting seminars at national & state hospitality association trade shows, for the purpose of soliciting new participants & identifying potential spokespersons for mobilization.

350,000

\$350.0 MOBILIZATION

Activate program participants on legislative issues as needed. Includes sending direct mail mobilization piece, identifying and media training spokespersons willing to testify at hearings.

COMMUNICATIONS

\$975.0

175,000

125,000

\$200.0 AD PRODUCTION /INSERTS & BRCs

Design and production of all Trade, Consumer, & Legislative Ads, including Inserts & BRCs.

\$625.0

MEDIA PLACEMENTS

Includes media buys in hospitality publications, e.g. Restaurant, Hotel, Bowling Center, Shopping Mall, and Airport Publications, etc., as well as consumer publications, e.g. Cigar Aficionado, Epicurean Rendezvous, etc.

PUBLICITY

\$0.0 Included in KD's budget.

50,000

\$150.0 CO-OP ADVERTISING

Development, production, and placement of Accommodation/hospitality establishment co-op advertisements in state & local papers/magazines.

ATLANTA ACTIVITIES

\$850.0

\$300.0 MEDIA / ADVERTISING

Consumer Advertising

100,000

\$150.0 THIRD PARTY ALLIES

Sponsorships and relationship building.

75,000

\$200.0 MATERIALS DEVELOPMENT & PRODUCTION

Development and production of materials specific to Atlanta, including opportunities working with the ACVB and Miller Brewing.

\$0.0 PUBLICITY

Included in KD's budget.

2045518782

CONSULTANTS \$250.0

\$125.0 HVAC CONSULTING
HVAC Consulting Services, including serving as a panelist at
Accommodation Program seminars.

\$75.0 HOSPITALITY CONSULTANTS
Consulting Services, including research, introductions, and
counseling.

\$50.0 TRADE SHOW CONSULTANT/RELIANCERS
Administrative consulting services for trade shows nationwide.

COLUMBUS TEST-MARKET PLAN
TOTAL

~~\$800.0~~
\$580M

\$180.0 RESEARCH & POLLING
Mid-stream & Post Focus Group Testing & Follow-up Surveying of
Consumers, businesses and opinion leaders.

~~\$200.0~~
\$150M
MEDIA / ADVERTISING
Local media buys.

225,000

\$175.0 BURSCHMARSSELLER
Program support.

\$150M
\$25M

\$50.0 PUBLIC RELATIONS SERVICES
Local publicity.

~~195M~~
YFR
All development

POTENTIAL ROLL-OUT TOTAL \$0.0

\$18MM

\$0.0 MEDIA / ADVERTISING

\$0.0 PARTICIPANT SOLICITATION / MOBILIZATION

\$0.0 MATERIALS DEVELOPMENT & PRODUCTION

\$0.0 THIRD PARTY ALLES

ACCOMMODATION (PX40)
GRAND TOTAL:

\$6,105.0

YFR ?

PUBLIC AFFAIRS 1995 BUDGET COMBINED
(IN THOUSANDS)

2045518783

FINAL 10/20/94

PUBLIC AFFAIRS ADMIN. \$2,433.6

\$1,395.0	SALARIES
	Salaries for 20 headcount and two interns
\$70.0	OVERTIME
	Extended telephone coverage, intern overtime
\$585.9	BENEFITS
	42% of salaries
\$230.0	TRAVEL & MEALS
	Expanded Field cecks (Accommodation, It's The Law, etc.) Increased attendance at Government conferences.
\$30.0	TELEPHONE
	Moderns, Lexis/Nexis, etc.
\$50.0	TEMPORARY HELP
	Secretarial help during vacancies
\$0.0	SAMPLE CIGARETTES & TAXES
	Covered in Consumer Affairs budget
\$0.0	MISC. EQUIPENT PURCHASES/PROFESSIONAL SERVICES
	P.C. software and P.C. service agreement covered in Corporate Affairs Management budget
\$72.7	OTHER
	Publications, stationery, dues, seminars

ISSUES MANAGEMENT 1995 REQUESTED BUDGET

FISCAL ISSUES \$1,100.0

STATE EXCISE TAXES \$905.0

RESEARCH

PURPOSE: STATE SPECIFIC ARGUMENTATION AGAINST EXCISE
TAX INCREASE PROPOSALS

FOCUS: STATE LEGISLATORS, GOVERNORS, AND THEIR
CONSTITUENCIES

\$60.0 REGRESSIVITY (3)
\$75.0 ALTERNATIVE REVENUE (5)
\$75.0 CROSS BORDER (5)
\$100.0 GRANTS TRACKING
\$250.0 GEO-POLITICAL MAPS (5)
\$25.0 COST OF TOBACCO BACKED GOVT BONDS
\$25.0 STATE INITIATIVES
\$25.0 STATE EXPENDITURES
\$200.0 PRE-/POST- SURVEYS & POLLS (40)

EXPERTS

PURPOSE: NATIONAL / REGIONAL FORECASTS, ANALYSES, AND
COMMENTARY

FOCUS: GOVERNMENT FISCAL COMMITTEES AND STAFFS;
INTERNAL PLANNING

\$20.0 WEFA GROUP
\$50.0 REGIONAL ECONOMISTS (5)

LOCAL EXCISE TAXES

\$45.0

RESEARCH

PURPOSE: CITY / COUNTY SPECIFIC ARGUMENTATION AGAINST EXCISE TAXES

FOCUS: CITY / COUNTY COUNCILS, STATE LEGISLATORS, AND THEIR CONSTITUENCIES

- \$30.0 CROSS-BORDER ANALYSES (3) - THIS RESEARCH WILL BE CONDUCTED ON 3 DIFFERENT LOCAL JURISDICTIONS TO SHOW THE ADVERSE REVENUE AND ECONOMIC EFFECTS OF INCREASED EXCISE TAXES.
- \$15.0 POLLS / SURVEYS (3) - THESE SURVEYS WILL BE CONDUCTED TO IDENTIFY TAXPAYERS' ATTITUDES TOWARD REGRESSIVE TAXES AS COMPARED TO OTHER TAXES. ALSO, PERCEPTIONS ON SPENDING TRENDS WILL BE EXAMINED.

DIVESTMENT

\$150.0

RESEARCH

PURPOSE: DEVELOPMENT OF ARGUMENTATION IN SUPPORT OF RETAINING TOBACCO STOCK.

FOCUS: STATE TREASURERS, LEGISLATORS, INVESTMENT MNGRS. AT MED SCHOOLS, ETC.

- \$75.0 TOBACCO STOCK INDEX / DIVESTED PORTFOLIO - THIS RESEARCH WILL EXAMINE THE COMPARATIVE ADVANTAGE OF PORTFOLIOS THAT INCLUDE TOBACCO STOCKS OVER PORTFOLIOS WHICH HAVE DIVESTED. A COMPARISON WITH THE TOBACCO STOCK INDEX WILL ALSO BE INCLUDED.
- \$0.0 PM FACILITIES HANDBOOK - THIS IS AN UPDATE OF ALL PHILIP MORRIS COS., INC. FACILITIES, PURCHASES, EMPLOYEES, & TAXES PAID IN ALL FIFTY STATES AND THE DISTRICT OF COLUMBIA. THIS IS AN EXTREMELY USEFUL DOCUMENT.
- \$75.0 AGRICULTURAL PURCHASES (4TH EDITION) - THIS IS A REFERENCE BOOK OF ALL PHILIP MORRIS COMPANIES, INC.'S AGRICULTURAL PURCHASES BY STATE IN 1993. THE BOOK PROVIDES US WITH AN EXCELLENT TOOL FOR ILLUSTRATING PM'S DIVERSITY TO OUR STAKEHOLDERS. THE ECONOMIC IMPACT OF OUR PURCHASES IS ALSO EYE OPENING.

BUSINESS REG. ISSUES \$700.0

ADVERTISING \$375.0

TOBACCO SPONSORSHIP \$135.0

RESEARCH

PURPOSE: DEFEND INDUSTRY'S ADVERTISING PRACTICES / ECONOMIC IMPACT
 FOCUS: STATE LEGISLATORS, GOVERNORS, AND THE PRESS

\$125.0 ECONOMIC IMPACT STUDIES
 \$50.0 POLLS/SURVEYS

EXPERTS

PURPOSE: PROVIDE A BANK OF PROBABLE WITNESSES FOR HEARINGS / AMICUS BRIEFS / LTE'S. RESPOND TO WOMEN / MINORITY TARGETING CLAIM. REFRAME ISSUE.
 FOCUS: STATE LEGISLATORS, THE MEDIA, AND THEIR CONSTITUENCIES

\$50.0 AAF (DUES/TESTIMONY/A.BRIEFS; PMCO TOTAL IS \$?)
 \$50.0 ANA (PMUSA CA SHARE OF DUES; PMCO TOTAL IS \$?)
 \$70.0 POPAI, STATE & LOCAL AD CLUBS
 \$30.0 NATIONAL NEWSPAPER PUBLISHERS

RESEARCH

PURPOSE: DEMONSTRATE ECONOMIC IMPACT OF TOBACCO / ALCOHOL SPONSORSHIP
 FOCUS: STATE LEGISLATORS, THE PRESS AND THE SPORTS MARKETING COMMUNITY

\$60.0 NATIONAL IMPACT STUDY
 \$25.0 SURVEY

EXPERTS

PURPOSE: DEFEND INDUSTRY'S SPONSORSHIP ACTIVITIES

\$50.0 ACCESS - COALITION DEVELOPMENT, PUBLICIZE SURVEYS, DEVELOP MEDIA CAMPAIGN, EXPAND MEMBERSHIP

PROJECT ALPHA

\$20.0

EXPERTS

PURPOSE: RESPOND TO CRITICISM OF INDUSTRY MARKETING PRACTICES

FOCUS: STATE & LOCAL OFFICIALS & THE PRESS

\$20.0 COALITION DEVELOPMENT/RESEARCH/TESTIMONY

YOUTH

\$100.0

EXPERTS

PURPOSE: ENCOURAGE USE AND ENFORCEMENT OF IT'S THE LAW PROGRAM

FOCUS: LAW ENFORCEMENT GROUPS, LEGISLATORS & THE

\$50.0 CRIME, SAFETY, & PROCEDURES FORUMS

\$25.0 RETAIL SURVEY

\$25.0 NACS SAFE STREETS PROGRAM

RESEARCH

PURPOSE: COMMUNICATE COMPANY POSITION VIS-A-VIS YOUTH & SMOKING ISSUE

FOCUS: STATE & LOCAL LEGISLATORS & THE PRESS

\$0.0 YOUTH BOOKLET UPDATE

FIRESAFE

\$70.0

EXPERTS

PURPOSE: SUPPORT FIREFIGHTING TRAINING AND PUBLIC EDUCATION PROGRAMS

FOCUS: NATIONAL, STATE & LOCAL FIREFIGHTER

\$20.0 NASFM--CHALLENGE PLUS

\$30.0 NATIONAL VOLUNTEER FIREFIGHTERS COUNCIL

\$20.0 WCBP/NNP--FIRESAFETY SUPPLEMENTS

SMOKING RESTRICTIONS \$1,000.0

OUT OF HOME DISRIMINATION \$800.0

RESEARCH

PURPOSE: DEVELOP ARGUMENTATION AND EDUCATIONAL MATERIALS

FOCUS: WHOLESALERS, RETAILERS, BUSINESS ASSOCIATIONS, AND LEGISLATORS

- \$200.0 CONVENTIONS/TRAVEL SPECIALISTS SURVEY
- \$75.0 PREEMPTION ANALYSES (5)
- \$50.0 ANALYSES OF EPA IMPACT

EXPERTS

PURPOSE: IDENTIFY SPOKESPERSONS FOR TESTIMONY, LTEs, & OP-EDS

FOCUS: WHOLESALERS, RETAILERS, BUSINESS ASSOCIATIONS, AND LEGISLATORS

- \$125.0 COALITION DEVELOPMENT / ASSOCIATION EVENTS
- \$75.0 SYNERGENIC SEMINARS / TRADE SHOWS
- \$100.0 SEARCH / DEVELOP TALKING HEADS
- \$175.0 WORKPLACE NEWSLETTER & MATERIALS

IN HOME DISCRIMINATION \$200.0

RESEARCH

PURPOSE: DEVELOP ARGUMENTATION AND EDUCATIONAL MATERIALS

FOCUS: CONSUMERS, THE MEDIA, AND LEGISLATORS

- \$50.0 NSA SURVEY
- \$50.0 ANALYSIS OF SMOKING AS A FACTOR IN CUSTODY DECISIONS
- \$50.0 ANALYSIS OF OF HOUSING DISCRIMINATION
- \$25.0 OSHA REGULATORY IMPACT STUDY

EXPERTS

PURPOSE: IDENTIFY QUOTABLE INDIVIDUALS AND CATALOG OF TESTIMONY

FOCUS: CONSUMERS, MEDIA, & LEGISLATORS

2045518789

SURVEYS AND POLLING

\$0.0

\$25.0 SMOKERS' RIGHTS GROUPS/WOMENS' ORGANIZATIONS/OTHERS

POLITICAL AND ISSUE POLLING AT THE LOCAL, STATE, DISTRICT, AND NATIONAL LEVEL. TO COLLECT/USE DATA ON PUBLIC OPINION.

RESEARCH

\$0.0 TWO NATIONAL SURVEYS

\$0.0 CONSULTANCY ON POLLING

\$0.0 ROPER DATA COLLECTION AND ANALYSIS

\$0.0 STATE/LOCAL POLLING IN SUPPORT OF GOVERNMENT AFFAIRS OBJECTIVES.

\$0.0 ADVERTISING RESTRICTIONS/EXCISE TAX POLLING

SPECIAL COALITIONS

\$400.0

\$400.0 **RESEARCH**
DEVELOPMENT OF SUPPORT RESOURCES & ALLIES ON THE

**TOTAL ISSUES
MANAGEMENT BUDGET
REQUEST**

\$3,200.0

PUBLIC AFFAIRS PUBLIC PROGRAMS (PX43)

OTHER PUBLIC PROGRAMS \$1,150.0 ✓

STATE EXCISE TAXES \$200.0 ✓

To raise awareness among legislat
policymakers of the economic and
taxes on their constituents and ce

EDUCATIONAL MATERIALS

\$125.0 25 state-specific excise tax broch
a range of proposed tax increases.

\$75.0 Sponsor a budget seminar to educ
and state budget writers in the ba
policy and fiscal responsibility. In
and full transcript and edited vid

ADVERTISING/MARKETING \$75.0

To present the basic principles of effective advertising and
marketing practices to counter charges that we target our
products to minors.

EDUCATIONAL MATERIALS

\$75.0 Sponsor academic symposium in cooperation with
advertising assn to examine advertising and marketing
principles and myths using credible academics and
practitioners to an audience of business leaders, legislators.
Include media opportunities and full transcript and edited
videotape for distribution.

RESPONSIBLE TOBACCO RETAILING \$650.0 ✓

To help retailers prevent youth access to tobacco and to
develop appropriate allies.

EDUCATIONAL MATERIALS

\$100.0 Maintenance of current It's the Law program
\$125.0 10 Crime Seminars Including NV, OR, WA, NY, CA
\$250.0 Database enhancement and requalification
\$125.0 Askfirst Test ('95 wrap-up commitment)
\$50.0 Agency Development & Administration for national roll-out

2045518790

PUBLIC AFFAIRS PUBLIC PROGRAMS (PX43)

OTHER PUBLIC PROGRAMS \$1,150.0 ✓
STATE EXCISE TAXES \$200.0 ✓

To raise awareness among legislators and public policymakers of the economic and social impact of excise taxes on their constituents and communities.

EDUCATIONAL MATERIALS

\$125.0 25 state-specific excise tax brochures with full analyses of a range of proposed tax increases.
 \$75.0 Sponsor a budget seminar to educate public policymakers and state budget writers in the basic principles of fair tax policy and fiscal responsibility. Include media opportunities and full transcript and edited videotape for distribution.

ADVERTISING/MARKETING \$75.0 ✓

To present the basic principles of effective advertising and marketing practices to counter charges that we target our products to minors.

EDUCATIONAL MATERIALS

\$75.0 Sponsor academic symposium in cooperation with advertising assn to examine advertising and marketing principles and myths using credible academics and practitioners to an audience of business leaders, legislators, Include media opportunities and full transcript and edited videotape for distribution.

RESPONSIBLE TOBACCO RETAILING \$650.0 ✓

To help retailers prevent youth access to tobacco and to develop appropriate allies.

EDUCATIONAL MATERIALS

\$100.0 Maintenance of current It's the Law program
 \$125.0 10 Crime Seminars including NV, OR, WA, NY, CA
 \$250.0 Database enhancement and requalification
 \$125.0 Askfirst Test ('95 wrap-up commitment)
 \$50.0 Agency Development & Administration for national roll-out

2045518792

CONSUMER EDUCATION

~~\$275.0~~

\$225.0

To increase among consumers an understanding and awareness of our proactive policies and programs and our efforts to counter external threats to their ability to continue enjoying our products and promotions.

EDUCATIONAL MATERIALS

- \$75.0 ✓ Hand outs at sponsored events. Condensed "Did you Know" message cards-six messages per card and/or messages specific to event sponsorship.
- \$50.0 ✓ Symposiums/forums w/key stakeholders
- \$50.0 ✓ State Chambers meeting
- \$50.0 ✓ National Account Coalition Development Seminar

INFORMATION RESOURCES

\$800.0

2045518703

DATABASE DEVELOPMENT

\$50.0 Systems/Software (vendors, fundraising, etc.)

NEWSWIRE SERVICES

\$110.0 License for Newsedge Product
\$300.0 AP Megastream (50 state wires)
\$40.0 Dowvision
\$25.0 Reuters Newsteed
\$125.0 Lexis/Nexis Research Database
\$25.0 Research Assistance/Find SVP
\$50.0 TMA Services

SOFTWARE

\$50.0 Software upgrades/new package purchases
\$25.0 Internet

CONSUMER AFFAIRS

\$350.0

\$100.0 Product Replacement
\$15.0 Miscellaneous supplies (envelopes, paper, stamps)
\$100.0 NY Based Telephone Charges
\$10.0 Training/Development
\$75.0 Temporary Help
\$50.0 Technical Consulting (800#)