

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

THIS DOCUMENT IS SUBJECT TO A COURT ORDER AND THIS  
DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR  
DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER

**Public Affairs**

**Management Plan**

**Progress Report**

**December 1987**

**TI DN 0018389**

**CONFIDENTIAL**  
THIS DOCUMENT IS SUBJECT TO A COURT ORDER AND THIS  
DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR  
DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER

January 28, 1988

MEMORANDUM

TO: William Kloefer, -Jr.

FR: Peter G. Sparber

---

Attached for your review and comment are December's management progress reports.

/mm

TI DN 0018390

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

THIS DOCUMENT IS SUBJECT TO A COURT ORDER AND THIS  
DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR  
DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER

**TABLE OF CONTENTS**

|  |   |
|--|---|
| <b>Excise Tax Issue</b>                        |   |
| Jeff Ross .....                                | 1 |
| <b>Public Smoking Issue</b>                    |   |
| Susan Stuntz, Chip Foley, Sharon Ransome ..... | 2 |
| <b>General Coalitions</b>                      |   |
| Susan Stuntz .....                             | 3 |
| <b>Advertising Issue</b>                       |   |
| Fred Panzer .....                              | 4 |
| <b>Scientific Affairs</b>                      |   |
| Peter Sparber .....                            | 5 |
| <b>Media Relations</b>                         |   |
| Brennan Moran .....                            | 6 |
| <b>Accidental Fire Issue</b>                   |   |
| Lisa Osborne .....                             | 7 |
| <b>Production Services</b>                     |   |
| Anne Dedick .....                              | 8 |
| <b>Information Center</b>                      |   |
| John Lyons .....                               | 9 |

TI DN 0018391

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

THIS DOCUMENT IS SUBJECT TO A COURT ORDER AND THIS  
DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR  
DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER

**TI DN 0018392**

---

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

THIS DOCUMENT IS SUBJECT TO A COURT ORDER AND THIS  
DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR  
DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER

## EXCISE TAX ISSUE

Primary Responsibility: Jeffrey D. Ross

---

### Overview

In December, Congress finally agreed to a two year deficit reduction package that did not include regressive excise taxes--except for an extension of the telephone excise tax which was due to expire. Despite our 1987 excise tax victory, it appears likely that Congress will need to raise additional revenues to meet the 1989 Gramm-Rudman-Hollings deficit reduction target.

In December, we developed comprehensive excise tax coalition development recommendations for Minnesota and devoted significant planning time to 1988 activities on the excise tax, commissary and "social cost" issues.

### Highlights

In response to a Washington Post editorial endorsing a doubling of the federal cigarette excise tax earmarked for deficit reduction, a number of our allies fired off letters to the Post opposing any increase in excise taxes. Letters were prepared by Congressman Mervyn Dymally (D-CA), Chairman of the Congressional Black Caucus; Citizens for Tax Justice; League of United Latin American Citizens (LULAC); Labor Council for Latin American Advancement; Coalition on Human Needs and the A. Philip Randolph Institute.

We prepared a document for Kirk O'Connell's Center for National Policy pointing out the inconsistency of excise taxes with the Democratic principles of tax fairness. The document was requested by Congressman Tony Coelho (D-CA) to justify inclusion of an excise tax position statement in the 1988 Democratic party platform.

By the end of December, twenty black publications had published op-eds prepared by Congressman Mervyn Dymally opposing increased federal excise taxes. We coordinated the project to promote Congressman Dymally's Task Force Report on Excise Taxes.

We completed the introduction contribution to 1987's Tax Burden on Tobacco. The introduction focuses on regressivity arguments and how excise taxes take away tax reform for low and middle income Americans.

TI DN 0018393

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

THIS DOCUMENT IS SUBJECT TO A COURT ORDER AND THIS DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER

We already are preparing for 1988 federal and state excise tax battles. In December, we accomplished the following: met once again with Citizens for Tax Justice to discuss promotion of their two state tax reports; met with Corporation for Enterprise Development to discuss how they can assist us in the states; conducted an initial meeting to discuss updating the federal excise tax video and preparation of a new general video for field staff use; met with American Agriculture Movement to discuss preparation of an informational brochure which will include a position statement on excise taxes; and, prepared a brochure for the Coalition Against Regressive Taxation detailing broad opposition to excise taxes.

State-side, we completed our Minnesota excise tax coalition development recommendations and presented them to field staff. Our recommendations were received enthusiastically and we will be participating in a follow-up meeting in Minnesota in January. In California, we briefed another member of the initiative campaign team and offered our recommendations.

On other issues, we met with Bob Tollison to discuss implementation of our 1988 "social cost" plan. On the commissary issue, we attended a Presidential Commission Privatization hearing focusing on efforts to privatize the military commissary and exchange system. At the request of military group allies, we met with representatives of the U.S./Normandy Committee to discuss public relations activities to promote the Normandy Museum.

TI DN 0018394

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

THIS DOCUMENT IS SUBJECT TO A COURT ORDER AND THIS DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER

Variance Analysis of Budgeted vs Actual Expenditures  
For 12 Month Period Ending December 31, 1987

|   | Year-to-Date    |                  | Amount<br>Over < Under ><br>Budget<br>(000) | Projected<br>Variance<br>Dec 31, 1987<br>(000) |
|---|-----------------|------------------|---|--|
|   | Actual<br>(000) | Budget<br>(000)  |   |  |
| 5200/Repro., Print & Drafting<br>No major production expenses                                       | \$ 43.0         | \$ 110.0         | ( \$ 67.0 )                                 | ( \$ 67.0 )                                    |
| 6200/Advertising Space & Promotion<br>Excise tax advertising not<br>a budgeted item                 | 75.8            | 0                | 75.8  | 75.8   |
| 7300/Professional Fees<br>Continued activities or<br>Federal excise tax                             | 840.9           | 730.0            | 110.9                                       | 110.9  |
| 7500/Support to Tobacco &<br>Other Organizations<br>Continued activities on<br>Federal excise taxes | 417.4           | 235.0            | 182.4                                       | 182.4  |
| <b>Total</b>  | <b>\$1, 7.3</b> | <b>\$1,080.0</b> | <b>\$ 297.3</b>                             | <b>\$</b>                                      |

TI DN 0018395

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

THIS DOCUMENT IS SUBJECT TO A COURT ORDER AND THIS  
DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR  
DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER

**TI DN 0018396**

---



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

THIS DOCUMENT IS SUBJECT TO A COURT ORDER AND THIS  
DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR  
DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER

## **PUBLIC SMOKING ISSUE**

**Primary Responsibility:** Susan M. Stuntz  
Chip Foley  
Sharon Ransome

---

### **Overview**

In response to an updated Bureau of National Affairs report on workplace smoking, the U.S. Chamber of Commerce Foundation agreed, at our request, to survey its members on workplace smoking issues. The Chamber is expected to share a list of suggested survey questions with us early next month. We also delivered letters to the editors of the Washington Post and USA Today, which ran extensive articles on the report, and to BNA expressing concern about the survey methods and conclusions.

As a result of a biased 60 Minutes segment on public and workplace smoking, we arranged for letters from experts in the areas of ETS, worker productivity, case law and ventilation to be sent to the program. In addition we drafted "man in the street" letters for field staff to distribute to individuals in each region.

### **Highlights**

We reviewed with Mike Brozek a list of potential coalition groups and strategies developed last month to raise the issue of indoor air quality in Minnesota. We are waiting for word from him as to how he wants to proceed.

Staff and labor relations experts met with the president of the Maryland state employees association to offer guidance on how the union can respond to state agency efforts to ban smoking in the workplace.

We will be making a presentation on indoor air quality to the executives of 9 northeast state affiliates of the AFL-CIO in January in Hartford. At the request of Paul Jacobson, we also will be briefing union officials in Washington State next month on the indoor air quality issue.

In December, we responded to 35 requests for workplace assistance - - down from 50 in November. As a result of last month's mailing of 19,000 resource guides to Illinois companies, we have received 125 requests for information. About half of the requests were for informal workplace smoking solutions. Ninety-nine percent of the responses were not seeking to ban smoking.

**TI DN 0018397**

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

THIS DOCUMENT IS SUBJECT TO A COURT ORDER AND THIS  
DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR  
DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER

The automated workplace system is up and running. All of the requests from the Illinois mailing are being entered into the system, which not only gives us the capability of customizing hundreds of information packets on workplace assistance in a short turn around time but is also capable of providing detailed statistical and summary reports. Testing of the system along with additional targeted mailings will continue into the new year.

Public smoking issues staff participated in an "in-house" brainstorming session on the anti-smoking movement.

**In Need of Attention**

- o Planning for implementation of Pittsburgh "Indoor Air Quality Forum."
- o Development of plan and materials to release the results of the hospitality surveys.

TI DN 0018398

Cost Center Public SmokingNo. 1309 Cost Center Manager S. Stuntz/W. Foley

## Variance Analysis of Budgeted vs Actual Expenditures

For 12 Month Period Ending December 1987

|   | Year-to-Date    |                 |  | Projected<br>Variance<br>Dec 31, 1987<br>(000) |
|---|-----------------|-----------------|--|--|
|   | Actual<br>(000) | Budget<br>(000) | Amount<br>Over<Under><br>Budget<br>(000) |  |
| <b>5201/REPRO., PRINT &amp; DRAFT:</b>                                      |                 |                 |  |  |
| Cut-back in video reproduction<br>to save money.                            | \$148.8         | \$ 165          | (\$16.2)                                 | (\$16.2)                                       |
| <b>6201/ADVERTISING:</b>  |                 |                 |  |  |
| Great American Challenge ads were<br>unbudgeted.                            | 150             | 0               | 150                                      | 150  |
| <b>7301/PROFESSIONAL FEES:</b>  |                 |                 |  |  |
| Media tours were unbudgeted.  | 1,458.6         | 1,105.0         | 353.6                                    | 353.6  |
| <b>7501/SUPPORT TO TOBACCO &amp; OTHER ORGS.:</b>                           |                 |                 |  |  |
| Field staff had little need for<br>voluntary programs, building studies.    | 236.4           | 430.0           | (193.6)                                  | (193.6)  |
| <b>8001/COMPUTER EXPENSE:</b>   |                 |                 |  |  |
| Development of automated response system<br>for workplace calls unbudgeted. | 23.4            | 5               | 18.4                                     | 18.4   |
| <b>Total</b>  | \$2, 2.4        | \$1,705.0       | \$327.4                                  | \$327.4  |

TI DN 0018399

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

THIS DOCUMENT IS SUBJECT TO A COURT ORDER AND THIS  
DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR  
DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER

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

THIS DOCUMENT IS SUBJECT TO A COURT ORDER AND THIS  
DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR  
DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER

**TI DN 0018400**

---

Cost Center General CoalitionsNo. 1301 Cost Center Manager S. Stultz

## Variance Analysis of Budgeted vs Actual Expenditures

For 12 Month Period Ending December 1987

|   | Actual<br>(000)  | Budget<br>(000) | Amount<br>Over<Under><br>Budget<br>(000) | Projected<br>Variance<br>Dec 31, 1987<br>(000) |
|---|------------------|-----------------|--|--|
| <u>3901/TRAVEL:</u>   |                  |                 |  |  |
| Travel cut back to save money.  | \$122.2          | \$150.0         | (\$27.8)                                 | (\$27.8)                                       |
| <u>5201/REPRO., PRINT &amp; DRAFT:</u>  |                  |                 |  |  |
| Cut back in production of materials<br>for other organizations.                   | 74.1             | 90.0            | (15.9)                                   | (15.9)   |
| <u>6201/ADVERTISING:</u>  |                  |                 |  |  |
| Cut back in purchase of ads for<br>other organizations.                           | 27.0             | 75              | (48)                                     | (48)   |
| <u>7301/PROFESSIONAL FEES:</u>  |                  |                 |  |  |
| Significant increase in coalition efforts<br>among labor, military organizations. | 827.1            | 350             | 477.1                                    | 477.1  |
| <u>7501/SUPPORT TO TOBACCO &amp; OTHER ORGS.:</u>                                 |                  |                 |  |  |
| Reduction in support to minority groups,<br>NTEC.                                 | 409.4            | 565.0           | (155.6)                                  | (155.6)  |
| <b>Total</b>  | <b>\$1,211.7</b> | <b>\$1,241</b>  | <b>\$229.7</b>                           | <b>\$229.7</b>                                 |

TI DN 0018401

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

THIS DOCUMENT IS SUBJECT TO A COURT ORDER AND THIS  
DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR  
DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER

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

THIS DOCUMENT IS SUBJECT TO A COURT ORDER AND THIS  
DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR  
DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER

**TI DN 0018402**

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

THIS DOCUMENT IS SUBJECT TO A COURT ORDER AND THIS DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER

## **ADVERTISING ISSUE**

**Primary Responsibility: Fred Panzer**

---

### **Overview**

In an interview with Communications Daily, a media trade newsletter, that was totally ignored by the major media, Chairman Waxman (D-CA) conceded that ad ban was stalled but promised to make HR 1272 a legislative priority for his Health and Environment Subcommittee. Using strong rhetoric that may reflect his legislative strategy, he said "I find it hard to accept the idea that cigarette manufacturers should be permitted to spend 2 or 3 billion each to encourage people to smoke when [the country is spending] \$100 million to discourage smoking" plus medical expenses for smoking-related cancers. We need to do more to discourage people from smoking. "More public support" will be needed next year to get the bill moving, he added.

### **Highlights**

Some success can be reported in public affairs efforts begun last month to develop opposition to the Weiss legislation among minority publishers. The West Coast Black Publishers Association and several individual newspaper publishers have written chairman Waxman and selected members of his committee. They have also written members of the Congressional Black Caucus urging them not to become co-sponsors.

The Freedom to Advertise Coalition (FAC) and our allies at the American Civil Liberties Union (ACLU) are also expressing their opposition to Members of Congress and their staff. A high civil liberties official told me that the best thing with the Weiss bill is its sponsor's inability to enact legislation.

With label and package design completed and printed last month, multiple video cassettes have been produced and made available to Federal Relations and FAC. Federal Relations will offer it to Congressman Boucher (D-VA) and Bliley (R-VA) both of whom are very enthusiastic about using it with groups of colleagues and constituents. Early next year the Federal Relations Department should complete a distribution plan. We will also work out distribution with our FAC allies.

Scott Ward, professor of marketing at the Wharton School will review a study by two UCLA psychologists, William J. McCarthy and Ellen Gritz, who are veteran anti-smoking witnesses at Congressional hearings. McCarthy used the study as the basis of his testimony at Waxman hearings in July. McCarthy claims his research demonstrates that cigarette advertising has a significant effect on teen-age smoking. Ward has the expertise to assess and rebut the study at any hearings in 1988.

**TI DN 0018403**

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

THIS DOCUMENT IS SUBJECT TO A COURT ORDER AND THIS DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER

We consulted with Philip Morris International in efforts to defeat ad ban legislation in Hong Kong. We sent them statements from three cultural leaders -- William Lauer, president of the Metropolitan Museum of Art; Harvey Lichtenstein, president of the Brooklyn Academy of Music; and J. Carter Brown, director of the National Gallery of Art -- advised them on how their opposite numbers in Hong Kong might enlist them to warn their local government that a promotional ban could work against a strong public-private partnership in support of cultural affairs.

At our request the National Association of State Boards of Education (NASBE) is working up a position paper dealing with the trend to ban smoking by teachers to complement moves to ban student smoking in schools.

[ R ]

All trade associations that have agreed to join the Freedom to Advertise Coalition (FAC) have now followed up financially. With the addition of the Outdoor Advertising Association of America (OAAA) and the National Association of Convenience Stores (NACS), FAC ends the year with six major members.

FAC plans to visit the Hill to quietly assess the "Thurmond lighting rod effect," i.e. his propensity to propose anti-alcohol advertising measures and so guarantee anti-tobacco advertising amendments from other Senators. This is viewed as a strong threat in the Kennedy Health and Labor Committee next year.

#### **In Need of Attention**

1. Only RJR has delivered a report on sports and entertainment sponsorship. We need the same thing from Philip Morris, and have redirected a previous corporate level query to Mary Taylor.

TI DN 0018404



===== CONFIDENTIAL =====

THIS DOCUMENT IS SUBJECT TO A COURT ORDER AND THIS DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER

Cost Center Advertising No. 1308 Cost Center Manager P. Panzer

Variance Analysis of Budgeted vs Actual Expenditures

For 12 Month Period Ending December 31, 1987

|   | Year-to-Date    |                 |  | Projected<br>Variance<br>Dec 31, 1987<br>(000) |
|---|-----------------|-----------------|--|--|
|   | Actual<br>(000) | Budget<br>(000) | Amount<br>Over<Under><br>Budget<br>(000) |  |
| <u>5201/REPRO., DRAFT &amp; PRINT:</u>            | \$ 209,446      | \$ 338,000      | (\$128,554)                              | (\$128,554)                                    |
| <u>6201/ADVERTISING:</u>                          | 60              | 650,000         | (649,940)                                | (649,940)                                      |
| <u>7301/PROFESSIONAL FEES:</u>                    | 215,372         | 330,000         | (114,628)                                | (114,628)                                      |
| <u>7501/SUPPORT OF TOBACCO &amp; OTHER ORGS.:</u> | 343,202         | 265,000         | 78,202                                   | 78,202   |
| <b>Total</b>                                      | \$78 700        | \$1,668,000     | \$ (882,291)                             | \$ (882,291)                                   |

TI DN 0018405

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

THIS DOCUMENT IS SUBJECT TO A COURT ORDER AND THIS  
DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR  
DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER

TI DN 0018406

---

Cost Center Scientific No. 1102 Cost Center Manager G. Stuntz

Variance Analysis of Budgeted vs Actual Expenditures

For 12 Month Period Ending December 1987

|   | Year-to-Date    |                 | Amount<br>Over<Under><br>Budget<br>(000) | Projected<br>Variance<br>Dec 31, 1987<br>(000) |
|---|-----------------|-----------------|--|--|
|   | Actual<br>(000) | Budget<br>(000) |  |  |
| <b>5801/LEGAL FEES:</b>   |                 |                 |  |  |
| Significant reduction in C&B<br>involvement in scientific witness<br>program. | \$ 95.0         | \$ 180.0        | (\$85)                                   | (\$85)   |
| <b>7301/PROFESSIONAL FEES:</b>  |                 |                 |  |  |
| Reduction in costs for scientific<br>meeting coverage, literature review.     | 1,204.2         | 1,287           | (82.8)                                   | (82.8)   |

|              |           |           |           |           |
|--------------|-----------|-----------|-----------|-----------|
| <b>Total</b> | \$1,299.8 | \$1,473.0 | (\$173.2) | (\$173.2) |
|--------------|-----------|-----------|-----------|-----------|

TI DN 0018407

===== **CONFIDENTIAL** =====  
THIS DOCUMENT IS SUBJECT TO A COURT ORDER AND THIS  
DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR  
DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER

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

THIS DOCUMENT IS SUBJECT TO A COURT ORDER AND THIS  
DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR  
DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER

**TI DN 0018408**

**MEDIA RELATIONS  
ACTIVITY REPORT**

**DECEMBER 1987**

Staff vacancies, holiday vacation, and the lack of any significant tobacco related news, made December a relatively quiet month for media relations. Consultant media tours continued, as did the speakers participation in regional activities.

**HIGHLIGHTS**

- o Gray Robertson conducted a media tour in San Diego, CA at the request of State Activities. Mr. Robertson discussed indoor air quality with two of the network affiliate television stations, the San Diego Union, in addition to radio talk shows.
- o "Truth Squad" travels took Dr. David Weeks to San Francisco, where he talked about the role of ETS in the broad picture of indoor air quality on several major radio talk shows.
- o The Bureau of National Affairs' flawed new report on smoking policies in the workplace required a thorough response, including letters to the editor of the two major papers covering the release. The Washington Post prominently featured our letter in the Saturday free-for-all section. Guidance on follow-up has been given, among other plans for the industry response.
- o Also along the lines of follow-up, media relations worked the effort to generate response to the biased 60 Minutes smoking in the workplace story. Consultants, allies and tobacco family were contacted, informed, and encouraged to respond directly to the many errors in the presentation.
- o The last TI media tours of 1987 took Goss and Katzenstein to Oklahoma City discussing ETS, while Merryman and Fox visited Albuquerque and Santa Fe talking about legal/workplace issues. Both tours were productive and busy.
- o Other media projects and activities included a series of briefings of allies and potential friends in Minnesota on taxes, a media relations tour in Denver and Colorado Springs, and production of a video (of TI consultants conducting television interviews) for use at the Annual Meeting.

**TI DN 0018409**

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

THIS DOCUMENT IS SUBJECT TO A COURT ORDER AND THIS  
DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR  
DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER

Media Relations  
December Activity  
page two

- o December marked the first month where media lists for letters and pitches were operated from the ever-expanding media data base we are working on. Computerization of names and addresses proved to be a big time saver, and will add a great deal to many of our efforts.

IN NEED OF ATTENTION

- o Final candidates for the vacancies have been identified, and have gone through a video taped interview. Movement towards a final decision and hiring is positive -- so focus may now be shifted to developing a comprehensive training program.
- o Since we are down to one traveling speaker, quantitative goals and media activities for the first part of 1988 have had to be revised. Maintaining an aggressive, yet realistic, agenda requires coordination.

TI DN 0018410

**INDIVIDUAL EXTERNAL COMMUNICATIONS GROUP ACTIVITY**

**December 1987**

**BROADCAST APPEARANCES**

|              | <u>Television</u> | <u>Radio</u> | <u>Total</u> | <u>% of ECG Total</u> |
|--------------|-------------------|--------------|--------------|-----------------------|
| GOSS         | 4                 | 1            | 5            | 8                     |
| MERRYMAN     | 5                 | 12           | 17           | 46                    |
| MORAN        | 7                 | 10           | 17           | 46                    |
| <b>TOTAL</b> | <b>16</b>         | <b>23</b>    | <b>39</b>    |                       |

---

**INFORMATION REQUESTS**

|              | <u>Media</u> | <u>Non-Media</u> | <u>Total</u> | <u>% of ECG Total</u> |
|--------------|--------------|------------------|--------------|-----------------------|
| GOSS         | 39           | 135              | 174          | 57                    |
| MERRYMAN     | 34           | 20               | 54           | 18                    |
| MORAN        | 30           | 45               | 75           | 25                    |
| <b>TOTAL</b> | <b>103</b>   | <b>200</b>       | <b>303</b>   |                       |

---

**MEDIA RELATIONS CONTACTS**

|              | <u># of Contacts</u> | <u>% of ECG Total</u> |
|--------------|----------------------|-----------------------|
| GOSS         | 11                   | 31                    |
| MERRYMAN     | 12                   | 32                    |
| MORAN        | 14                   | 38                    |
| <b>TOTAL</b> | <b>37</b>            |                       |

---

**PRINT INTERVIEWS**

|              | <u># of Interviews</u> | <u>% of ECG Total</u> |
|--------------|------------------------|-----------------------|
| GOSS         | 1                      | 2                     |
| MERRYMAN     | 15                     | 40                    |
| MORAN        | 22                     | 68                    |
| <b>TOTAL</b> | <b>38</b>              |                       |

---

TI DN 0018411

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

THIS DOCUMENT IS SUBJECT TO A COURT ORDER AND THIS  
DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR  
DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER

**LETTERS TO THE EDITOR**

|          | <u># of Interviews</u> | <u>% of ECG Total</u> |
|----------|------------------------|-----------------------|
| GOSS     | 0                      | 0                     |
| MERRYMAN | 8                      | 60                    |
| MORAN    | 5                      | 40                    |
| TOTAL    | 13                     |                       |

-----

**SCIENTIFIC AND CONSULTANT APPEARANCES**

|          | <u># of Appearances</u> | <u>% of ECG Total</u> |
|----------|-------------------------|-----------------------|
| GOSS     | 7                       | 33                    |
| MERRYMAN | 9                       | 39                    |
| MORAN    | 6                       | 27                    |
| TOTAL    | 22                      |                       |

-----

**DAYS ON ROAD**

|          | <u># of Days</u> | <u>% of Work Days</u> |
|----------|------------------|-----------------------|
| GOSS     | 4                | 19                    |
| MERRYMAN | 11               | 69                    |
| MORAN    | 0                | 0                     |
| TOTAL    | 15               |                       |

-----

**SICK/PERSONAL/VACATION DAYS**

|          | <u># of Days</u> | <u>% of ECG Total</u> |
|----------|------------------|-----------------------|
| GOSS     | 1                | 17                    |
| MERRYMAN | 5                | 83                    |
| MORAN    | 0                | 0                     |
| TOTAL    | 6                |                       |

-----

**MINIMUM MONTHLY STANDARDS FOR ECG CATEGORIES:**

|                                     |           |
|-------------------------------------|-----------|
| BROADCAST APPEARANCES:              | <u>10</u> |
| MEDIA RELATIONS CONTACTS:           | <u>20</u> |
| SCIENTIFIC & CONSULTANT INTERVIEWS: | <u>3</u>  |

-----

TI DN 0018412



# DECEMBER 1986 & 1987 COMPARISON REPORT

## EXTERNAL COMMUNICATION GROUP ACTIVITY

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

THIS DOCUMENT IS SUBJECT TO A COURT ORDER AND THIS DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER

### ANNUAL ACTIVITY COMPARISON

|                                       | 1986  | 1987  | Percent |
|---------------------------------------|-------|-------|---------|
| Overall Average '87 over '86          |       |       | +60     |
| Broadcast Appearances                 | 633   | 628   | -0-     |
| Print Interviews                      | 842   | 1,241 | +45     |
| Media Relations Contacts              | 998   | 1,222 | +24     |
| Information Requests                  | 3,219 | 4,090 | +28     |
| Letters to the Editor                 | 98    | 436   | +347    |
| Scientific - Consultant Interviews    | 313   | 261   | -17     |
| Unaccompanied Scientific Appearances* | n/a   | 346   | n/a     |
| Days on the Road                      | 323   | 297   | -8      |

\* New category, reflecting media tours and appearances of TI directed consultants (e.g., "HYSN," Truth Squad")

### 1986 - 1987 MONTH TO MONTH PERCENTAGE COMPARISON

#### Category

|                      | <u>December 86</u> | <u>December 87</u> | <u>% of Difference</u> |
|----------------------|--------------------|--------------------|------------------------|
| Broadcast Appearance | 72                 | 39                 | -45                    |
| Media Relations      | 43                 | 37                 | -13                    |
| Public Information   | 355                | 303                | -14                    |
| Consultant/Ally      | 41                 | 22                 | -46                    |
| Road Time            | 11                 | 15                 | +36                    |

NOTE: December 1986 had several breaking stories -- SG's '86 report, GSA regulations announced, TI briefcase study in NYC, and Scientific Integrity release.

TI DN 0018413

CONFIDENTIAL

THIS DOCUMENT IS SUBJECT TO A COURT ORDER AND THIS DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER

# INDIVIDUAL EXTERNAL COMMUNICATIONS GROUP ACTIVITY

YEAR TO DATE (DECEMBER)

## BROADCAST APPEARANCES

|          | <u>Television</u> | <u>Radio</u> | <u>Total</u> | <u>% of ECG Total</u> |
|----------|-------------------|--------------|--------------|-----------------------|
| GOSS     | 42                | 53           | 95           | 15                    |
| HALICKI  | 4                 | 8            | 12           | 2                     |
| MERRYMAN | 65                | 144          | 209          | 34                    |
| MORAN    | 90                | 123          | 213          | 34                    |
| STAFF    | 35                | 64           | 99           | 16                    |
| TOTAL    | 236               | 392          | 628          |                       |

## INFORMATION REQUESTS

|          | <u>Media</u> | <u>Non-Media</u> | <u>Total</u> | <u>% of ECG Total</u> |
|----------|--------------|------------------|--------------|-----------------------|
| GOSS     | 207          | 393              | 600          | 15                    |
| HALICKI  | 133          | 413              | 546          | 14                    |
| MERRYMAN | 878          | 393              | 1,311        | 32                    |
| MORAN    | 507          | 503              | 1,010        | 25                    |
| STAFF    | 295          | 328              | 623          | 14                    |
| TOTAL    | 2,060        | 2,030            | 4,090        |                       |

## MEDIA RELATIONS CONTACTS

|          | <u>% of Contacts</u> | <u>% of ECG Total</u> |
|----------|----------------------|-----------------------|
| GOSS     | 318                  | 25                    |
| HALICKI  | 292                  | 24                    |
| MERRYMAN | 337                  | 28                    |
| MORAN    | 175                  | 15                    |
| STAFF    | 100                  | 8                     |
| TOTAL    | 1,222                |                       |

TI DN 0018414

**CONFIDENTIAL**  
THIS DOCUMENT IS SUBJECT TO A COURT ORDER AND THIS  
DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR  
DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER

**PRINT INTERVIEWS**

|          | <u># of Interviews</u> | <u>% of ECG Total</u> |
|----------|------------------------|-----------------------|
| GOSS     | 42                     | 3                     |
| HALICKI  | 58                     | 4                     |
| MERRYMAN | 618                    | 50                    |
| MORAN    | 323                    | 27                    |
| STAPP    | 200                    | 17                    |
| TOTAL    | 1,241                  |                       |

**LETTERS TO THE EDITOR**

|          | <u># of Interviews</u> | <u>% of ECG Total</u> |
|----------|------------------------|-----------------------|
| GOSS     | 19                     | 4                     |
| HALICKI  | 2                      | 0                     |
| MERRYMAN | 32                     | 7                     |
| MORAN    | 324                    | 74                    |
| STAPP    | 59                     | 14                    |
| TOTAL    | 436                    |                       |

**SCIENTIFIC AND CONSULTANT APPEARANCES**

|          | <u># of Appearances</u> | <u>% of ECG Total</u> |
|----------|-------------------------|-----------------------|
| GOSS     | 61                      | 24                    |
| HALICKI  | 13                      | 4                     |
| MERRYMAN | 51                      | 20                    |
| MORAN    | 93                      | 36                    |
| STAPP    | 43                      | 16                    |
| TOTAL    | 261                     |                       |

TI DN 0018415

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

THIS DOCUMENT IS SUBJECT TO A COURT ORDER AND THIS  
DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR  
DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER

**DAYS ON ROAD**

|              | <u># of Days</u> | <u>% of ECG Total</u> |
|--------------|------------------|-----------------------|
| GOSS         | 57               | 19                    |
| HALICKI      | 36               | 12                    |
| MERRYMAN     | 114              | 39                    |
| MORAN        | 66               | 22                    |
| STAPF        | 24               | 8                     |
| <b>TOTAL</b> | <b>297</b>       |                       |

-----

**SICK/PERSONAL/VACATION DAYS**

|              | <u># of Days</u> | <u>% of ECG Total</u> |
|--------------|------------------|-----------------------|
| GOSS         | 3                | 5                     |
| HALICKI      | 6                | 9                     |
| MERRYMAN     | 29               | 45                    |
| MORAN        | 7                | 11                    |
| STAPF        | 19               | 30                    |
| <b>TOTAL</b> | <b>64</b>        |                       |

-----

TI DN 0018416

Cost Center Media Relations No. 1303 Cost Center Manager Brennan Moran

Variance Analysis of Budgeted vs Actual Expenditures

For 12 Month Period Ending December 31, 1987

|   | .....Year-to-Date..... |                 |  | Projected<br>Variance<br>Dec 31, 1987<br>(000) |
|---|------------------------|-----------------|--|--|
|   | Actual<br>(000)        | Budget<br>(000) | Amount<br>Over<Under><br>Budget<br>(000) |  |
| <u>3900/Travel-staff vacancies, less travel</u>   | \$ 134.6               | \$ 175.0        | (\$ 40.4)                                | (\$ 40.4)                                      |
| <u>4000/Conference-lower than anticipated costs</u>   | 21.3                   | 30.0            | ( 8.7)                                   | ( 8.7)   |
| <u>4800/Books-unplanned expenses</u>  | 3.4                    | 1.0             | 2.4                                      | 2.4  |
| <u>5100/Postage-cut backs in last half of year</u>  | 55.4                   | 75.0            | ( 19.6)                                  | ( 19.6)  |
| <u>5200/Repro &amp; Printing-materials ordered in last<br/>quarter due to heavy demand</u>    | 64.5                   | 60.0            | 4.5                                      | 4.5  |
| <u>5400/Other Office-reduced ordering of trans-<br/>cripts and videos in last half of '87</u> | 79.3                   | 84.0            | ( 4.7)                                   | ( 4.7)   |
| <u>6200/Advertising-postponed plans to '88</u>  | 2.5                    | 10.0            | ( 7.5)                                   | ( 7.5)   |
| <u>7300/Prof. Fees-unanticipated projects<br/>("Challenge" Dallas ETS, satellite)</u>         | 347.2                  | 265.0           | 82.2                                     | 82.2   |
| <br>Totals  | <br>\$ 719.7           | <br>\$ 711.0    | <br>\$ 8.6                               | <br>\$ 8.6                                     |

===== CONFIDENTIAL =====

THIS DOCUMENT IS SUBJECT TO A COURT ORDER AND THIS  
DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR  
DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER

TI DN 0018417

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

THIS DOCUMENT IS SUBJECT TO A COURT ORDER AND THIS  
DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR  
DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER

TI DN 0018418

## **ACCIDENTAL FIRE ISSUE**

**Primary Responsibility: Lisa Osborne**

---

### **Overview**

In December the Interagency Committee (IAC) with representatives from the Consumer Product Safety Commission (CPSC), the Department of Health and Human Services (HHS) and the U.S. Fire Administration (USFA), completed its review of the Technical Study Group (TSG) report and submitted its policy recommendations to Congress. Meanwhile, The Institute continued efforts to raise the visibility of TI's fire prevention program with fireservice leaders in the public and private sector.

We continued to stress our commitment to the fireservice through participation at fireservice meetings including the National Volunteer Fire Council Officers Meeting. We also had individual meetings with key fireservice leaders including the state fire marshal from Minnesota, the executive director of the International Society of Fire Service Instructors, and the deputy administrator of the U.S. Fire Administration.

### **Highlights**

After completing its review of the TSG report, the IAC recommended that Congress authorize additional research, under the guidance of the National Bureau of Standards, to develop and test a new product for consumer acceptability, and smoke toxicity, and to develop a standardized test by which the effectiveness of a future "less fire-prone" cigarette can be measured. The recommendations also call for a scientific nine-member Advisory Committee to guide the research, report the findings and make recommendations to Congress within two years of the date funds are appropriated for the project.

The Institute continues its support of the TSG recommendations and IAC policy recommendations.

TI staff participated in the early December meeting of the National Volunteer Fire Council in Washington, D.C. where the new year plans for the proposed distribution center and the NVFC Foundation were discussed. The officers met with the former chairperson of the National Association of State Boards of Education to discuss mutual concerns.

**TI DN 0018419**

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

THIS DOCUMENT IS SUBJECT TO A COURT ORDER AND THIS DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER

TI staff also began work with the NVFC officers in pulling together a February meeting of fireservice representatives nationwide and representatives from the major presidential campaigns to discuss the role of the fireservice and the U.S. fire problem in the upcoming election.

At the request of the fireservice in Iowa, TI staff and consultants arranged meetings with fireservice representatives and staff from Rep. Richard Gephardt's (D-MO) presidential campaign in preparation for the Iowa Caucus February 8.

The first batch of "Fire Sense," a fire safety program for the deaf and hearing impaired, was completed and distributed to a select group of public education officers. TI staff is meeting with representatives from Gallaudet University next month, to discuss distribution of the program through the school's National Academy.

Schaenman has been asked to be the lead speaker at next month's Maryland Public Fire Safety Educators' Seminar. The TI-sponsored "Overcoming Barriers to Public Education in the United States" is the main topic. The "Barriers" report also is a main agenda item at the Suffolk County (NY) Public Educators Association meeting in March and the Illinois Fire Inspectors Association meeting in April.

ABC-News correspondent Hal Bruno is devoting a column in the January and February issues of Fire House Magazine to the "Barriers" report.

[ R ]

**In Need of Attention**

Response to fireservice requests for TI fire prevention program materials.

TI DN 0018420



# ===== CONFIDENTIAL =====

THIS DOCUMENT IS SUBJECT TO A COURT ORDER AND THIS DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER

Cost Center

Plac Prevention

No.

1300 Cost Center Manager

Plac Prevention

Variance Analysis of Budgeted vs Actual Expenditures

For 12 Month Period Ending December 1987

Projected  
Variance  
Dec 31 1987  
(000)

Amount  
Over Budget  
(000)

Year-to-Date

Actual  
(000)

Budget  
(000)

( \$80.2 )

( \$80.2 )

5201/REPRO., PRINT & DRAFT:

Quantities of publications have been sufficient to meet demand.

7301/PROFESSIONAL FEES:

On target.

7501/SUPPORT TO TOBACCO & OTHER ORGS.:

On target.

\$49.8

\$130.0

( \$80.2 )

255.2

248.0

7.2

7.2

246.8

245.0

1.8

1.8

( \$76.1 )

( \$76.1 )

\$ 628.0

\$51.9

Total

TI DN 0018421

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

THIS DOCUMENT IS SUBJECT TO A COURT ORDER AND THIS  
DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR  
DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER

**TI DN 0018422**

## PRODUCTION SERVICES

**Primary Responsibility:** Anne Dedick

---

### Overview

December is a cleanup month for PSD. We review all jobs that were opened in 1987 and still remain outstanding. These jobs, as well as current projects, are then invoiced in this fiscal year. Cooperation among issue managers and other departments made it possible for us to meet the accounts receivable deadline.

Business reply mail accounts need to be renewed and/or established in December. All field offices receive a letter from us, for their post office, granting permission to use our account number. We also take care of keeping headquarters accounts open.

### Highlights

We received the OIC mailing list from Pat Gaskins. Leslie Davis, with the help of our computer department, set up a separate mailing list on our vax computer system. The list has been entered and now consists of 232 names. We plan to duplicate and distribute OIC's first monthly newsletter by January 15.

The Battery for Life program materials were well received by Pam Weiger and Kathy Simmons from the Fairfax County Fire Department. Within one weeks time, PSD received copy and consent for producing a brochure and poster for the program.

Our mailhouse is prepared to start filling orders for the workplace program. Working with Sharon Ransome, we reviewed the various packages that will be sent out according to the labels. With a few reprints in production, the mailhouse has all materials needed to fill the individual orders. They are also prepared to give us monthly distribution reports.

TI DN 0018423

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

THIS DOCUMENT IS SUBJECT TO A COURT ORDER AND THIS  
DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR  
DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER

Listed are projects started, underway or completed this past  
month.

**ADMINISTRATION**

**Legislative Conference Meeting:**

- . Production started on program and  
nametag list.....Dedick/Davis/  
Hilderley/Milway
- . Paper ordered for gifts.....Nordahl/  
Hilderley
- . Golf shirts ordered.....Nordahl/Vinovich
- . Panel cards in production.....Nordahl/Vinovich

**Memo Pads:**

- . Completed - Ross/Moran.....Nordahl

**Time and Expense Reports:**

- . Layout in review.....Nordahl/  
Froelicher/Mast

**Tobacco News Today:**

- . Reprinted/completed.....Nordahl/Grays

**TI DN 0018424**

**PUBLIC AFFAIRS**

**A Constitutional Analysis of Tobacco Product  
"Counter-Advertising" Proposals:**

- . Cover art completed, waiting for text...Dedick/Panzer

**Battery for Life:**

- . Production started on poster and  
brochure.....Dedick/Osborne

**BRM Renewal:**

- . Forms processed and fees paid for 1988  
accounts.....Nordahl/Davis

**Environmental Tobacco Smoke and Health: The Consensus:**

- . Production started.....Dedick/Kloepfer

**IAFE Letterhead & Envelopes:**

- . Completed.....Nordahl/Osborne

**IAQ Video's (Labor and Management):**

- . Dups produced/completed.....Nordahl/Davis/  
Stuntz

**Kansas Heritage:**

- . Changes to blueline in  
production.....Dedick/Duffin

**Lessons from the Past:**

- . Comp for brochure in review.....Dedick/Moran

**Newsletter:**

- . December 11 Newsletter produced.....Nordahl/Sievers

**NVFC "Equipment Fire Truck 2" VHS:**

- . Production started on reprinting.....Dedick/Osborne

**NVFC Foundation:**

- . Designs for letterhead submitted.....Dedick/Osborne

**NVFC Letterhead:**

- . Reprinted/completed.....Nordahl/Pinkney

**TI DN 0018425**

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

THIS DOCUMENT IS SUBJECT TO A COURT ORDER AND THIS  
DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR  
DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER

**Opportunities Industrialization Centers of America:**

- . Received mailing list for computer  
input.....Dedick/Davis/  
Osborne

**Profits, Politics, Partners:**

- . Convenience store brochure thumbnails  
and cost estimates in review.....Dedick/Sparber

**PSD Approval Slips:**

- . Completed.....Dedick/Nordahl/  
Davis

**Public Affairs Organizational Chart:**

- . Produced/completed.....Nordahl/Kloepfer

**Reprints:**

- . Ex. Summary: Smoking Policies in  
Large Corporations
- . Ex. Summary: Survey of Office Smoking  
Issues
- . Ex. Summary: Tobacco Smoke and The  
Nonsmoker Scientific Integrity at The  
Crossroads.....Dedick/Ransome

**Slides (Fire Issue):**

- . Produced/completed.....Nordahl/Sparber

**"Smoke Alarm" Chinese PSA:**

- . Production started.....Dedick/Osborne

**The Tobacco Observer:**

- . December edition completed.....Nordahl/Sievers

**Tobacco Institute Logo:**

- . Final art chosen, all costs submitted...Dedick/Sparber

TI DN 0018426

**STATE ACTIVITIES**

**Framing: Tobacco Leaves:**

. Completed.....Nordahl/Woodson

**Legislative Action Plan:**

. Completed and delivered.....Dedick/Cannell

**The Tax Burden on Tobacco:**

. Typesetting almost completed, production  
of mechanicals ongoing.....Dedick/Duhaime

**Tobacco Leaf Belt Buckles:**

. Completed.....Nordahl/Cannell

TI DN 0018427

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

THIS DOCUMENT IS SUBJECT TO A COURT ORDER AND THIS  
DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR  
DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER

**TI DN 0018428**

---



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

THIS DOCUMENT IS SUBJECT TO A COURT ORDER AND THIS DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER

## INFORMATION CENTER

Primary Responsibility: John Lyons

---

### Overview

The early part of December was dominated by activities stemming from the Division's "brainstorming" conference on the anti-smoking movement. In addition to participating in the event, Center staff played a major role in preparing for the conference. Toward the end of the month, the Center was relatively quiet, with only several narrow, discrete assignments and administrative matters to occupy our leave-depleted ranks.

### Highlights

All four Center professionals spent considerable time during the first two weeks of the month researching and preparing profiles of prominent U.S. anti-smoking organizations. These profiles, which contained basic organizational information as well as assessments of each group's strengths and weaknesses, formed the "intelligence" basis for the December 15 conference. Center staff also actively participated in each of the conference's working groups, bringing a variety of insights to each.

Laura Picciano and John Lyons conducted research on the issue of cigarette bootlegging and crime for TI's California Tax Initiative consultants.

Carol Hrycaj completed a proposal for establishing a relationship with the Korean-American community. She also began looking into the mechanics of WHO's World Health Assembly, particularly its program committee, for Bill Kloepper.

Debbie Schoonmaker, Picciano and Lyons each prepared several letters to "60 Minutes" in response to its segment on smoking in the workplace.

Schoonmaker put the finishing touches on her report on Medicare receipts and outlays, and distributed it to the health-care issues working group, which also completed a targeted mailing early in the month. She attended and reported on the meeting of the Exposure Assessment Group of the Research Strategies Committee, U.S. EPA Science Advisory Board. She also began researching events for, and compiling, the 1988 meetings coverage calendar.

At Lisa Osborne's request, Hrycaj and Lyons researched and prepared profiles of eight prospective members of the board of directors of the National Volunteer Fire Council's foundation.

TI DN 0018429

Information Center - December Report  
Page Two

Administratively, we continued to make progress with the Center's new computer system, as Jenny Rusk finished indexing the legislative materials. Laura Picciano represented the Center at a meeting of Institute database managers to discuss TI's global computer system. We also managed to complete our annual, year-end reorganization of the periodicals collection quietly and efficiently.

In routine matters, Center staff produced four editions of the Executive Summary, two meetings calendars, and three FOIA status updates. They also handled 55 routine requests for basic reference information.

In Need of Attention

1. Follow-up assignments from the brainstorming conference.
2. Completion of Lyons' report on organized labor.

TI DN 0018430

Cost Center Information CenterNo. 1304 Cost Center Manager John Lyons

## Variance Analysis of Budgeted vs Actual Expenditures

For 12 Month Period Ending December 31, 1987

|   | -----Year-to-Date----- |                 |   |
|---|------------------------|-----------------|---|
|   | Actual<br>(000)        | Budget<br>(000) | Amount<br>Over (Under)<br>Budget<br>(000) |
| 4801/BOOKS & SUBSCRIPTIONS  | \$ 59                  | \$ 45           | \$ 14                                     |
| 90% over budget in December due to early payment of invoices for reference materials and Cong. Quar. 31.1% over for the year due to late payment of Dec. 1986 bills in Jan.; \$5K worth of research services billed to this account during 1987; and Dec. 1987 situation. |                        |                 |   |
| 8030/COMPUTER EXPENSES  | 37                     | 33              | 4   |
| 12.4% under budget in Dec.; 12.1% over budget for 1987. Extraordinary months in Jan., Feb., April and Sept. account for discrepancy.  |                        |                 |   |
| OVERALL   | 103                    | 90              | 13  |
| 34.5% over budget in Dec.; 14.4% over for 1987. Above accounts were offset by more than \$5K savings in other accounts.   |                        |                 |   |

TI DN 0018431

=====CONFIDENTIAL=====

THIS DOCUMENT IS SUBJECT TO A COURT ORDER AND THIS DOCUMENT AND ITS CONTENTS SHALL NOT BE USED, SHOWN OR DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER