

## TAKING STOCK

Each tobacco company has been involved in its own community programs for some time, but there is no complete record, or inventory of the firms' activities. The information on currently funded programs is fragmented and not easily available so that communication about the innovative activities of tobacco companies is difficult.

An effort to design a system for the collection/retrieval/dissemination of this information should be undertaken so that materials on currently funded programs and future programs under consideration are readily available to The Institute, the media and the public. A detailed description of the industry's efforts would have significant informational value. The Tobacco Institute would have at its disposal a complete inventory of the social involvement efforts of the tobacco industry. This would be useful for giving testimony and in discussions with Members of Congress, executives in federal agencies and state and local officials. Then, in meeting, for example, with the Chairman of a particular Congressional Committee, The Institute could discuss public service programs sponsored by specific companies, or by TI, in the Congressman's own district. We could also describe industry efforts in other locations, but which fall under his substantive jurisdiction or which are in areas of his personal concern. In addition, the list could be used by members of The Tobacco Institute to ensure coordination of efforts in establishing new programs.

The inventory could also form the basis for a nationwide public information campaign depicting the social involvement of tobacco companies in U.S. communities. This campaign could focus on the long history of tobacco companies' social involvement and could emphasize that they have been engaging in voluntarism long before President Reagan encouraged it.

The results of this inventory process will provide The Tobacco Institute and its members with a more complete frame of reference and an opportunity to influence the future growth and direction of such activities on a company-by-company and industry-wide basis.