

INTEROFFICE CORRESPONDENCE

Raymond's Tobacco Company

RJR

April 4, 1984

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SUBJECT: Tobacco Institute - "Smoking in the Workplace" Proposal

The State Activities Policy Committee at its March 30 meeting completed its review of the TI staff's proposed "Smoking in the Workplace" project. The Committee reviewed in depth each of the eleven resources (proposals) contained in the February 9, 1984 staff proposal. There was a high degree of consensus among the Committee members regarding each of the following recommendations to the Executive Committee for consideration at its April 12 meeting.

Resource:

1. "A study identifying and analyzing the mechanisms, etc."

There was unanimous agreement that this project was not needed.

2. "Dr. Solomon's critique"

Recommended that continued use be made of Solomon and his work but that there was a critical need to develop additional expert witnesses to augment Solomon. TI staff should work with Jacob, Medinger; Shook, Hardy, INFOTAB to accomplish.

3. "Resolutions, etc. by union leaders"

Direct contact with unions by TI member companies having union contracts would be the primary method of operation. TI staff to provide resource materials as needed.

4. "Survey of first-line supervisors, etc."

This survey has been completed and final results should be available in May.

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5. "A cost analysis of actual workplace smoking restrictions in two companies"

The Committee felt that there could be considerable downside potential to such studies; however, it recommended a "trial approach" be undertaken by commissioning a study in a controlled situation. Possibly such a controlled study (where the results and response of employer can be predicted) could be developed and used in the current Suffolk County, New York situation.

6. "An investigation of insurance marketing practices"

The Committee felt that this proposal was not germane to a workplace study and recommended excluding it from the program.

7. "Report from the University of Geneva"

Recommended that the University of Geneva study be used in conjunction with an overall effort to attack the passive smoking/health issue. Additionally, the Committee recommended that TI, through the Committee of Counsel, develop on a priority basis, an enhanced list of expert witnesses on the passive smoking issue.

8. "Examination of legal implications"

Stan Temko stated that if legal position papers were to be of any use that they should be developed on a case by case basis. In view of Temko's skepticism regarding the utility of a "legal approach" to the issue, the Committee felt this proposal should have a low priority.

9. "Study identifying the design/planning concerns, etc."

Recommended that the staff explore ways to have a story developed by a recognized office design firm which then might be carried in leading office design trade journals. (Rather low priority assigned to this project.)

10. "Executive summaries of resources"

An Executive Summary would follow from the recommended actions of the program approved by the Executive Committee.

11. "Other human resources"

This is actually the TI staff proposal for budget and headcount to carry out the program. The Committee requested the staff to prepare a revised budget and staffing proposal in view of the committee actions taken, also recommended that the workplace program be considered by TI senior management in conjunction with all other PR department programs. The Committee went on record as being extremely reluctant to add a Director of Corporate Relations; that the current TI Committee structure was sufficient to oversee this program and a task force was not necessary; and that the use of outside public relations counsel be justified by a review and re-examination of all TI Public Relations existing internal resources and programs.



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