

RJRT PUBLIC AFFAIRS

1980 ESTIMATED ACTUAL RESULTS

Action Program

Industry Organization Reform

Objectives

Provide leadership and direction in evaluating and improving the effectiveness of TI, TTC and CTR.

Estimated Results

Evaluation of current and long-term TI effectiveness completed. Organization of TI State/Local Activities Department modified. Recommendations for long-term reformation presented to member companies.

Industry Organization action plans addressed through completion of TI Long Range Communications Plan. CTR reappraisal completed.

Smoking & Health

Encourage presentation of facts on passive smoking to appropriate forums.

Passive smoking information communicated through ongoing TI program.

Social Acceptability

Working through TI and ICOSI, implement coordinated countermeasures.

TI Long Range Communications Plan developed and adopted. Social Costs/Social Values Study 70% completed.

Taxation and Smoking Bans/Restrictions

- Provide leadership and direction in development of effective local, state and national representative system.
- Continued development of industry grassroots program.

Retained consultant to help combat California and Dade County Initiative Oregon Initiative defeated. No significant new state restrictions enacted.

- Expanded Pride In Tobacco to four new states and involved the Farm Bureau and other agricultural organization in Kentucky and Georgia. Inventoried all tobacco organizations and ranked for political effectiveness. Began contacts to develop political alliances. Developed Core Contacts system and surveyed RJRT executives

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Action Program

Objectives

- Taxation and Smoking Bans/Restrictions (Cont'd.)
- Combat private industry smoking restrictions.
- Combat tax increases at all levels.
- Countered Textile Industry efforts to assign blame for Byssinosis to Tobacco and utility industry efforts to link smoking and radiation.
- Defeated all state and federal proposals to increase tobacco excise taxes except for Alabama, Maryland and Cook County, Ill.; and delayed implementation of federal proposals to accelerate tobacco excise tax collections. Developed and submitted to TI, Wharton Study use plan and coordinated implementation in Tobacco states.

In-House Educational Programs

Inform, educate and mobilize employee support for RJRT efforts to combat anti-smoking activities.

Completed research and began implementation of Employee Communication Program with briefings for Mgmt. of Aminoil, Sea-Land, Del Monte and communications in Caravan, and other company publications, posters, bulletins, boards and home mailings. PA briefings continued for RJRT Mgmt., Manufacturing and Engineering Depts. GGF solicitations conducted for eligible employees. Development of civic/political education and training program begun.

PA Development

Continue development of effective PA function for Tobacco.

PA research continued and social/political environment overviews developed for RJRT strategic and operating plans.

Issues paper review/approval process developed and major issues identified as part of planning process. Issues papers developed for Accelerated Collection of Tobacco Excise Taxes, Byssinosis and Freon