

THE TOBACCO INSTITUTE

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SAMUEL D. CHILCOTE, JR.
President

October 25, 1989

Mr. Frank E. Resnik
Chairman
Philip Morris USA
120 Park Avenue
New York, NY 10017

Dear Frank:

I am enclosing for your use in your meeting with Bill Murray a description of some new programs being undertaken by The Institute on the ETS/Indoor Air/Public Smoking issue.

Our staff recently launched a variety of new tactics to address the ETS challenge. These new tactics, which are indicated by an asterisk in the enclosed narrative, include:

. Identification and briefing of 14 academic scientists, to offer a balanced viewpoint within the scientific community, in Congressional and regulatory forums, and in the scientific literature. Their first major assignment is an ETS symposium at McGill University in Montreal November 3-4. Institute staff is developing an aggressive plan to promote the results of this conference.

. The consulting scientific team has this year had four substantive letters to the editor accepted for publication in prestigious peer-reviewed scientific journals.

. Through editorial board briefings and interviews with science and health reporters, encouraging foreign ETS academic scientists to suggest that U.S. understanding of ETS science is skewed by anti-smoker hype. We have set a goal of at least one media tour per month beginning the first of next year.

. Completing by the end of November a comprehensive briefing book on ETS science, for distribution to journalists. Media relations staff will conduct one-on-one briefings, using the book and scientific consultants, beginning the first of next year.

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. Development by November 1 of a "white paper" on reporting of scientific issues, including ETS, to be used to encourage a representative from the journalism community to draft an analysis for submission to a journalism review. We anticipate publication of the article in the first quarter of 1990.

. Encouraging academic and consulting scientists to submit for publication by the first quarter of 1990 articles in the scientific literature on the peer review process and its limitations.

. Documenting for publication by the second quarter of 1990 the political agendas of the anti-smoking scientific community.

. Encouraging scientific and economic consultants to submit for publication by year's end articles on the cost to society of politically motivated science, including ETS as one example.

. Promotion of the newly approved ASHRAE standard which provides for increased ventilation for most public places. This new standard provides an opportunity for increased activity in the nine states targeted for pro-active legislation in 1990.

. Support of efforts by Gray Robertson's Healthy Buildings International (formerly ACVA) to open regional offices in the first quarter of 1990 on the West Coast and in New England, to provide assistance to companies considering smoking restrictions. These new offices also will increase by two the number of spokespersons available on the IAQ issue.

. Outreach to pink and white collar labor unions on the indoor air issue, through development of a monograph by the Coalition of Labor Union Women, on workplace health issues. An outline will be completed next week; we expect the monograph to be available in the first quarter of 1990.

. Support to the National Energy Management Institute's efforts to train a national network of indoor air quality technicians to conduct IAQ audits, and to testify in opposition to smoking bans. Training seminars are scheduled in Chicago and Boston in November.

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These are the programs that are coming on line now. We are anxious to see how they develop. They will no doubt present other opportunities. The enclosure also describes a variety of effective programs that are being continued and, where appropriate, expanded.

The new programs are included in the 1990 budget that has been approved by the Communications Committee. Should additional funding be required, we will come back to the Executive Committee.

Please let me know if you have any questions.

Sincerely,



Samuel D. Chilcote, Jr.

SDC:cev

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