

Judith H. Provosty

MEMORANDUM

October 25, 1990

TO: Marty Gleason
FROM: Judi Provosty
RE: University of Wisconsin Smoking Ban

At your request, we have been monitoring the progress of the University of Wisconsin's proposed campus-wide smoking ban. The latest development has been that the Union Council, the governing committee of the student union buildings, voted against the ban. They agreed to continue using designated smoking areas in their buildings (see attached article).

The council was one of seven organizations asked by the UW Chancellor Donna Shalala to comment on the ban by November 9. Our contacts at the university are not sure when Shalala will decide whether to impose the ban.

Also, as mentioned in the attachment, there will be a public forum on smoking today. I will follow up with our contacts and forward clips on the event as I receive them.

In response to your request for recommended action, TI should consider having Fleishman-Hillard schedule a Gray Robertson media tour to Madison as soon as possible. F-H scheduled a tour for Gray in Madison two years ago, and it was very successful.

Gray previously studied buildings in the Madison area, so his return to the area would seem legitimate. Any interview with Gray -- either by the campus newspaper or the NPR station (which is very popular there) -- could have an effect on the university's plans.

TI also should consider approaching some campus or other outside group to write op-eds or sponsor advocacy advertisements to be placed in the university or city newspapers, to sponsor debates or organize letter-writing campaigns.

We recommend that any ad or article focus on the personal rights issue first, and the smoking issue second, for greater impact.

~~Here are some third-party spokespeople TI might want to tap:~~

- The UW alumni association president or other powerful alumni, who either are smokers or strong First Amendment advocates. A few letters, or even one, could have an impact as their financial support is so important to the university.
- The University of Wisconsin Smoker's Organization -- it apparently was established this fall, but we don't know who is behind the group.
- Representatives of the 11 labor unions on campus -- they represent the university's 7,000 employees.
- James Jones -- a UW law professor who was quoted in the student newspaper as questioning the ban because no data has shown that ETS causes health problems to nonsmokers.
- An ACLU group or state level smokers group.

Obviously, time is of the essence. We would be more than happy to pursue any of these ideas immediately. Please call with any questions.

Attachment

cc: Martha Rinker
Rick Sullivan
Karen Doyne
Susan Ridge
Julia Sutherland