

February 4, 1991

MEMORANDUM

TO: Susan Stuntz  
FROM: Magda Lynn Seymour  
RE: APRI MEETING WITH NORM HILL AND STAFF

SAC  
How do we  
get a hold of  
this about  
going? There  
MAGDA?  
NEG  
4/4

The following is a brief summary of discussion areas and action items which came out of the luncheon meeting Tuesday, January 30, 1991, with you, Norm Hill, his Administrative Assistant Sonte DuCote, communications staffer David Dean, Leslie Dawson, Jim Savarese and myself.

YOUTH INITIATIVE OUTREACH

Norm was briefed on the Youth Initiative project and outlined several outreach efforts he is willing to undertake on behalf of the Institute. The first step is for Norm to meet with members of the consortium at your direction. We will work with you and Norm in setting a date for these preliminary meetings. After these initial meetings take place, the following avenues can be explored:

SAC

■ Working with black churches, ideally through T.J. Jemison, who represents some six million black churchgoers. Norm plans to meet with Jemison during one of his future trips to Washington, D.C. With your advice that black churches would dovetail nicely with the educators' coalition, Norm can work with black church leaders to open the door for further discussion.

■ Considering utilization of the AFL-CIO's youth group, Frontlash, which already has active chapters in many states. Frontlash now has a minorities coordinator, Desedra Lomax, who works with minority Frontlash leaders across the country. Norm has a good relationship with Desedra and is willing to set up a meeting with her.

■ Considering outreach efforts to groups like the NAACP's Youth and College Division, the Urban League and the National Council of Negro Women. Norm will approach these groups initially to set up meetings for consortium and Institute representatives when the time comes. He also mentioned Kenyon Burke of the National Council of Churches in New York City, who

he can approach at the Black Leadership Forum meeting in March, if appropriate. Norm will keep us updated as he begins contacting these groups.

■ Eventually, Norm will contact Tom Watkins, President of the National Newspaper Publishers Association, which has access to 300 black-owned newspapers across the country. When appropriate, Norm will set up a meeting to suggest targeted papers which tie in with strong APRI chapters or strategic locations, if the Institute plans to utilize this network.

#### APRI MATERIALS DEVELOPMENT

Norm outlined his institutional goals and expansion plans for APRI and asked for our assistance in developing a set of new materials.

■ His first priority is a new APRI membership brochure which could serve as a recruitment tool. Sonte had a few ideas as to the brochure illustrations and will work with me on content.

■ Revising an informational piece on how to build an effective affiliate chapter. It's now a photocopied piece with good information in an unattractive format. This is probably just a design and print job and should be fairly easy to complete.

■ Jim Savarese suggested two brochures: a policy piece discussing the mission of APRI in voter registration efforts and other projects; and an issues piece that would allow discussion of fair tax, privacy and IAQ issues, among other topics.

■ Norm seemed very interested in the suggestion that a slick folder be developed, much like the folder for the LMC materials. The folder would hold the above materials and could also be utilized in other ways (e.g. for workshops and future presentations.)

The IAQ, NEMI and tax fairness materials have been messengered to Norm's staff for their review, per your request, along with two copies of the tax fairness video. I will follow up with Norm's staff as to which materials they want to use as models for their material development.

As you requested, we plan to present comps of the above to Norm in Bal Harbour. We will be working with Norm's staff and Anne Cannell to put these materials together in the next two weeks.

CH { Norm also expressed his willingness to utilize future APRI meetings as a forum for our LMC fair tax presentations. He mentioned a March state meeting in San Francisco; two regional APRI meetings in Texas and Louisiana, which are tentatively scheduled for April; two upcoming meetings in Philadelphia and Illinois as well as his next Board meeting in March. I will follow up with Norm and work with Jim in determining which hits are most strategically tied in to our state tax program goals.

cc: Leslie Dawson  
James Moeller  
Jim Savarese