

Objectives

- To Educate 3rd Party Constituencies on the Negative Impact of the McCain bill and/or Excessive Tax Increases on Cigarettes
- To Encourage and Facilitate Contact to Members of Congress in Opposition

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In-State Resources

- **Field Action Team (F.A.T.)**
 - Grasstops consultants in 40 states
 - Coalition building
 - In-district meetings with allies/Members
- **Media Action Network (M.A.N.)**
 - Earned media/top-20 markets
 - Helping 3rd parties get voice in local media
- **State Government Affairs**
 - Governors and State Legislators

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Stakeholder Groups

- Smokers
- Retailers
- Wholesalers
- Suppliers
- Shareholders
- Employees and Retirees
- Minority Business Allies
- Labor Unions
- Growers
- Governors and State Officials
- Law Enforcement
- Conservative Public Interest Groups
- General Public

Smokers

- **PMUSA Database**
 - 1MM mailing to top-tier activist list in targeted states/districts to drop week of 4/20
- **NSA**
 - Initial mailing to 150m completed
 - Further grassroots activities being planned
 - Talk Radio
- **Industry Efforts**
 - RJR/B&W/UST mobilizing consumer

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databases

Retailers

- **NACS**
 - PM conducting weekly coordinating conference calls
 - NACS/SIGMA lobby day: May 5th
- **Key Accounts**
 - Trade Council Mailing completed
 - PMUSA sales force reaching out to key accounts
 - Coordination with Field Action Team
- **Workload Accounts**
 - Action Alert to 200,000 retail accounts to drop week of 4/20
 - Phone banks to retailers in target states/districts
 - TSM follow-up

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Wholesalers

- **AWMA**

- PM conducting weekly coordinating conference calls
- Tele-Briefing with Executive Committee and PM Top Customers: 4/17
- PM to assist AWMA in setting up a Lobby Day for Wholesalers in early May

- **Key Accounts**

- Trade Council mailing completed

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Outreach through PMUSA Sales

- Coordination with Field Action Team

Suppliers

- Phone calls from PMUSA Business Contacts requesting support of key suppliers
 - Provide talking points and Congressional info
 - Coordination with Field Action Team
- Planned mailing to PMUSA Supplier base

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Employees

- GCB letter being drafted for all domestic employees encouraging them to write to Members of Congress
- Further encouragement from operating company presidents

- Letter-Writing booths

Shareholders

- GCB letter to Shareholders mailing this week (800,000)
 - Requests contact to Members of Congress
 - 800# for Congressional Info
- Call-to-Action materials at Annual Meeting

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Labor

- TI Labor Management Committee working with Machinists and BC&T on grassroots plan for respective organizations at plant, local, and federal levels
 - Letter-writing campaigns to elected officials and to local media outlets
 - Coordination with AFL State Federations in tobacco states
 - Possible coordination with union groups of supplier companies

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Growers

- Industry meeting in Charlotte with Grower leadership -- Burley and Flue-Cured -- on Thursday, 4/23 (SCP, MES - ?)
 - Explain current situation
 - Explain negative consequences of McCain bill
 - Seek support in efforts to defeat McCain bill

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Minority Business Allies

- Outreach through PMMC Public Programs
 - to minority groups
 - trade groups
 - media groups
 - elected official groups

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Conservative Public Interest Groups

- Outreach to conservative groups with strengths in:
 - Grassroots (e.g. Citizens for a Sound Economy, American Taxpayers Union)
 - Communications - Op-eds, tv/radio, forums (e.g. CATO, Heritage Foundation, Frontiers of Freedom)
 - Constitutional issues (WLF)
 - Media outreach to conservative reporters, columnists, and radio talk-show hosts
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Governors/State Legislators

- Industry-wide efforts in 50 states to generate anti-FET/McCain messages from state elected officials
- PM-led effort with Governors in 33 key states

Law Enforcement

- Conceptual buy-in from NAPO executive director to participate on black market issues
- Follow up meeting being planned

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General Public

- Print, Radio, and TV Advertising will carry 800# to engage those who oppose the bill
- Call-to-Action fulfillment materials being prepared

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Earned Media Efforts

- PR consultants working on new message development
- MAN working to help give voice to 3rd party groups in the states
- Internal spokespersons being trained

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