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July 8, 1992

MEMORANDUM

TO: Bobby Curtis
Susan Stuntz

FROM: Dennis Birch
Eric Shulman

RE: APRI Press Confere

*Marty -
See comments this
reads well -
SOM
7/9/92*

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The A. Philip Randolph Institute (APRI) press conference releasing the study Fair Taxes: Still a Dream for African-Americans was successful, both in terms of media turnout and conveying a clear anti-excise tax message. APRI President, Norman Hill, and the study's authors Doug Schofield and Art Lyons presented the study and responded to a number of questions about tax policy and African-Americans.

Using charts as visuals, produced by ~~CAF~~ ^{H. LMC} at APRI's request, Hill explained the regressive nature of excise and payroll taxes while highlighting their negative impact on African-Americans. He urged tax policymakers to rely more on progressive income taxes and less on consumer excise and other unfair taxes.

Media attendance was strong and included reporters from the following outlets: Reuters, Cox Newspapers, USIA/Voice of America news service, Tax Notes, AFL-CIO News, USWA News, and American News, the oldest minority legal news publication in the country. (See attached media list.)

The Bureau of National Affairs and AFL-CIO have run stories on the release of the report (see attached stories). Local black newspapers The Washington Afro-American and The Washington Informer also ran stories on the release of the study. Black Entertainment Television (BET) aired the results of the study in their evening "News Briefs" segment on Wednesday, June 23 and twice on Friday, June 25.

Hill also had a lengthy interview after the press conference with Detroit's WGPR-TV (Ind.). The interview, by satellite news feed, went well with Hill reiterating the message that excise taxes were regressive and unfair.

Other media that has expressed a strong interest in doing a story based on press kit materials include Sheridan Broadcasting Network (230 radio stations nationwide), WPGC-FM (D.C.'s top-rated

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