

Public Relations

Fleishman-Hillard, Inc.
1225 Connecticut Ave., NW
Washington, D.C. 20036

September 12, 1986

TO: Fred Panzer

FROM: Paul Johnson
Karen Doyne

RE: Ways & Means Excise Tax Vote

Regarding our lobbying efforts on next week's Ways and Means vote, it has occurred to us that our coalitions could come in handy for a media-related component to the strategy.

Specifically, suppose the T.I.-related coalitions handled both by Fleishman-Hillard and Ogilvy & Mather (including such groups as the Coalition for Tax Justice and LULAC) took out a full-page ad in the Washington Post on Tuesday, the morning of the Ways & Means vote, decrying the threat of increased excise taxes and their effect on low- and middle-income Americans.

Such an ad would have considerably more impact than a letter alone, and it would give sympathetic committee-members something to hold up in defense of their case.

The major drawback to the idea, of course, is the time factor. It's a dicey proposition to bring the necessary co-signers on board in time to take the ad out on Tuesday. However, we're willing to give it a shot if you feel it would be useful.

cc: Rick Sullivan
Karil Kochenderfer

Washington, D.C.

New York

St. Louis

Los Angeles

Kansas City

F.H. Europe SA

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