

GRASSROOTS RESOURCES LIST

ALL AUDIENCES:

GRASSROOTS CONTACTS:

Activities: Calls/Letters; LTE's; Town Meetings; Personal Visits

• Consumers

PMUSA Activists:

PMUSA Consumers: Direct Marketing Database

Promotional Program Participants/ACCESS & Events Marketing

Attendees

PM USA/RJR: Joint Action File

NSA

• PM Companies Employees

PM USA

PM USA Field Sales Network (FSN)

KGF

MILLER

• PM Shareholders

• Retailers

PM USA "Workload" Accounts

PM USA "Non-Workload" Accounts

GRASSTOPS CONTACTS:

Activities: High Quality Calls/Letters; Personal Visits; Town Meetings; OP-EDS; LTE's; Interviews; Editorial Board Meetings; Advertising

• Institutional Investors

• PM Suppliers

Direct Suppliers

Indirect Suppliers

• Key Allies

National & State Trade Associations/Third Party Groups

Public Policy Groups/Think Tanks

Sponsorship Groups

Farm Community/Growers

Labor/Union

• State/Local Policymakers

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