

RESOURCE:	Labor
MESSAGES:	Jobs
	Fairness/Regressivity
	General opposition to excise taxes
TACTICS:	
BC&T	Petitions signed and delivered to MCs in tobacco states
	Direct contact with targeted MCs
	Outreach to non-tobacco locals
	Work within AFL-CIO structure to secure opposition to regressive tax increases
	Identification and media training of key members
AFL	Attempt to get solid opposition to regressive taxes
	Direct participation in Administration task forces
	Communicate jobs messages
Teamsters	Attempt to activate Teamsters to oppose tobacco taxes from jobs and fairness perspective
Machinists	Similar activity to BC&T
NCSC	Will follow AFL lead in activity
LMC	Direct contact with targeted members

April 6, 1993

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RESOURCE:	Liberal Groups
MESSAGES:	Regressivity/Fairness
	Jobs
TACTICS:	
CTJ	Advocate progressive financing mechanisms
	Study impact of financing mechanisms upon introduction for progressivity
	Mobilize state affiliates to advocate progressive financing mechanisms
	Impact of regressive nature of tax on overall Administration "fairness" theme
Citizen Action	Mobilize local and state affiliates to react to regressive nature of financing mechanism
Veterans Rights Coalitions	Urging members to generate letters to MCs
American Agriculture Movement	Distributing/Publicizing their recent study on impact of regressive taxes on rural America

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RESOURCE:	Economic Analysis/Groups
MESSAGE:	Variety
TACTICS:	
TI Economic Analysis	Impact on jobs within farming and manufacturing sector
	Impact on state revenue
	Impact on retail industry
Economists/Consultants	Op-eds in papers around the country using variety of arguments
EPI	Study and impact of current health care delivery system ... how such a financing mechanism will make it still more regressive

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RESOURCE:	Agriculture
MESSAGES:	Jobs
	Economic impact
TACTICS:	
Individual Farmers	Visits with tobacco MCs
	Motivation of suppliers
	Letters to the editor programs
Grower Groups	Visits with tobacco MCs
	Economic impact analysis, etc.
Tobacco State Farm Bureaus	Economic impact
	Direct MC visits
AG Communication Networks (print & electronic)	Economic impact reports
	Encouragement of MC contact
American Farm Bureau	Impact on other agriculture (competition)

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RESOURCE:	State Contacts
MESSAGE:	Impact on state revenues
TACTICS:	
State Lobbyists	Direct contact with MCs, especially former state legislators
	Cultivation of influential state legislators
	Cultivation of State Democratic Party chairs
	Cultivation of affected Governors
	Cultivation of State Budget Officers
Dedicated Tax Recipients	Where reduction in tobacco revenue impacts specific groups -- attempt to mobilize those groups
Wholesale/Retail Networks	Use combined industry contact/relationship to mobilize affected industries to contact MCs
TI Regional Vice Presidents	Staff meeting on 4/22 to report on progress and develop new ideas for use of state level resources

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RESOURCE:	CART
MESSAGE:	Taxes
TACTIC:	<u>Roll Call</u> Advertisement stressing impact on families below national median income. Ad copy in development.

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RESOURCE:	Citizens Tax Alliance
MESSAGE:	Against excise taxes
TACTIC:	Potential Ad Campaign
	Initial focus groups completed in Atlanta, Columbia, Chicago, Louisville
	Report available on April 8
	Follow-up strategy still pending

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