

Ogilvy & Mather

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June 16, 1992

MEMORANDUM

TO: Cal George

FROM: Dennis Birch
Eric Shulman

RE: Promotional plan for release of APRI Study

Background:

With the APRI excise tax study in its final stages of approval, OA&R is submitting the following plan for promoting the study. The study will be released at a press conference to be held during the APRI national convention on June 25-28 in Washington, D.C.

The study effectively supports the case that low- and middle-income African-Americans are harder hit by excise taxes than are higher income Americans and that excise taxes are regressive and unfair.

According to the study, although virtually all low- and middle-income Americans are adversely affected by excise tax increases, African-Americans as a group pay even more than their fair share of taxes.

For example:

- o An African-American family, with both parents working, two children and a combined income of \$26,000 will pay an almost six times larger share of its income in federal consumer excise taxes than a family making \$250,000 per year.

- o Federal payroll taxes will take an almost four times greater share of income from an African-American, female-headed family making \$14,000 than from a family making \$250,000 per year.

- o Federal payroll taxes will take more than twice as much a share of income from an African-American family of four making only \$9,000 per year than from a family making \$250,000 per year.

Press Conference

A press conference would be held in conjunction with the APRI convention and be a natural vehicle to release the tax study and attract media attention. OA&R would target bureau and national reporters interested in minority and tax issues as well as labor press. The press conference could be held on Capitol Hill or the National Press Club using APRI president Norm Hill and an author of the study as spokespeople.

OA&R would develop materials including the media advisory, press release and press kit. Spokespeople would discuss how the regressivity of excise taxes impact all low to middle-income families and blacks in particular.

staff time - ~~\$7,500~~ 5,500
oop - \$1,500

Op-Ed Program

OA&R would develop an op-ed signed by APRI president Norm Hill that would detail findings in the tax study. The piece would highlight the regressivity of excise taxes and be pitched to minority publications, newspapers in regions with strong concentrations of African-American residents and the labor press.

staff time - ~~\$3,500~~ 2,500
oop - \$ 500

Satellite Interviews

Since the results of this study will interest television outlets in key media markets not represented at the press conference, OA&R recommends that Norm Hill conduct satellite interviews with television stations in targeted markets.

staff time - \$ 500
oop - \$3,000

Study Distribution

OA&R would send a copy of the report and a letter signed by Norm Hill detailing the major conclusions of the study to a wide range of decisionmakers including: international unions, the Congressional Black Caucus, African-American state legislators, leaders in the African-American community and organizations affiliated with the Leadership Conference on Civil Rights.

staff time - \$1,000 - yet targeted open seats is
oop - \$ 500 \$10,000/mo. will be the more than
the target

cc: Leslie Dawson
James Moeller

*at least 10,000 copies
in circulation*

*use whole code to
proper seats/
clearly concluded
recess*