

June 12, 1985

MEMORANDUM

To: Regional Vice Presidents/Directors

From: Roger L. Mazingo

Subject: Tobacco Action News

As you know, the next Tobacco Action News ABSOLUTE DEADLINE is August 30, 1985. I strongly suggest that you send in material as events unfold. It should certainly be a part of your monthly and other regular reports. The ABSOLUTE DEADLINE is your final opportunity to update material submitted previously.

Many of you repeatedly submit the same list of TAN volunteers, usually TAC members and organizational leaders, who naturally are (and should be) at the cutting edge of implementing action requests. These people are important. However, the NEWS must also go beyond these folks and appeal to and recognize the "average" volunteer. Therefore, please include the names of some of the low-profile people who have done the real grunt work--actual phone bank workers, petition and flier distributors, etc. Please tell us their names, affiliations and what they did to help.

Attached is a story about the Pennsylvania situation from the June Tobacco Action News. It is not necessary for you to actually write such a story, but you must provide Headquarters with a similar amount of detailed information. If you supply the basic information, we will take care of turning it into a narrative story.

Use of a form like the one below will help you organize you thoughts on this simple, but important, project. A separate form/article should be completed on each item you choose. This material should be sent in with each of your monthly reports. It is not necessary to report on all events in every state--only those of particular interest.

Again, the content of the material submitted with your monthly reports is more important than whether you submit it on a "form", in an newspaper article format, or simply as a list. Use whatever style is most comfortable for you.

<u>State/locality</u>	<u>Bill Number</u>	<u>Bill Status:</u>	Adopted _____
_____	_____		Pending _____
			Defeated _____

[[[A brief report on the status of the legislation in question is a must. Since it takes Public Relations several weeks to complete work on the material you submit, think ahead--if you submit material on a pending bill in, say, early August, what will be the likely status in mid-September? Should PR write the article with the assumption that the bill in question will still be pending, adopted, defeated? If a guess is impossible, say so, and we will contact you later for an update.]]]

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Name TAN Member? Affiliation How They Helped Photos?

Member-Company

Reps

- 1. _____
- 2. _____
- 3. _____
- more _____

Tobacco

Distributors

- 1. _____
- 2. _____
- 3. _____
- more _____

Convenience store/

Retailers

- 1. _____
- 2. _____
- 3. _____
- more _____

Vendors

- 1. _____
- 2. _____
- 3. _____
- more _____

Restaurateurs

- 1. _____
- 2. _____
- 3. _____
- more _____

Union Officials

- 1. _____
- 2. _____
- 3. _____
- more _____

Tavern Assn.

Members

- 1. _____
- 2. _____
- 3. _____
- more _____

Name TAN Member? Affiliation How They Helped Photos?

Hospitality
Group Members
(Hotel/Motel
and others)

1. _____
 2. _____
 3. _____
- more _____

Bowling Center
Proprietors

1. _____
 2. _____
 3. _____
- more _____

Chambers of
Commerce/Civic/
Business Groups

1. _____
 2. _____
 3. _____
- more _____

Law Enforcement
Officials

1. _____
 2. _____
 3. _____
- more _____

Others

1. _____
 2. _____
 3. _____
- more _____

Who handled the real legwork? Name some of the low-profile people:

Name Affiliation Location What Person Did

Petition Drives

1. _____
 2. _____
 3. _____
- more _____

Name Affiliation Location What Person Did

Letter-Writing
Campaigns

1. _____
2. _____
3. _____
- more _____

Flier
Distribution

1. _____
2. _____
3. _____
- more _____

Phone Bank
Work

1. _____
2. _____
3. _____
- more _____

Other

1. _____
2. _____
3. _____
- more _____

How about non-legislative events? For example:

1. TAN Advisory Committee meetings--opportunity for photos?
2. TAN Award ceremonies--who won? pictures?
3. Coalition building meetings--new contacts? good quotes from allies? pictures?
4. Profiles of friendly legislators? what's the story? pictures? how they helped? what is their message about cigarette tax, restriction, sampling bills?
5. Any good human interest stories? Do you have an activist who would be a good subject of a more detailed story/interview? Explain _____

Obviously, there is some overlap on this form--company people or tavern owners may have performed, say, phone bank or letter-writing work. The form is intended merely to prompt your thoughts about those who have helped in the numerous legislative situations you face every day.

The important part of this project is not the style or form you decide to use--the important thing is that you provide us with a steady stream of information--names, anecdotes and photos when practical. Without your help, this project cannot be a success.

cc: William P. Buckley, William A. Cannell, M. Hurst Marshall, Walter N. Woodson