

AX-THE-TAX CONCERT AND RALLY

Overview

DATE AND LOCATION

The Ax-The-Tax free concert and rally is scheduled for Sunday, July 23, from 2:00 p.m. to 6:00 p.m. at the Louisville Motor Speedway. (The Louisville Motor Speedway is located off the Outer Loop, just west of I-65. See attached map.)

ENTERTAINMENT

The Committee has been successful in booking Nashville recording artists, "Shenandoah," a popular new group on the country music charts. It was decided that a "name" band (rather than just local talent) would be needed to draw large numbers of people to the rally.

Coyote Calhoun at WAMZ has wholeheartedly endorsed both the band and this project. He has committed not only to being the emcee for the rally, but also to talking up the concert and rally on WAMZ during the two weeks prior to the event. Since Coyote has a large following, this should help guarantee a large crowd and will save on advertising dollars.

A local band, Back Street, will be used as warm-up at nominal cost.

SPEAKERS

Before and after the bands play, we will have a number of guest speakers to talk to the crowd about excise taxes and their implications for producers, consumers, distributors and retailers. (See attached schedule for speaker blocks -- specific times for each speaker will not be assigned until all speakers are confirmed.)

All Speakers should plan to meet at the VIP Room at the Louisville Motor Speedway no later than 1:30 p.m. (The VIP room is located in the two-story building to the right of the track as you face the Speedway from Outer Loop.) Note to Speakers: Be sure to check in with Ax-The-Tax Committee member Charlene Cooms, who will be stationed at the VIP Room.

Speakers confirmed to date:

Bobby Curtis, President, AFL-CIO
Joe Masterson, BCTWIU, International Vice President
Walker Merryman, The Tobacco Institute
Tim Dudgeon, DISCUS (Distilled Spirits Council of U.S.)
David Wilhelm, Reg. Dir., Citizens for Tax Justice

Speakers To Confirm:

Lt. Gov. Brerton Jones
Jefferson County Commissioner Irv Maze

BOOTHS

- 1) BCTWIU Local 16T - Philip Morris
- 2) BCTWIU Local 201 - National Tobacco
- 3) BCTWIU Local 185 - Brown & Williamson
- 4) Pinkerton Tobacco
- 5) DISCUS (Distilled Spirits Council of U.S.)
- 6) Communications Workers Local 3310
- 7) Taxpayers Action Group (TAG)
- 8) Special Needs Adoption Program (SNAP-Wednesday's Child)
- 9) Ky Gas Dealers Association (Tentative)

Booth participants with free-standing booths should arrive at 10:00 a.m. (no earlier, please, so that stage set-up may be completed without interruptions). All other booth participants should arrive at 11 a.m. (no earlier, please, so that tents and tables can be set-up with no interruptions).

All booth participants should plan to enter the staging area (in the center of the track) through the pit entrance. The pit entrance is accessed by entering the Speedway off of Outer Loop, and keeping to your left once on the grounds. (The pit area is to the left as you face the track from Outer Loop.)

Once in the track area, ask for Ax-The-Tax Committee members Phil Abell, Larry Shrader or Linda Stutzenberger. They will direct you to your booth location.

PUBLICITY

The Ax-The-Tax billboard is up on I-65 near the St. Catherine Street exit.

A rally/concert advertisement has been produced and is running on WAMZ, along with some additional, free promotions by the DJs.

Letters of invitation have been sent to all area union local presidents, asking for their support of this union effort and asking them to encourage their members to attend the rally.

An advance article and advertisement appeared in the June issue of the Kentucky Labor News.

Press releases have been sent to all Kentucky weekly newspapers, and an there has been an advance interview with Joe Ward, labor writer for The Courier-Journal. News releases and media advisories will be sent to select daily newspapers, radio stations and wire services locally, statewide, and nationally to targeted markets, particularly those with labor interests.

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