



**REVISED PLAN FOR THE PUBLIC LAUNCHING OF
TASSC (THROUGH 1993)**

Prepared by APCO Associates

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REVISED MEDIA PLAN LAUNCHING OF TASSC AND THE TASSC PUBLIC INFORMATION BUREAU

The following plan is written with guidance from our October 7th meeting with Vic Han and Jack Lenzi, which helped outline budget constraints and identified specific needs not previously discussed. We believe this revised program will provide TASSC an opportunity to become a publicly known, respected and highly visible organization within the next few months. The following is an integrated program that combines a strategic, comprehensive media relations program with a crisis management or crisis prevention component.

GOALS AND OBJECTIVES

The overall goals of the media plan are to: (i) raise the awareness level of the use of unsound science in public policy decision making among target audiences; (ii) educate publics on the impact of this issue; and (iii) lay the groundwork and provide an environment for a successful grassroots mobilization effort to assist Philip Morris with its issues nationally and in target states.

The objectives of the media plan are to:

- o Establish TASSC as a credible source for reporters when questioning the validity of scientific studies.
- o Encourage the public to question -- from the grassroots up -- the validity of scientific studies.
- o Mobilize support for TASSC through alliances with other organizations and third-party allies.
- o Develop materials, including news article reprints, that can be "merchandized" to TASSC audiences.
- o Increase membership in and funding of TASSC.
- o Publicize and refine TASSC messages on an ongoing basis.

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STRATEGY

The overall strategy of the proposed 1993 media plan is to: (i) build upon coalition work done to date and establish visibility and credibility through media placement and media attention; and, (ii) position TASSC to assist Philip Morris in its targeted state and national efforts.

The TASSC Launch includes a two-tiered effort. First, we have agreed that a decentralized launch (outside the large markets of Washington, D.C. and New York) will be most helpful in laying the groundwork for success in the future. We will seek input from Tina Walls and the Regional Directors to determine the target states and markets to launch the TASSC media tour.

The second effort is to conduct a targeted national media campaign to obtain news stories in national publications, with select national reporters and selected cable outlets. We will begin national media placement efforts in 1993 as part of the launch, but our expectation is that we will key in on only one or two national reporters and outlets. Our main focus will be on a decentralized launch and the development of a Public Information Bureau. However, we believe that the efforts of late 1993 will lead to more intensive coverage in 1994, at which time the national media placement activities will be much more intensive.

This approach was chosen to:

- o *Maximize recruitment efforts.* Stresses that TASSC is a grassroots effort that will fight unsound science on both the local and national levels.
- o *Avoid cynical reporters from major media.* Less reviewing/challenging of TASSC messages; increases likelihood of pick-up by media.
- o *Limit potential for counterattack.* The likely opponents of TASSC tend to concentrate their efforts in the top markets while skipping the secondary markets. Our approach sends TASSC's messages initially into these more receptive markets -- and enables us to build upon early successes.

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- o *Allow for a national coordinating effort.* Publicize, in each market, a national 800 number, the supporters of TASSC and the existence of the TASSC Public Information Bureau. Our local messages will coincide with the national messages of the program.

The timetable for this program is condensed. We plan to begin the media tour the week of November 8th and expect to visit all cities on the media tour by the end of the week of November 15th. The purpose of this condensed timeline is to ensure that TASSC's messages saturate the target markets.

After the successful launching of TASSC, we will be in a strong position to extend the reach of our message by expanding into the top media markets of the country.

In each target market, we will create "beachheads" of awareness to:

- o Establish bases of support in media, business, industry and the scientific community.
- o Build momentum for the organization to create a large, broad-based coalition.
- o Leverage regional efforts into national coverage by utilizing grassroots techniques.
- o "Merchandize" articles and prepared materials for future uses.

As you know, we have tested TASSC themes through quantitative survey research in order to see that our messages will be understood and well received. To ensure that our messages are reaching the targeted groups, we will conduct an ongoing evaluation of both the quality and reach of each message.

TARGETING MARKETS

APCO and TASSC have identified the initial group of markets to approach for the launch based on the following criteria:

- o Philip Morris target states for activity in 1994.

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- o Overall need to inform the market of the problems with unsound science.
- o Credible local TASSC members available for participation (crucial to developing local angles that will interest local media).
- o Industry (potential members) in the region.
- o Evidence of impact on region from unsound science.
- o Scientific bases in the region.
- o National, relevant spokespeople/interested parties based in the area.
- o Size of market.

The media plan also would encompass relevant needs as discussed with Philip Morris Europe and Latin America. Both PM Europe and PM Latin America have indicated an interest in TASSC providing a briefing to select international reporters based in Washington. Media briefings for PM Europe and Latin America would not be a part of this budget, but would involve modest funding from their resources and, we believe, would add credibility to our efforts.

MATERIALS DEVELOPMENT

APCO will develop two major public relations kits for the TASSC launch: (i) a general media kit to be used in media tours throughout the country; and (ii) a TASSC Member Empowerment Kit to serve as a turnkey tool for members to use in their own communities. These kits, described below, will help ensure message discipline.

- (i) Elements in the general media kit will include:
 - o Issue-by-issue fact sheets, including examples of unsound science;
 - o "Bad science" anecdotal example fact sheet;

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- o One page fact sheet on TASSC;
 - o Visual explanation that illustrates the impact of unsound science;
 - o TASSC rolodex card;
 - o Garrey Carruthers biography and letter of invitation to join TASSC's cause; and
 - o Other recruitment materials.
- (ii) In addition to the above elements, the TASSC Member Empowerment kit also will include:
- o Backgrounder on TASSC with key messages;
 - o Internal "questions and answers" document; and
 - o Suggested copy for op-ed letters.

Finally, APCO will develop a TASSC "crisis management" or "crisis prevention" handbook and training tools for distribution to TASSC leaders and spokespeople. This guidebook will be a user-friendly tool for avoiding pitfalls and responding to questions and unexpected situations. The guide also will discuss how the organization should prepare itself for crises or unexpected action.

MEDIA TRAINING

APCO will identify appropriate TASSC scientists/spokespeople to participate in the launch. Media training will be provided to each spokesperson by appropriate members of APCO's staff. Media training will include media guidance and tutelage via phone calls and face-to-face meetings.

A more extensive guidebook to working with the media also could be developed. The guidebook would be designated to assist TASSC spokespeople with media interviews in the future, perhaps when an opportunity arises after the initial media tour.

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Given the number of interviews that Governor Carruthers will likely conduct, we recommend that he undergo an intensive one-day media training. This training will be one time only. We are confident that Governor Carruthers will find it highly useful, especially since we know that in 1994 he will have to tackle potentially more difficult interviews in the larger markets with more national exposure (*i.e.*, Washington, New York and Los Angeles).

MEDIA TOUR

APCO will arrange on-the-ground visits with at least three to four reporters in each city. These interviews, using TASSC's trained spokespeople, third-party allies (*e.g.*, authors of books on unsound science), members of the TASSC Science Board, and/or Governor Carruthers will be scheduled for a one to two day media tour in each city.

Reporters will be approached based on the following criteria:

- o reporter's ability to file a story that includes TASSC's key messages; and
- o reporter's/program's share of audience.

Venues will include:

- o talk radio;
- o feature stories in daily newspapers;
- o television talk shows; and
- o editorial board briefings.

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NATIONAL MEDIA RELATIONS

APCO will begin to develop a national media campaign built on the support and success of our local efforts. Venues will include cable programs, columnists, selected science and trade publications and other relevant outlets. On a parallel track, APCO will work with John Boltz to use his national media contacts. We understand that John Boltz is contracted for work with Philip Morris under a separate arrangement and that his fees are not budgeted in this plan.

MAINTENANCE AND ONGOING MEDIA ACTIVITIES

Corresponding to the launching of TASSC, APCO recommends the creation of a **TASSC Public Information Bureau** that will maintain the momentum established during the roll-out. The Bureau should be in place by the time the media campaign begins in November 1993.

The primary objectives of the TASSC Public Information Bureau are to: (i) maximize coverage of the Coalition after the launch; (ii) disseminate key messages of the Coalition; and (iii) maximize the use of TASSC and its members in Philip Morris' issues in targeted states.

Our local and regional media efforts will be supplemented with a roll-out of nationally issued press releases. APCO will write and produce all materials and work with names and information provided to us by John Boltz.

TASSC's Public Information Bureau will release press announcements, news alerts and serve as the "on call" headquarters for coordinating TASSC public information activities. The Bureau's activities will include:

- o Briefing communications directors of the most pertinent associations in Washington on fielding press calls on TASSC.
- o Coordinating with organizations that have tangential goals to TASSC, such as Accuracy in the Media and The Science and Environmental Policy Project (includes outreach to the existing database of potential TASSC allies developed this summer).

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- o Publishing and distributing a monthly update report for all TASSC members, which will quantify media impressions made the prior month and discuss new examples of unsound science.
- o Monitoring the trade press (*e.g.*, public interest group newsletters and activities) and informing TASSC members of any upcoming studies and relevant news.
- o Arranging media tours.
- o Issuing news releases on a regular basis to news wire services, members, allies and targeted reporters.
- o Acting as a clearinghouse for speaking requests of TASSC scientists or other members and maintaining a Speakers Bureau to provide speakers for allies and interested groups.
- o Drafting "boilerplate" speeches, press releases and op-eds to be used by TASSC field representatives.
- o Placing articles/op-eds in trade publications to serve as a member recruitment tool in targeted industries, such as the agriculture, chemical, food additive and biotechnology fields.
- o Monitoring the field and serving as a management central command for any crises that occur.
- o Developing visual elements that help explain some of the issues behind unsound science.

EVALUATION

We will evaluate these efforts on both a quantity and quality basis. In this regard, we have several measuring devices to quantify the success of the TASSC launch and plan, including the number of reporters the media program reaches, the number of articles and stories that run as a result of the plan, the number of calls made to TASSC, and the number of new members that join TASSC after the launch.

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We also have selected activities which we believe can be leveraged in terms of the Philip Morris agenda and planned state initiatives during the coming year. Taken as a whole, these activities should provide overall credibility for TASSC and put on record a large number of potential third-party allies for Philip Morris' efforts.

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PROPOSED BUDGET

This proposal includes the following components:

1. ORGANIZATION

Includes preliminary strategy and plan for the public launching of TASSC. This phase also includes the targeting of markets and initial research into issues and spokespeople.

2. MATERIALS DEVELOPMENT

Development of a Media Kit and a Member Empowerment Kit. Includes writing and updating all documents. Development of a TASSC crisis prevention manual. Development of a Media Training Guide (only at the \$100K level of funding). Out-of-pocket charges include printing 250 kits, any necessary design elements and layout costs.

3. MEDIA TRAINING

Includes identifying and training media spokespeople to speak out on behalf of TASSC at the grassroots level. Initial effort will be targeted for the official launching of TASSC. We view this as an ongoing activity. As new members join TASSC, APCO will review their skills for recruitment as spokespeople. Also includes an intensive one-day media training seminar for Governor Carruthers.

4. LAUNCHING OF TASSC AND NATIONAL MEDIA TOUR

Includes time on the ground at each site. Travel and accommodations are included in out-of-pocket expenses.

5. CREATION OF TASSC PUBLIC INFORMATION BUREAU

Includes intensive work in November and December. All fees and out-of-pocket expenses, as identified, are covered.

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PROJECTED BUDGET FOR LAUNCHING OF TASSC:**OPTION A:**

All of the above listed activities, including sending Governor Carruthers to eight cities, media training for the local TASSC member at each site, creation of the TASSC Public Information Bureau, development of the crisis manual and development of the media training guide:

FEE: \$64,400 OOP: \$35,100 COST: \$99,500

OPTION B:

Same as above barring the creation of a media training guide and having the media tour go through six cities:

FEE: \$47,000 OOP: \$27,700 COST: \$74,700

OPTION C:

Same as above barring the creation of a media training guide and having the media tour go through three cities:

FEE: \$39,500 OOP: \$19,600 COST: \$59,100 ✓ 12/15/93

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APCO is excited about the prospects of a successful launching of TASSC. We believe that the proposed approach will provide the maximum coverage and lay the foundation for a strong national coalition to assist Philip Morris in its issues in target states.

If you have any questions, or if we can provide you with any additional information, please let us know.

We look forward to discussing this proposal with you.

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