

KHIK Upcoming Media September, 2001

- **Web sites:** Development of new Kentucky ACTION Web site as well as a separate, linked site for KHIK. ACTION Web site is currently being developed. Interim KHIK placeholder/bridge site is up and that site will be developed after the first part of the new ACTION site is up and running. Web sites being paid for with matching funds so that links to lawmakers can be provided to users. Stuart Esrock coordinating work with James Reed, a Louisville Web site developer. Initial ACTION Web site online November, 2001 and initial KHIK Web site online December 2001. Target audiences: existing ACTION and KHIK constituents (internal communication), Kentucky voters, lawmakers.

- **Video:** Production of a 5 minute documentary style video that will be used by ACTION/KHIK speakers prior to their presentations to various groups/meetings. Producer of the video has been selected and a casting call has been distributed in order to find the proper case studies to document. Video to be paid for with matching funds. Stuart Esrock coordinating work with Dr. Max Utsler of the University of Kansas. Production date dependent on finding the appropriate case stories to tell but targeting December, 2001 for “casting” decisions and spring, 2002 for final production. Target audiences: Kentucky voters attending meetings at which ACTION provides speakers, and policymakers.

- **Advertising campaign:** Intended to educate Kentucky voters about the on-going youth smoking problem in the state as the first step in moving voters to call or write their lawmakers in support of an excise tax increase. The campaign was originally intended to be launched in October but was postponed until after the first of the year as a result of the terrorist attacks. Stuart Esrock and Tiffany White coordinating work with Quantum Communications. Determination will be made in November, 2001 as to whether to proceed with a winter/spring advertising campaign and the timing of such a campaign. Target audience: “soccer” moms-women, 25-44, with children, college educated, registered voter, household income in excess of \$30,000/year.

- **Media training:** Sessions with key spokespeople from around the state as well as key local representatives to prepare them for interviews with TV, radio, and print media. Stuart Esrock and Max Utsler will perform the training sessions. Determination will be made in October, 2001 as to trainees, number of training sessions, location, and timing. Target audience: intended to target mass media in that ACTION will have more individuals capable of working with and giving the media what they need to cover stories. Ultimately, this tactic is targeted at Kentucky voters, in that ACTION spokespeople will generate more publicity for the organization and for the KHIK campaign.

- **Direct mail:** Targeted campaign that is intended to activate this constituency and get them directly involved in the KHIK campaign. Stuart Esrock and Tiffany White will coordinate with an as yet undetermined direct mail house/vendor and with Quantum Communications providing the creative work. Determination will be made in December, 2001 as to the timing of such a campaign with a potential launch in spring, 2002. Target audience:

“soccer” moms-women, 25-44, with children, college educated, registered voter, household income in excess of \$30,000/year.

- **Publicity:** Pro-active news releases and response/op-ed pieces as events warrant. Also first series of editorial board visits to newspapers around the state. Tiffany White will coordinate and execute, with LynnCarol Birgmann and Julie Brackett making editorial board visits. News releases and op-ed activities will be on-going. Editorial board visits will commence in November, 2001. Target audience: Kentucky voters.
- **Survey and long range communication plan:** Continuing survey of existing ACTION constituency about current and past communication activities as first step in development of a long term KHIK communication plan. Also strategic planning meeting with ACTION steering committee members, Quantum Communications (advertising agency), and other key individuals. Stuart Esrock and Dr. Greg Leichty of the University of Louisville are executing the survey, and Stuart will coordinate the planning. Long-term plan is targeted for completing in spring, 2002. Target audience: Kentucky ACTION staff and steering committee.

STATEMENT OF HOW ACTIVITIES FIT INTO OVERALL STRATEGIC POLICY PLAN:

Kentucky ACTION is focusing the coming year (or longer) on grassroots recruitment and mobilization. The purpose is to build a strong base of support with hundreds of organizations and thousands of individuals across the state of Kentucky committed to supporting an increase in the price of cigarettes. By the time a bill circulates in the state legislature, this grassroots network will be in place and can be quickly mobilized to express strong support for the increase.

Media activities delineated here will work to support the grassroots efforts by continuing to educate voters throughout the state about the problem of youth smoking in Kentucky and the importance of raising the price of cigarettes as the best solution to the problem. Media will also work to target legislative districts of key lawmakers to both educate policymakers and to generate strong grassroots support among constituents in their home counties and towns.