

MAA COMMUNICATIONS PLAN FOR THE FOURTH QUARTER OF 1992

Volume 2, number 4 of MAA's quarterly newsletter "Action Alert" is due to be printed during the first week of November. This issue will include the following topics: Results of the Just Sign It campaigns (includes photo of Paul with Senator Harkin); Results of Lifespan fundraiser; Mention of NYC's December AIDS Dance-a-Thon; suggestion that readers mark their calendars for the March 13 MAA AIDS Dance-a-Thon; A note on fundraising (we accept bequests); Report on PAC fundraising and contributions (includes photo of Paul presenting check to Rep. Barbara Boxer); Letter from the Executive Director that analyzes election results; Informational graph/chart on an AIDS topic; Reply coupon; Introduction of new Board/Staff, continued from last issue (includes photos); Photo and caption for Indecent Materials theatre benefit for MAA; Wish list of items we'd like people to contribute; Notice that we're looking for new office space.

The 10th International AIDS Candlelight Memorial booklet is due to be printed.

MAA will issue about a dozen press releases in this quarter. (See attached schedule)

MAA will issue a handful of editorials (letters-to-the-editor and opinion/editorial essays in newspapers, or "community opinion/free speech" messages for television) on key issues as time allows.

Interorganizational communications will be limited to inclusion of other organizations on MAA mailing lists for press releases.

By the end of the year, I will redesign MAA stationery based partially on recommendations of staff, board and volunteer media consultations.

END

PLAN FOR MAA PRESS RELEASES FOR THE FOURTH QUARTER OF 1992

In the fourth quarter of 1992, MAA will be involved in several activities that I think the might interest the press. Following is an outline of my plans to publicize our work through press releases for the rest of the year.

MAA DIRECT LOBBYING

Because budget negotiations are almost complete, our political direct lobbying program will be dormant until after the November elections. The elections will dramatically alter the political front no matter who gets elected President.

Immediately following the elections and continuing through the end of the year, we'll lobby as many members of the House Budget Committee as possible.

Based on our most important meeting to lobby a member of the House Budget Committee, I'll issue a PRESS RELEASE to select local and national gay media and to select local mainstream and alternative media sometime during the fourth quarter.

We'll also meet with select members of the House and Senate (newly-elected or multi-term) to establish ourselves as a political resource and to lobby for changes such as reform of the CDC and FDA.

Based on our most important meeting to lobby a member of Congress for reforms, I'll issue a PRESS RELEASE to select local and national gay media and to select local mainstream and alternative media sometime during the fourth quarter.

At the same time, we'll meet with key scientists and policy makers after the elections to get briefed on science and policy changes.

Because I don't think information-gathering meetings are generally newsworthy, I don't recommend a press release for such a meeting.

If a new president is elected, we'll also move to try to impact the decisions of the President's transition team.

Based on any significant impact we have on a relevant decision of the President's transition team, I'll issue a PRESS RELEASE to select local and national gay media and to select local and national mainstream and alternative media sometime during the fourth quarter.

CONSTITUENT LOBBYING

DIRECT

Between now and the elections, we'll try to arrange visits by constituents to 200 candidates for the House and Senate in 100 districts in which no incumbent is running.

I've already issued a press release announcing our plans to coordinate constituent visits to 200 candidates. Immediately prior to the elections, I'll issue a PRESS RELEASE to select local and national gay media and to select local mainstream and alternative media that provides an overview of these visits.

Following the elections, until World AIDS Day (Dec. 1), we'll arrange visits in another 100 districts, with emphasis on districts represented by members of the House and Senate budget committees.

If a new president is elected, we'll also direct our post-election visits to key members of the President's transition team.

Immediately following the elections, I'll issue a PRESS RELEASE to all local and national gay media and to select local mainstream and alternative media announcing our plans to coordinate constituent visits to 100 members of Congress and members of the President's transition team. Then, immediately prior to World AIDS Day, I'll issue another PRESS RELEASE to select local and national gay media and to select local mainstream and alternative media that provides an overview of MAA-coordinated constituent visits to 100 members of Congress and members of the President's transition team.

LOBBY TEAM

Prior to the elections, we'll activate the Lobby Team to send letters to candidates for Senate in certain states asking them to address AIDS issues in their campaigns. Activation of the Lobby Team by geographic region represents a new use of the program.

Prior to the elections, I'll issue a PRESS RELEASE to select local and national gay media and to select local mainstream and alternative media announcing this activation of the Lobby Team.

We'll activate the Lobby Team again in December to direct letters of encouragement to Chair of the House Budget Committee Leon Panetta.

In December, I'll issue a PRESS RELEASE to select local and national gay media and to select local mainstream and alternative media announcing this activation of the Lobby Team.

JUST SIGN IT POSTCARD CAMPAIGNS

During the first weeks of October, we gathered and mailed postcards to a representative of the major news media urging her to raise AIDS as an issue in the first presidential debate. We also gathered and mailed the postcards to President Bush to a gay student leader at the University that hosted the debate in the hope that he might be able to deliver them to the President's campaign and/or attract media attention.

Because our delivery of these postcards did not clearly have any effect on the debate, on media coverage of the debate or on the President or his campaign, I decided against issuing a press release for this action.

We'll gather and mail holiday cards thanking key officials.

I'll issue a PRESS RELEASE to local gay and alternative media in mid November announcing our plans to collect signatures on holiday cards thanking key officials. If we're able to generate several hundred signed cards, I'll issue another PRESS RELEASE in late December to select local and national gay media and to select local mainstream and alternative media announcing delivery of those cards.

NATIONAL AIDS LOBBY DAY

Our second National AIDS Lobby Day will coincide with World AIDS Day. In addition to coordinating meetings with members of the House and Senate, we'll try to arrange a meeting with the President.

I'll issue a PRESS RELEASE to select local and national gay media and to select local mainstream and alternative media in early November announcing the second National AIDS Lobby Day. I'll issue another PRESS RELEASE to select local and national gay media and to select local mainstream and alternative media immediately following World AIDS Day that provides an overview of the second National AIDS Lobby Day.

AIDS PAC

We'll begin fundraising immediately in an effort to fund contributions to key political campaigns during the last two weeks of October.

Unless we are able to raise sufficient funds to make these additional contributions, I don't expect to put out a press release on this program.

INTERNATIONAL PROGRAMS

INTERNATIONAL AIDS CANDLELIGHT MEMORIAL AND MOBILIZATION

We'll begin organizing the Tenth Annual International AIDS Candlelight Memorial at the end of the year.

There won't be any need for a press release on this program until the first quarter of 1993.

FIRST FAMILY PROGRAM

We'll launch an aggressive First Families program at the end of the year, centered around religious leaders, using as a motivational tool Archbishop Desmond Tutu's letter urging participation in the event.

There won't be any need for a press release on this program until the first quarter of 1993.

(END)

BEN'S CALENDAR

* * * * *

FLOATING PROJECTS

Add to calendar: At end of every month, memo to Paul proposing date/time of monthly one-on-one meeting for first week of following month; weekly (Tuesday at start of day) memos to Paul on activities planned for my two days; weekly (Wednesday at end of day) reports to Paul on what occurred; backup of files onto diskette; requests to Kerry for use of Andrea (Andrea's in on Mondays and Thursdays from 10 a.m. to 6:00 p.m.).

Create a photo cataloging system

Create proposal for an interoffice communications plan that would keep Kerry abreast of MAA activities she can promote in her development work. This is my response to Kerry's concern, stated at 9/22 staff meeting, about the crisis we experienced when our phone solicitation claimed that we were doing something we weren't.

FLOATING PRESS RELEASES

Based on our most important meeting to lobby a member of the House Budget Committee, I'll issue a PRESS RELEASE to select local and national gay media and to select local mainstream and alternative media sometime during the fourth quarter.

Based on our most important meeting to lobby a member of Congress for reforms, I'll issue a PRESS RELEASE to select local and national gay media and to select local mainstream and alternative media sometime during the fourth quarter.

Based on any significant impact we have on a relevant decision of the President's transition team, I'll issue a PRESS RELEASE to select local and national gay media and to select local and national mainstream and alternative media sometime during the fourth quarter.

NOTE:

All press releases must also go to members of the board of directors. If the press release includes a photo, send a photocopy of the photo to the board members as well.

* * * * *

Wednesday, October 14

Work on specific calendar of communications output for the rest of the year (submit draft to Paul). Include as a separate document: two-page outline of communications plan through 1993. Will require additional time and additional review by Paul. Final drafts to be

produced before MAA board's 10/20 meeting.

Workspace maintenance

Collect all memoed staff recommendations for topics for next newsletter

Schedule necessary interviews for same day, next workday

Plan photo illustrations for newsletter, make any necessary photo requests with deadline of following Tuesday

Begin to conduct necessary interviews for newsletter

7:30 be at Josie's Cabaret and Juice Joint

Friday, October 16

Finish conducting necessary interviews for newsletter

Issue a PRESS RELEASE to select local and national gay media and to select local mainstream and alternative media announcing our activation of the Lobby Team to generate letters to candidates for Senate in certain states asking them to address AIDS issues in their campaigns. Note that activation of the Lobby Team by geographic region represents a new use of the program.

Saturday, October 17

Tuesday, October 20

Kerry will give me Lifespan info and info about requesting bequests for newsletter in memo form

Staff meeting/lunch 12:30--topic: On Wednesday, October 28, I'll issue a PRESS RELEASE to all local and national gay media and to select local mainstream and alternative media announcing our plans to coordinate constituent visits to 100 members of Congress and members of the President's transition team. Because I won't be at the next staff meeting, I need to discuss it now. Also, on Wednesday, October 21, I'll issue a PRESS RELEASE to select local and national gay media and to select local mainstream and alternative media that provides an overview of MAA-coordinated constituent visits to 200 candidates. Also, make my "staff member highlight" presentation.

Begin draft of newsletter, with the exception of a blank space for letter from the Executive Director (will be contingent on outcome

of elections)

Finish collecting photos for illustrations for newsletter

* * * * *

Wednesday, October 21

Fill out check request for employment--approximate percentage of time per program

Finish draft of newsletter with exception of blank space for letter from the Executive Director, copies to staff (with memo) for review by following Tuesday

Request mailing labels, postage for newsletter from Amy (by memo) for second following Tuesday

Request Adrienne (by memo) to ascertain volunteer availability for mailing of newsletter by following Wednesday

Photos for newsletter to stat house

2:00 p.m. meeting with Kerry and Paul to discuss graphic/fundraising ideas for 1993 Candlelight materials

5:00 meeting with Amy on conversion to Word for Windows

Issue a PRESS RELEASE to select local and national gay media and to select local mainstream and alternative media that provides an overview of MAA-coordinated constituent visits to 200 candidates.

* * * * *

Tuesday, October 27

Media Alliance's AIDS media seminar 9:30 a.m. - 4:30 p.m. at Fort Mason, Building D.

* * * * *

Wednesday, October 28

Make any necessary staff-requested changes in newsletter draft

Lay out newsletter, with the exception of blank space for letter from the Executive Director

Call printer for newsletter, order paper

Remind Paul that he must write letter from the Executive Director for newsletter based on outcome of elections

Retrieve stats for newsletter from stat house

Find out result of Adrienne's ascertainment of volunteer availability for mailing of newsletter, schedule mail house if necessary

Issue a PRESS RELEASE to all local and national gay media and to select local mainstream and alternative media announcing our plans to coordinate constituent visits to 100 members of Congress and members of the President's transition team.

* * * * *

Tuesday, November 3

Staff meeting/lunch 12:30--topic: I'll issue a PRESS RELEASE to select local and national gay media and to select local mainstream and alternative media announcing the second National AIDS Lobby Day.

Get labels, postage for newsletter from Amy

* * * * *

Wednesday, November 4

Collect letter from the Executive Director for newsletter

Add letter from the Executive Director to newsletter layout

Copy newsletter onto disk

Bring disk with newsletter to linotronic printer

Retrieve newsletter from linotronic printer

Paste up newsletter

TASKS FOR OTHER STAFF/VOLUNTEERS AFTER 11/4:

Deliver camera-ready newsletter to printer

Retrieve newsletter from printer

Deliver newsletter, labels, postage to Adrienne or to mail house, depending on availability of volunteers

Issue a PRESS RELEASE to select local and national gay media and to select local mainstream and alternative media announcing the second National AIDS Lobby Day.

* * * * *

Tuesday, November 10

Staff meeting/lunch 12:30--topic: I'll issue a PRESS RELEASE to

local gay and alternative media announcing our plans to collect signatures on holiday cards thanking key officials.

review Candlelight files--select photographs, letters and other documents for reproduction in next booklet

draft outline of contents of Candlelight booklet, memo executive director

Wednesday, November 11

revise outline of contents of Candlelight booklet based on response of executive director to draft

create outline of specs for Candlelight booklet

fax specs for Candlelight booklet (along with selected pages from past booklet) to printers for bids (include reference to linotronic and stat needs where appropriate)

fax info for Candlelight booklet to stat houses for bids

fax info for Candlelight booklet to linotronic printers for bids

memo development director to solicit corporate underwriting for Candlelight booklet

Issue a PRESS RELEASE to local gay and alternative media announcing our plans to collect signatures on holiday cards thanking key officials.

Tuesday, November 17

Staff meeting/lunch 12:30--topic: I'll issue a PRESS RELEASE to select local and national gay media and to select local mainstream and alternative media that provides an overview of MAA-coordinated constituent visits to 100 members of Congress and members of the President's transition team.

follow-up phone calls to printers for bids for Candlelight booklet

follow-up phone calls to stat houses for bids for Candlelight booklet

follow-up phone calls to linotronic printers for bids for Candlelight booklet

begin writing draft of text of Candlelight booklet

Wednesday, November 18

Fill out check request for employment--approximate percentage of time per program

finish writing draft of text of Candlelight booklet, submit to executive director

follow-up memo to development director re solicitation of corporate underwriting for Candlelight booklet

Issue a PRESS RELEASE to select local and national gay media and to select local mainstream and alternative media that provides an overview of MAA-coordinated constituent visits to 100 members of Congress and members of the President's transition team.

* * * * *

Tuesday, November 24

Staff meeting 10:30 a.m. - 12:00 noon (note unusual time; accomodates Adrienne's wish to attend another meeting)

review bids from printers, stat houses, and linotronic printers for Candlelight booklet; review results of development director's solicitation of corporate underwriting; compare to budget; report findings and recommendation to executive director

revise text of Candlelight booklet based on response of executive director to draft

* * * * *

Wednesday, November 25

begin laying out Candlelight booklet on computer

* * * * *

Tuesday, December 1

Staff meeting/lunch 12:30--topic: I'll issue a PRESS RELEASE to select local and national gay media and to select local mainstream and alternative media that provides an overview of the second National AIDS Lobby Day held on World AIDS Day.

finish laying out Candlelight booklet on computer

select printer, stat house and linotronic printer for Candlelight booklet based on executive director's response to findings and recommendation

* * * * *

Wednesday, December 2

Fill out check request for employment--approximate percentage of time per program

create hard copy mock-up of Candlelight booklet, submit to executive director for approval

Line up proofreader for Candlelight booklet

Issue a PRESS RELEASE to select local and national gay media and to select local mainstream and alternative media that provides an overview of the second National AIDS Lobby Day held on World AIDS Day.

* * * * *

Tuesday, December 8

Staff meeting/lunch 12:30--topic: I'll issue a PRESS RELEASE to select local and national gay media and to select local mainstream and alternative media announcing our activation of the Lobby Team to generate letters of encouragement to Chair of the House Budget Committee Leon Panetta.

begin revising Candlelight booklet on computer based on executive director's response to mock-up

* * * * *

Wednesday, December 9

finish revising Candlelight booklet on computer based on executive director's response to mock-up

create printout of final Candlelight booklet, submit to proofreader

Issue a PRESS RELEASE to select local and national gay media and to select local mainstream and alternative media announcing our activation of the Lobby Team to generate letters of encouragement to Chair of the House Budget Committee Leon Panetta.

* * * * *

Tuesday, December 15

Staff meeting/lunch 12:30--Upcoming press release: If we've been able to generate several hundred signed holiday cards thanking key officials, I'll issue a PRESS RELEASE to select local and national gay media and to select local mainstream and alternative media announcing delivery of those cards.

correct final Candlelight booklet based on proofreader's response to printout

Candlelight booklet computer file to linotronic printer on diskette
graphics for Candlelight booklet to stat house

Wednesday, December 16

Fill out check request for employment--approximate percentage of
time per program

If we've been able to generate several hundred signed holiday cards
thanking key officials, I'll issue a PRESS RELEASE to select local
and national gay media and to select local mainstream and
alternative media announcing delivery of those cards.

Tuesday, December 22

Staff meeting/lunch 12:30

retrieve linotronic printout of Candlelight booklet from printer

retrieve graphics for Candlelight booklet from stat house

begin pasteup of Candlelight booklet

What should be done about paychecks/filling out check requests for
employment?

Wednesday, December 23

vacation

Tuesday, December 29

vacation

Wednesday, December 30

vacation

Tuesday, January 5

finish pasteup of Candlelight booklet

pasted-up Candlelight booklet to printer

* * * * *

SOME TIME DURING WEEK OF COMPLETION OF PRINTING OF ~~NEWSLETTER~~ *CANDLELIGHT BOOKLET*

press check of Candlelight booklet at printer's

ONCE PRINTING OF ~~NEWSLETTER~~ *CANDLELIGHT BOOKLET* IS DONE

retrieve printed Candlelight booklet from printer, deliver to office manager