



DAVIS PUBLIC RELATIONS
and Marketing

South Carolina Cigarette Tax Campaign 2006 Media Report

Proactive Media Relations Activities

Date	Strategy	Outlet	Topic	Who sent or coordinated
Mar 27	Radio Ads	Statewide	Win Win Win	TFK (Gang of Joe funds)
Mar 30	Letter to the Editor	Post and Courier	Response to Maybank op-ed	Dr. Carolyn Reed (SCCA)
Mar 30	Letter to the Editor/ one-pager	The State (Brad Warthen and Cindi Scoppe)	What 49 other states and 71% of our voters know about the cigarette tax	Nancy Thorne (AHA)
Mar 30	Editorial Board Visit	Sun News (Denney Clements)		Kelly Davis
Mar 31	Editorial Board Visit	Augusta Chronicle		June Deen
Mar 31	Editorial Board Visit	Aiken Standard		June Deen
Mar 31	Letter to the Editor	Sun News, Spartanburg Herald, The State, Post and Courier	LTE response to Maybank op-ed	Carol Reeves
April 3	Letter to the Editor	Greenwood Index-Journal		Bob Dennis of Edisto Beach (per Gailya Walter)
April 3	Letter to the Editor	Statewide		Heart, Lung and Cancer
April 4	News Release	Statewide dailies and Columbia television	Subcommittee hearing and Kick Butts Day	Kelly
April 5	Media Alert	Statewide dailies and Columbia television	Historic vote on cigarette tax bills in Subcommittee	Kelly
April 6	News Release	Statewide dailies, Columbia weeklies and television	Tax bills pass subcommittee	Kelly
April 7	Print Ads	Weekly papers in home districts of Ways and Means members	Whose side are you on?	Kelly placed through South Carolina Newspaper Network (SC Press Association)
April 10	Op-Ed	The State Sun News	Response to Maybank Op-Ed	Dr. Rob Morgan (sent by Kelly)



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		Post and Courier Spartanburg Herald- Journal		
April 14	Edited op-ed	Sun News	Response to Maybank	Kelly, per D. Clements' request for less than 600 words
April 18	Op-Ed	Florence Morning News; Sumter Item; Orangeburg Times and Democrat	Health aspects of cigarette tax	Kelly for Dr. Randy Smoak
April 19	News Release	Statewide dailies, local weeklies and TV	Bills Fail to Pass House Ways and Means	Kelly
May 1	Letter to the Editor	Statewide dailies	Continue to fight until end of session	Kelly for Nancy Thorne, Nancy Cheney, June Deen
May 2	Media Advisory	Targeted reporters at local papers; all Columbia TV	Special screening of "Thank You for Smoking"	
May 4	Letter to the Editor	Spartanburg Herald- Journal	Response to editorial about smoke-free restaurants	Kelly for Nancy Thorne
May 19	Letter to the Editor	The State and local papers for members of Budget Conference Committee (Florence Morning News, Sumter Item, Darlington News and Press, Greenville News, Anderson Independent Mail, Charleston Post and Courier, Rock Hill Herald)	Preserving \$2 million youth smoking prevention funding	Kelly for Nancy Thorne, Nancy Cheney and June Deen