

Information Gathering ACTION ALERT #1



KOOL MIXX SPECIAL EDITION PACKS

SEND INFORMATION TO FIGHTKOOL@NAATPN.ORG, OR FAX TO (407) 708-1809.

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NAATPN and numerous partner organizations are launching a comprehensive campaign to address this issue. We want Brown & Williamson tobacco to stop this campaign, remove the hip hop products from the shelves, and end the exploitation of our youth and communities. **And we know that such a campaign can only be successful when all segments of the community are represented.**

We are calling on **YOU** to join the **FightKOOL** effort and express your outrage. Attached are key things that you can do **NOW**, to take action and fight back in your community:

1. **Check out retailers and convenient stores in your area for the KOOL DJ MIXX cigarettes** and promotional items. If present, please:
 - Make a note of the store and its location (Is in a neighborhood of color, is it near a school, or vicinity frequented by youth?)
 - Photograph the packages and promotional material (displays, MIXX CD-roms, posters, giveaways, 2-pack promotional sets) in the store
 - Send copies of information/photos gathered to fightkool@naatpn.org, or call us 888/4naatpn
2. **Check magazine stands for publications carrying KOOL DJ MIXX ads.** We are particularly interested in adult publications that may appeal to music, youth, ethnic audiences (VIBE, Rolling Stone especially). If ads are found, please:
 - Make a note of the store and its location (Is in a neighborhood of color, is it near a school, or vicinity frequented by youth?)
 - Provide information about youth under 18 in your household that may have had an opportunity to see these ads and play the CD
 - Photograph publications (where possible) in the store
 - Forward copies of those publications and photos fightkool@naatpn.org, or call us 888/4naatpn
3. For those that receive magazines at home, **check your publications for the KOOL DJ MIXX ads.** Again, we're particularly interested in adult publications that may appeal to music, youth, audiences of color (VIBE, Rolling Stone especially). If ads are found, please:
 - Check to see if there are "MIXX CD-roms" attached the ads
 - Forward copies of those publications and photos fightkool@naatpn.org, or call us 888/4naatpn
 - Also, provide information about youth under 18 in your household that may have had an opportunity to see these ads and play the CD when forwarding publication copies
4. Ask persons in your communities if they may have obtained **copies of the CD-rom.** If so, please:
 - Note how they may have obtained (i.e. via mail, at a KOOL event, at a non-KOOL event, at a retail location, form a magazine)
 - See if they would be willing to forward their CD to us as a part of our information gathering process & if so, get those to us.
5. **Check with teenagers** (under 18) in your communities to see if they have:
 - Attempted to visit the KOOL's 'www.houseofmenthols.com'
 - Were successful in registering on the site
 - Attended DJ competition events without being carded
 - Have obtained promotional items at non-adult venues (spring break, college campus events, concerts, public parties/outings, etc.)

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