

## **ACTION ALERT #2**

### **Speak Out**



## **KOOL MIXX SPECIAL EDITION PACKS**

Attached Materials included:

- Sample Postcard Text
- Sample Op-Ed
- Sample Press Release

## KOOL MIXX SPECIAL EDITION PACKS

### Speak OUT

#### ACTION ALERT #2

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. Write **letters to Brown & Williamson Tobacco Company** (manufacturer of KOOLs) expressing your outrage about the KOOL MIXX cigarettes & promotion
  - See Sample postcard/letter in the KOOL MIXX Campaign Toolkit
  - Identify yourself as a local resident and concerned citizen/youth; try to personalize your message.
  - If you can talk specifically about why this is important to you, because you have children or are sick of the tobacco industry targeting you or your community that is the message.
  - "CC" a copy of your letter to your State Attorney General (See Attachment B for a list of State Attorneys General, or visit [naatpn.org](http://naatpn.org) for this information)
  - Send a copy of your correspondence to NAATPN, via email ([fightkool@naatpn.org](mailto:fightkool@naatpn.org)), or fax (407/708-1809)
  - Mail your letter to Brown & Williamson Tobacco Company:  
BROWN & WILLIAMSON TOBACCO CO.  
200 Brown & Williamson Tower  
401 S. 4th Street  
Louisville, KY 40202-3426
2. Initiate a **postcard campaign** to Brown & Williamson Tobacco Company expressing your outrage about the KOOL MIXX cigarettes & promotion:
  - A sample pre-printed postcards is enclosed in the KOOL MIX Campaign Toolkit
  - Contact NAATPN at 888/4naatpn if you would like more pre-printed cards
  - Send copies of completed postcards to NAATPN, via email ([fightkool@naatpn.org](mailto:fightkool@naatpn.org)), or fax (407/708-1809)
  - Mail you completed postcard to Brown & Williamson Tobacco Company
3. Submit **letters to the editor** of your local and regional newspapers expressing your outrage about the MIXX promotions and products.
  - Send copies of letters to the editor to NAATPN, via email ([fightkool@naatpn.org](mailto:fightkool@naatpn.org)), or fax (407/708-1809)
4. Issue **press statements** from your organizations and communities expressing your outrage the MIXX promotions and products.
  - Send copies of press statements to NAATPN, via email ([fightkool@naatpn.org](mailto:fightkool@naatpn.org)), or fax (407/708-1809)
  - Also, send copies of stories/articles in response to your release

### POSTCARD TEXT

NOTE: Pre-printed, postage paid postcards are available  
Contact 888/4-naatpn to obtain copies.

#### **POSTCARD TEXT FOR YOUTH:**

Being a young person today is tough. There are so many things out there that are trying to get us to make bad decisions. I don't like the attempt by KOOL cigarettes to attract youth to its products through the KOOL MIXX campaign. Lots of my friends are attracted to hip hop. I'm afraid that the KOOL DJ MIXX events and hip hop cigarettes will lure them into a life of smoking and other harmful behaviors.

Marketing attempts like the KOOL MIXX campaign significantly contribute to the 1.6 million African Americans who are now under the age of 18 years that are estimated to become regular smokers. ***I want KOOL to end the KOOL MIXX campaign and to stop selling the hip-hop cigarette packs.***

I hope you will support our efforts to keep youth away from such harmful products.

#### **POSTCARD TEXT FOR ADULTS:**

I am outraged by the recent promotional activity by the Brown & Williamson Tobacco Company. The KOOL MIXX campaign, with its exploitation of hip hop culture and music and its thematic cigarette packs, is just the latest attempt to market deadly tobacco products to the African American community. The new colorful KOOL cigarette packs feature images of hip-hop DJ's, performers and dancers designed to attract the attention of young black and other hip hop and rap fans.

In order to protect our communities from such vile marketing attempts, ***I am demanding that KOOL end the sponsorship of the DJ Competition and immediately suspend the sale of thematic packs.***

I anticipate your support of building strong communities and healthy citizens through corporate responsibility.

**KOOL MIXX Sample Op-Ed**

**'THEY ARE STILL TARGETING US'**

The tobacco industry has a long-standing, parasitic relationship with African Americans, from inspiring slavery in America to sponsoring events in our communities to secure our good graces. Recent efforts, such as the Uptown and X cigarette campaigns, have countered the industry's tactics of targeting the Black community especially youth. In addition, the 1999 Major Settlement Agreement (MSA) prohibited the marketing of tobacco products specifically to youth by tobacco companies. You think the industry would know better by now then to blatantly target African Americans and youth and get away with it, right?

Apparently not, a new plan by KOOL brand cigarettes will escalate its targeting of black youth and urban hip-hop culture by sponsoring a nationwide Hip-Hop DJ Competition, and creating a special cigarette package to market that event which by design appeals to youth. KOOL's new development of thematic cigarette packs colorfully depicts various images of hip-hop culture as well as the development of a line of new cigarette flavors, such as 'Caribbean Chill' and 'Midnight Berry'.

According to the March 17 statement released by Brown & Williamson Tobacco, the manufacturer of KOOL and other brands, "KOOL understands the vibrant world of the trendsetting, multicultural smoker." The release goes on to say, "... elements supporting KOOL Mixx 2004 (the name of the DJ competition) maximize consumer impact by combining a variety of retail and interactive communications." In addition to these marketing ploys, KOOL will have major name hip hop artists perform at these events and a well known urban lifestyle magazine promoting this event and products through full page ads and inserts.

We all know who listens to hip hop. Tobacco companies know who listens to hip-hop. In 1989, a tobacco company executive said "*We don't smoke... we just sell it. We reserve that for the young, the black, the poor, and the stupid.*" Looks like things haven't changed. The new colorful KOOL cigarette packs feature images of hip-hop DJ's, performers and dancers designed to attract the attention of young black and other hip hop and rap fans. KOOL has also announced that it will market and distribute other "point of sale" hip-hop products and material. Previous studies have shown that 75 percent of adolescents shop at convenience stores at least once a week, and they are more likely than adults to be influenced by convenience store promotions.

In addition to all this an internal memo from makers of KOOL cigarettes, Brown & Williamson consultants recommended the company use a "sweet flavor" cigarette: "*It's a well-known fact that teenagers like sweet products. Honey might be considered.*" (Brown & Williamson Tobacco Corp., 1972, from John Schwartz, Documents Indicate Strategy of Targeting Teen Smokers, Washington Post, February 5, 1998, p A3)

This has particularly bad timing. With state budget cuts to tobacco prevention programs across the country leading to the complete evisceration of the counter market campaign and prevention initiatives, efforts like these have no counterbalancing factors from keeping another generation of young black smokers from becoming addicted for life. Every year, cigarettes kill 47,000 blacks from tobacco related illnesses. If current trends continue, an estimated 1.6 million African Americans who are now under the age of 18 years will become regular smokers. About 500,000 of these smokers will die of a smoking-related illness. African Americans are more likely to die from smoking-related cancer because of their tobacco addiction as compared to whites. If we do not continue to let our decision-makers know that this behavior is unacceptable, they will continue to target us. And we will continue to pay the price.

KOOL Press Release  
**LOGO – if you have one**

FOR IMMEDIATE RELEASE

**Media Contact Person Name**

**Name of Association/organization**

**Phone: (xxx) xxx-xxxx/ Fax: (xxx) xxx-xxxx**

**E-mail: [contactname@group.org](mailto:contactname@group.org)**

**[Association/organization Name] SUPPORTS NAATPN DEMANDS THAT  
MAJOR CIGARETTE MANUFACTURER STOP TARGETING HIP-HOP  
GENERATION**

**Name of Town/City, State (Month, Date, Year)—[Name of association/organization]** today announces, in conjunction with the National African American Tobacco Prevention Network and other organizations, its efforts to thwart KOOL cigarette's plan to escalate its targeting of black youth and urban hip-hop culture by sponsoring a nationwide Hip-Hop DJ Competition, and creating a special cigarette package to market that event which by design appeals to the young specialized audience. **[Name of association/organization]** disapproves of KOOL's new development of thematic cigarette packs colorfully depicting various images of hip-hop culture as well as the development of a line of new cigarette flavors, such as 'Caribbean Chill' and 'Midnight Berry'.

***"This is a slick scheme by KOOL to exploit black culture and music to market deadly tobacco products which are known to kill,"*** said Sherri Watson-Hyde, NAATPN Executive Director. ***"We will resist this sinister marketing effort by KOOL to target black youth and the hip hop culture. We will pursue every means necessary to educate and mobilize the black community and all people of conscience to stop this effort."***

***(\* \* Replace with similar quote from your leadership/spokesperson or leave this quote.)***

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The new colorful KOOL cigarette packs feature images of hip-hop DJ's, performers and dancers designed to attract the attention of young black and other hip hop and rap fans. Kool has also announced that it will market and distribute other "point of sale" hip-hop products and material. Previous studies have shown that 75 percent of adolescents shop at convenience stores at least once a week, and they are more likely than adults to be influenced by convenience store promotions.

[***Name of association/organization***] further agrees with NAATPN summation of Brown and Williamson Tobacco Corporation calling their efforts a “***bold and shameless***” violation of the spirit, if not the letter, of the Major Settlement Agreement (MSA) prohibiting the marketing of tobacco products to youth by the tobacco companies. The Praxis Project, another tobacco policy group, believes that weak regulations are a large part of the problem. “***The tobacco industry is trying to beef up sales by targeting kids. We know who listens to hip hop. They know who listens to hip hop. This kind of blatant targeting of children should be illegal but Congress has failed to act to protect our kids***” says Makani Themba Nixon, the Executive Director of Praxis. (***Replace with similar quote from your leadership/spokesperson.***)

[***Name of association/organization***] is working jointly with NAATPN and other pro-health organizations, civil rights, public health, religious, civic, youth, and hip hop/rap groups. “***We want Kool to end the sponsorship of the DJ Competition and immediately suspend the sale of thematic packs and flavored cigarettes aimed at young consumers***”

***(Insert boilerplate information about your association/organization)***

For media inquiries, call, or contact (***Insert name and contact info for your spokesperson or media coordinator***, or NAATPN ([www.NAATPN.org](http://www.NAATPN.org)).

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