

External Communications Group

Name: Goss

Date: 12/11

Daily Activity Report

Presentations

Deliver legislative testimony (___ X 10) ___

Complete on-road broadcast appearance
(___ X 5) ___

Complete broadcast appearance in Washington
(___ X 4) ___

Deliver speech to live audience (___ X 5) ___

Complete print interview on road (___ X 5) ___

Complete interview (print or broadcast) with
consultant/ally (___ X 15) ___

Background broadcaster or print interview via
phone (___ X 3) ___

Contact Work

High quality: at least one hour with individual or
small group (less than 4) journalists, legislators, or
officials of allied groups (___ X 5) ___

Background briefings of journalists (___ X 3) ___

Background briefings of journalists with
consultants/ally (___ X 5) ___

Editorial Board briefings (___ X 5) ___

Attendance at convention 5 points per hour in
booth or hospitality suite (___ X 5) ___

Attendance at meeting, dinner, reception, etc. as
part of coalition, media relations or other external
work (___ X 3) ___

Written Work

Produce finished speech of at least 15 minutes
duration (___ X 7) ___

Produce news release (___ X 4) ___

Produce article for trade journal (___ X 3) ___

Produce letter-to-the-editor (___ X 2) ___

Produce written broadcast editorial response
(___ X 4) ___

Complete op-ed piece for print (___ X 5) ___

Produce testimony (___ X 3) ___

Produce special report as requested (___ X 3) ___

Routine written correspondence e.g. requests for
information, follow-up letters to legislators, media
contacts and fire officials (___ X 2) ___

Inquiry Work (please list on back)

External phone calls received and handled
(___ X 2) ___

External calls made to journalists, coalition
contacts, legislator (___ X 1) ___

(NOTE: External calls do not include
conversations with other staff, consultants or lobbyists)

Total points..... ___

(Name, organization, subject)

- | | | | |
|-----|----------------|---|--|
| 1. | Nicole Burger | U.S. Tobacco | re: members |
| 2. | Mun Chan | NY | re: ^{wholesale} prices |
| 3. | E.J. McMahon | Albany, NY | re: lobbyist |
| 4. | Carla Alexis | Arizona | re: filter cigs |
| 5. | Mr. Cary | Chicago | re: tobacco brands |
| 6. | Stephanie Ward | 10-min. interview
Reno Gazette Journal | re: ^{ads, youth,} primary, medical research |
| 7. | | | |
| 8. | | | |
| 9. | | | |
| 10. | | | |

Name(s), title, affiliation, city and state of media contact(s) (list):

_____	_____
_____	_____
_____	_____
_____	_____

Broadcast/civic/testimony/briefing/coalition appearance(s): (include: length, time, date, city & state of appearances) (list):

_____	_____
_____	_____
_____	_____
_____	_____

Business activities conducted outside regular hours (list):

_____	_____
_____	_____
_____	_____

Other business activity not accounted, e.g. travel (list):

_____	_____
_____	_____
_____	_____