

## IRIS & STONEWALL - LAUNCH [DRAFT OF 14 MAY 1989]

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### Launch activity plan (No 5)

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DATES	TARGETS	COMMENTS / DETAILS
14 May	Leaflet activities	Selective mail shots as-decided on 23 April. Also personal solicitations. Plan for the BRICK in-STONEWALL scheme of supporters ?  'Bent' programme planning Advertising space being sold by Jules Cassidy, Neil McKenna and David Benedict, if possible. Director is Sean Mathias.  Launch group Finalise press release information with basic data (Lisa to do draft 1); and rehearse answers to difficult questions (Duncan and Lisa). Report back on invitations to and work on the May 20th launch. Members to provide information for bio.
17 May	PRESS PREPARATION	Documents to be finalised by Lisa and Duncan are : - Press announcement re S/I - What is Stonewall/Iris ? - Why now and what for ? - Members list and bio - Hard questions and easy answers (internal use only).
20 May	LAUNCH 1	10.00 at Narrow St. Its the Limehouse Declaration II. The event is breakfast with the stars of Stonewall This-intimate event is for the committed gay press (and journalists employed to do-gay coverage elsewhere) in order to announce Stonewall/Iris's existence. Invited are CG, PP, GT, Time Out and City Limits corrs and journalists, and also the gay papers outside London (even if they don't come) - Northern Life, Gay Scotland, what else. Gay pirate radio people ? Catering should be either by a supplier or friends/partners standing in.
20 May on	ADVISING OTHERS	A series of individual phone calls to organisations such as SHAG, GBA, OLGA etc to tell them about Stonewall before they read it in the press. Jenny to co-ordinate who taps who on the shoulder in this sequence. OLGA will have to be excluded in view of recent events (?)
24 May	Embargo for announcement	Stonewall Group is formally-annouced to the gay/les world as a defiant commemoration of the day of-enactment of Section 28.
26 May	PRESS STORY 1	News of Stonewall launch. Lisa to offer writing support to Capital Gay; Duncan to do the same for Pink Paper

- 29 May Stonewall stunt 1 A promotion for the 'Bent'-performance. So what's this stunt going to be, if it is going to be ? We want to target an appearance of MC and IM on Wogan, if available to us, for this particular week.
- 2 June PRESS STORY 2 Featuring 'Bent'.
- 4 June STONEWALL MEETING With Members to review launch results. Handle postal responses to enquiries after 24 May news break.  
Director - plan ad Employment group to move ahead on interview and appointment of director.
- 5 June Sponsors event Stunt re sponsors/patrons. Could also involve formation of parliamentary advisory group. Michael Brown, Chris Smith and Robin Squires to be invited to participate.
- 9 June PRESS STORY 3 Reports Stonewall stunt 2.
- 13 June Release Director Ad Annoucement of Ads for a-director - "we're looking for that special person"
- 16 June `PRESS STORY 4 Advertisments appear for director's job in gay press, hopefully together with editorial copy about same.
- 23 June NO PRESS STORY The gay press will be full of Pride. No point in competing. However, Ian's (?) or other Stonewall speakers speech to the march should be pre-written and pre-relased in order to go for better post-Pride coverage.
- 24 June Gay Pride March, London 20th anniversary of the-Stonewall Riot in New York. We take a stall at Pride to publicise Stonewall and Iris.
- 25 June Central London Benefit performance of Bent-starring Ian and Michael.
- 29 June PATRONS' EVENT Perhaps a cocktail party at "Soho Soho". MC to speak to Laurence Isaacson.
- 30 June PRESS STORY 5 Reports appear on Bent and what our speakers said on Pride.  
STONEWALL AGM Possible date for first Stonewall Group AGM (or did I get this wrong ?).
- 20 July Target to appoint director Premises and salary can be-committed on the basis of the assured proceeds of the 'Bent' benefit. Funds will be held pro tem in the GERT account if there has been no
- August DIRECTOR STARTS Director in post if possible (late)
- September MAIN LAUNCH Party conference season. -Director to be active in lobbying and presentations there.

- 1990                    YEAR 1 : events and ideas                    \* April 1990 - Euro-les/gay-conference could be sponsored in London.  
\* Post Thatcher era Bills to be planned.  
\* Leaflets and publications including Campbell and-McKellen to Chatto and Windus "Counterblast"; also Gays in Prisons or Young gays in criminal justice.  
\* A Christmas Party; a speakers list; an annual report noting gains and losses.  
\* Revive work on CHE black file, and on voting record re lobbying.
- 1991                    European Rights Confce                    "Rights for All, '91." - tie in to work on the Charter of European Citizenship