

Revised Draft 6/8/90

SATELLITE ACCOMMODATION PROGRAM MEDIA LAUNCH

Five-City Rollout

Background and Purpose:

Launching the Accommodation Program simultaneously in target cities of Atlanta, Chicago, Minneapolis, Nashville and San Francisco is the next step in preparing for a future nationwide program. It creates a cross-country perspective and its impact with help to determine how the Accommodation Program will fare among diverse geographic populations.

The Program has developed a successful first-year history in Pittsburgh. The 5-city rollout should maintain a focus on the Pittsburgh success story, while taking advantage of the cross-country perspective which the five cities provide.

A satellite news conference launch provides a cost-effective and efficient method of standardizing the message and linking the cities together. It also creates a natural event which underscores both the scope and the success of the Program.

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Organization:

The broadcast would most probably originate from the Sheraton Station Square (ideally from the terrace which affords a viewpoint of the Pittsburgh skyline across the river.)

- o The Sheraton was an original participant in the Accommodation Program.
- o It represents both the hotel and the restaurant aspects of the hospitality industry.
- o It has a nationally recognized name, easily identified in other cities.
- o Gene Connelly has been a strong supporter and local spokesperson for the program.

Pittsburgh-Based Spokespersons:

- o Gene Connelly - Sheraton
- o Jack Offenbach - Ruths Chris
- o Les Zuke - Philip Morris U.S.A.
- o Others as appropriate

Spokespersons At Satellite Locations:

- o Local Philip Morris representative
- o Local program participant spokespersons as appropriate.

The program would uplink from the Sheraton. It would be interactive, in that reporters in the target cities would be able to ask questions of the Pittsburgh spokespersons. Though the reporters themselves would not be seen, their questions would be heard in Pittsburgh as well as at the satellite locations.

The Pittsburgh program would be viewed on large screen monitors at the satellite sites. Television stations covering the event in the target cities could cover the local event in person, and take the satellite feed live, either on site or in their own newsrooms, thus affording themselves high-quality video at both ends.

Format:

The event will be co-hosted in Pittsburgh and in each of the satellite cities by a local program spokesperson supported by Philip Morris. Satellite cities will have a designated time frame in order to make their initial remarks and set the stage. The Pittsburgh program will follow for about 10 minutes.

The Pittsburgh portion of the program will begin with a brief presentation (which should take no longer than 10 minutes) describing the Pittsburgh program and its success. This could take the form of a brief video vignette, followed by supporting statements by the participants. Following the presentation, reporters in each of the satellite cities will be able to ask questions, either of the local spokespersons or those in Pittsburgh. The entire event should last no more than an hour.

The Pittsburgh panel will be able to hear the questions and answers at the satellite location and can comment on the questions at will.

Suggested Timetable

- 00:00 - 05:00 Satellite cities welcome local reporters, introduce local spokespeople and intro Pittsburgh.
- 05:00 - 15:00 Pittsburgh welcomes the cities, announces the expansion of the Accommodation Program into the satellite cities. A short videotape presentation (2-3 minutes) provides brief overview and update on the program's Pittsburgh success.
- Introduce Pittsburgh spokespeople with brief statements. Offer answers to questions. Requests reporters to identify themselves by city, so that everyone will know where the questions are coming from.
- 15:00 - 35:00 Q&A
- 35:00 - 40:00 Pittsburgh wrap-up. Philip Morris notes mechanism by which reporters can get follow-up answers through New York. Thanks everyone for watching and throws the news conference back to the localities.

Positioning and Messages

The Accommodation Program is positioned as a customer/employee relations program which publicly conveys the commitment of program participants to accommodate the wishes and individual preferences of both smokers and non-smokers. Its major targets include:

- o The Hospitality Industry, restaurants, hotels etc.
- o Operators or managers of other areas of public accommodation where both smokers and non-smokers meet such as theatres, stadiums, arenas, etc.
- o Private businesses which see the need for a non-threatening way in which they can communicate to their employees and customers that individual preferences can be accommodated.

Messages

- o The Accommodation Program publicly conveys the commitment on the part of the participant to accommodate the wishes and individual preferences of both smokers and non-smokers.

- o The Program recognizes that while most establishments do this already, the use of a single, recognizable signal lets their customers know "up front" that their preferences will be satisfied.
  
- o The Program's Pittsburgh success is proven by the fact that \_\_\_\_\_ restaurants, hotels and other businesses have signed up for the program. Many were from outside the immediate target area, who saw the promotions and felt it would be useful to them.
  
- o The Program received the endorsement of the Western Pennsylvania Restaurant Association and other regional groups.
  
- o The goals and objectives of the Accommodation Program are not inconsistent with local smoking ordinances -- in fact, the Program recognizes and promotes those businesses which abide by local ordinances recognizing the preferences of both smokers and non-smokers.
  
- o The Accommodation Program is not an endorsement of cigarette smoking, nor an advertisement for same.

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Potential for National Media Fallout

Because the program will be on the satellite, it will be available to anyone who wishes to tune it in. The nature of the program and the issue create a very strong possibility that the conference can be covered by numerous media outlets in cities other than the target locations. Clearly, the potential for this much more widespread audience demands that the satellite program from Pittsburgh be able to stand up to national attention.

Because the reporters' questions to the Pittsburgh panel would be coming in on a dedicated telephone line, there is little likelihood for questions to be asked from extraneous sources. Still, Philip Morris national spokespersons should be prepared to provide a follow-up statement and answer questions from media who are picking up the broadcast but are not participants.

Need for Media Training

All spokespersons, both in Pittsburgh and at the satellite locations should be provided with thorough media training prior to the event, to ensure that the messages and the answers to questions are consistent.

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Technical Considerations:

Pittsburgh:

Location: Sheraton Riverside with view of Pittsburgh in background.

Cameras: Utilizes two or three cameras, switcher etc. (Exact number depends upon the location, number of spokespersons and size of the "studio audience," if any.

Transmission: Arranged through local supplier. Microwave truck in Sheraton parking lot feeds picture and sound to uplink and thence to the satellite. Incoming reporters questions from target cities are transmitted via dedicated telephone line to minimize chance for extraneous calls.

Crew

Requirements: TBD

Time: 12:00 noon to account for time differences.

11:00 a.m. in the midwest which allows time for a simple cold buffet lunch FOLLOWING the program in Atlanta, Chicago, Minneapolis and Nashville.

9:00 a.m. on west coast to allow for continental breakfast PRECEDING the event in San Francisco.

Audience: Consider inviting Pittsburgh Accommodation Program participants, restaurant owners etc. to watch the broadcast. Could be a good occasion to thank them for their participation also to provide final update on how the program went. Opportunity for good show of support for their counterparts in the satellite locations.

Local Media: Consider inviting local media. Good story opportunity on how the Accommodation Program is going cross-country as well as final update and opportunity to frame our messages. Downside, of course, is that the local media could ask tough or embarrassing questions which localities might not want to address. Problem is that local television and radio can listen into the satellite broadcast anyway. Is it better to have them inside or outside the tent?

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We could hold a separate news briefing for the local media afterwards, but they might feel cheated on not being in on the bigger story.

Individual Satellite Locations (Atlanta, Chicago, Minneapolis, Nashville, San Francisco)

Location: The conferences should be held at a participating hotel or other business whenever possible. It would be preferable if conference site is located in a building which also has downlink capabilities. Receiving stations can be provided for those that don't.

Equipment: Large screen television, or several 27" monitors, and two-way sound system, connected to satellite system. Telephone interface for local reporters' questions. Downlink capability if not available at meeting site.

Room set-up: Classroom or theatre style with sufficient seating for invited media and others. Easels, etc. for display of local ads and other communications materials and small table top podium.

Continental breakfast or basic deli tray luncheon depending upon time of day.

Electric power available.

Invitees: Local media list

Local initial participants in Accommodation Program, local officials, as appropriate.

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