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MEDIA RELATIONS

Primary Responsibility: Brennan M. Dawson

Overview

Three areas dominated the activity of Media Relations in October: media appearances by consultants; hospitality speeches and trade shows; and preparation for "The Great American Welcome." In all cases, we are able to report substantial progress and high levels of activity.

Highlights

Gray Robertson conducted two media tours in October, taking the ACVA message to the media in Reno/Las Vegas, NV and Portland/Eugene, OR. During these tours, Mr. Robertson conducted five print interviews (including the Las Vegas Sun and Oregon Business), six television interviews (all network affiliates), and nine radio appearances. Robertson was also interviewed for upcoming articles in People and Inc. magazines this month.

"Town Hall," a popular, one-hour public affairs show in Portland, OR (airing live just before "60 Minutes") covered the public smoking ban initiative this month. Among others appearing on the program were TI-consultants Dr. David Weeks, John C. Fox, Esq., and Tom Donahue Jr. on behalf of the Oregon State AFL-CIO.

"Helping Youth Say NO" was promoted by Jolly Ann Davidson's media tour to Seattle, WA, where vending and other "youth" directed legislation remains active. Mrs. Davidson had two print interviews (Seattle Post-Intelligencer and Bellevue Journal-American), and five radio tapings during her visit.

Drs. David Weeks and Jack Peterson continued "Truth Squad" media tours on ETS and IAQ this month in Cincinnati, OH and Hartford/New Haven, CT. While in Cincinnati, Weeks had five radio programs, including one hour live on the top rated news/talk station. Peterson had four radio interviews, including 15 minutes live on the CBS affiliated news station, an interview on the ABC-TV affiliate in Hartford/New Haven.

Management labor attorney John Fox held the second of his smoking in the workplace breakfast briefings in Portland, OR this month. After his briefing, Fox talked with the Oregonian and taped a radio public affairs program. As previously noted, Fox was also asked independently to appear on "Town Hall."

TI DN 0016556

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After weeks of pitching the new hospitality program, TI speakers moved into the second phase -- giving speeches and exhibiting at trade shows. Staff made presentations and attended the trade shows of the following associations in October:

Nebraska Lodging	Indiana Licensed Beverage
Iowa Candy & Tobacco	Nevada Hotel and Motel
Iowa Restaurant and Beverage	Mid-Atlantic Food Dealers
New York United Tavern	Indiana Restaurant
Ohio Hotel and Motel	

In anticipation of a November 15th launch of the Great American Welcome, work continued to garner support from hospitality organizations, prepare advertising materials and gain approval from appropriate committees, and develop the final promotional plan. Clearance was obtained for all of the above items, and media markets and target lists were finalized.

Strategy development for the 25th anniversary Surgeon General's report commenced in October. Work is now underway to finalize these plans.

For the early November release of the Washington Legal Foundation's poll on workplace priorities, Media Relations developed and cleared materials, initiated and implemented promotion -- including video news release, and selected and cleared media markets.

[After early receipt of Great American Smokeout materials from the American Cancer Society, we discussed with counsel and consultants potential uses for conciliatory statements. A draft plan and recommendations were developed and shared with the member companies.]

Work began on a video production to supplement the President's remarks at the annual meeting in December.

Media relations made presentations on activities for a briefing of new and current scientific witnesses. This group also received media and speech training.

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TI speakers also gave a speech to the International Association of Business Communicators, made a presentation -- including video production -- on the world-wide activities of anti-smokers for the Infotab meeting in Spain, and participated in a debate on tobacco advertising at the annual gathering of the Free Press Association.

Briefings were also provided for a dozen visiting West German journalists and the head of a Danish smokers' rights organization.

The second monthly report to the Communications Committee on the Public Affairs Division's outreach efforts was compiled and distributed to the member companies.

In October, we handled 228 information requests (90 from the media and 138 from the public), conducted 15 broadcast and 60 print interviews, made 26 media relations contacts, and spent 31 days on the road.

Next Month's Goals

Successful announcement of The Great American Welcome

Continued work in preparation for the Surgeon General's Report

Plan for release of JAMA "eye tracking" study and International Environment's release fo Judson Wells "ETS" study

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Continue interviews and fill staff vacancies

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