

THE TOBACCO INSTITUTE

1875 I STREET, NORTHWEST
WASHINGTON, DC 20006
202/457-1800 • 800-424-9876

APPENDIX 11-1-H

SAMUEL D. CHILCOTE, JR.
President

January 25, 1983

Mr. Curtis H. Judge
President
Lorillard, A Division of
Loews Theatres, Inc.
666 Fifth Avenue
New York, NY 10103

Dear Curt:

You asked for the enclosed report by January 31. Bearing in mind your comments on the year-end document which we sent up in late December, this new report omits routine detail in order to emphasize major focuses of the staff this month.

Let me know how we can continue to improve these reports in both format and content.

Cordially,

Samuel D. Chilcote, Jr.

SDCjr:mss

Enclosure

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PUBLIC RELATIONS DIVISION

Principal Activities

1. Advertising: Cancelled uncommitted 1983 contracts, putting 79% of 1983 budget in reserve for new campaign; directed new copy and media plan development; put 1983 advertising research planning and promo piece "on hold."

2. Fire: Won approval of National Council of Volunteer Firefighters executive committee for recruiting/fund-raising assistance kit and set February 26-7 joint meeting to map distribution plans; solicited and received fire department grant requests from 7 cities for processing and legal clearance; commissioned preparation of hang-tag slide show for UFAC (completion due February 15); began distribution of Schaenman study to lobbyists and area managers; contacted free-lance writer to do Fire Chief journal pieces on Schaenman study; had first meeting with National Fire Prevention Association on smoke detector promotion.

3. Surgeon General: "Smoking and Heart Disease," the TI appraisal, finished clearances and due off press January 31; awaiting further intelligence on due date of Surgeon General's report (latest intelligence is early March) to begin one-on-one media briefing drill three weeks in advance.

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Other Activities

Finished script adapting Philip Morris "Hirayama" film for TI and sent it to legal clearance.

Maintained production schedules on publications.

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