

THE AMERICAN TOBACCO COMPANY AGENCY ACTION MEMO Revised 1/4/93

FROM: Donna Radazzo

DATE: 1/4/93

LCT&L
MEDIA R. Adler-All
 L. Stern
 M. Schan-C
 G. Fous
 M. Kreinces
 J. Adamson-MY-P-T
 G. August-M
 C. Burnett
 K. Kelly

OUT OF HOME B. Chandler - All
 C. Lavin

ACCOUNT GROUP A. Magrane - All
 J. Powers-M-A-T-C-MY-L-TR
 M. Hodes-M-A-T-C-MY-L-TR

RESEARCH B. Cronin - All

TRAFFIC/ PRODUCTION G. Calamari - All
 C. Liscianrello - All
 S. Singer - All
 F. Toth-M-MC-R-MY-BD
 L. Spak-C-CR-L

ACCOUNTING N. Muniz

M. Schan-A-MC-TR-ML-CR
 G. Fous
 J. Rosen
 R. Reifenbeiser
 J. Adamson-BD-R-L
 G. August
 R. Siegel

A. Evans - All
 J. Sargent-MC-CR-R-P-BD-NP
 L. Sands-MC-CR-R-P-BD-NP

ATCO
 Hays
 Johnston ✓
 Gesell ✓
 Noone ✓
 Degenhardt ✓
 Holek ✓
 Maresca ✓
 Lawlor
 Smith ✓
 Aldrich
 Bogie
 DeMasi
 Brown
 Wennick
 Keane
 DeMato ✓
 Ockers ✓
 Burns
 B. Tesreau
 Cammarota
 Vyse - All ✓
 Touger-All ✓
 Jarrett ✓
 Gupton ✓
 Klein
 Fareri
 Radazzo
 Wogerbauer
 Ashkin
 Willoughby
 Puleo - All ✓
 Burt
 Ferry - All ✓
 Albert ✓
 Murray ✓
 Platt - All ✓
 Sturdivant-All ✓
 Moreira
 McKenna - All ✓
 Strauss
 T. Corrente - All ✓
 Wall
 Spright ✓
 Hammond - All ✓
 Hirst - All ✓
 Yensen ✓
 Pendergraft
 Powers - All ✓
 Feinstein
 Whiting - All ✓
 Druehl - All ✓
 Nicosia - All ✓
 Grey ✓
 McDermott - All ✓
 Kern
 Leisue - All ✓
 Gray
 Culbreth
 Kriz ✓
 Newmark - All ✓
 Blanks - All ✓
 Dougherty - All ✓
 Russell - All ✓
 Pierce - All ✓
 Voelker - All ✓
 Goodridge
 Linkous
 Gammons - All ✓
 Jones - All ✓
 Sprinkle - All ✓
 SALES DIRECTOR
 Ferrell ✓
 Riddell - C
 Bunce - N
 Pape - E ✓
 Siler - S
 Nicomede - W

OLM Assoc.
 T. Owen - All
CLARION
 H. Goldfrach
 M. Bedell
 L. Warnecke

Re: Approval Recommendation - Massachusetts Tax Buster

Attached is a proposal to implement a program designed to promote trial of our primary push brands in outlets most impacted by the tax increase in Massachusetts.