

- HENRY

North Carolina
Association of Educators, Inc.



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June 4, 1991

Mr. James Johnston, CEO
R.J. Reynolds Tobacco
P.O. Box 2959
Winston-Salem, NC 27102

Dear Mr. Johnston:

Media reports today are full of what's wrong with education. We hear all too often about falling test scores, rising absenteeism, school violence, and graduates who can't read or compute. We have some good news about schools and public education and we want to tell more people about it.

The North Carolina Association of Educators (NCAE) is seeking to tell another side of the story, to send some positive messages to the public during the coming school year. Today's teachers are better qualified, children today learn more than their parents did, and public schools reach out to all students.

NCAE is a private, non-profit, membership organization of some 40,000 active classroom teachers, media specialists, counselors, teacher assistants, coaches, principals and superintendents. Our statewide membership also includes retired teachers, college students majoring in education, higher education faculty, and community college faculty, which adds another 6,000 to our roster.

To spotlight and inform the public about education issues, NCAE wants to launch a radio campaign to elevate the public's level of awareness as to the quality of education in North Carolina. The program we want to sponsor, "The Educators Progress Report," will feature education news for the nineties, a report card type approach which would be featured in 60 second radio spots or "infomercials."

The statewide radio campaign would help the public learn more about education issues not generally covered by the daily news media. Some of the possible issues for campaign coverage are SAT scores, class size, school

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choice, drop out rates, learning laboratories, driver's education, the state's Basic Education Program.

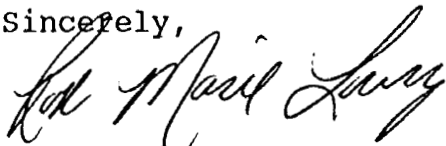
Yes, we are seeking a cosponsor who would be willing to commit money to assist in financing this proposed campaign. Costs estimates are \$108,000 for a 12-month program. The program is designed to give a profoundly positive side of education, enlisting more interest, support and commitment from the public in the progress of education.

The NCAE publishes a magazine. North Carolina Education, four times a year, and a newspaper, NCAE News Bulletin, five times a year. As a cosponsor, your company would receive free ad space in all nine issues. You would be the exclusive advertiser in the NCAE News Bulletin. Our current statewide circulation is nearly 60,000.

I am soliciting your help, as an organization interested in education and as a valuable marketing partner, to be a financial cosponsor of the "Educators Progress Report." The proposed broadcasts would give American Airlines as a cosponsor. I am available to discuss this venture with you further at your convenience.

We want to build networks and put some ideas into action. I hope that I can count on your interest and support. I will call you in about two weeks to determine the feasibility of this joint venture.

Sincerely,



Rose Marie Lowry
NCAE President-Elect