

# Ogilvy & Mather Public Affairs

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## MEMORANDUM

FROM: Richard Marcus

March 23, 1988

TO: Brennan Moran  
Susan Stuntz

RE: REGIONAL MEDIA PROGRAM FOR APRIL 22

The following is a program outline that highlights regional media in our target markets on the day the airline smoking ban goes into effect, April 22. The basic plan calls for a national event in Washington, D.C. sponsored by the Smokers Rights Alliance (SRA). In addition to a national event, we have the opportunity to respond to the ban in specific markets with SRA local spokespersons reaching out to local media.

## ASSUMPTIONS

1. There will be a response to the ban in Washington, D.C. that targets national media.
2. This national response will be organized primarily under the name of the Smokers Rights Alliance.
3. Regional responses should be organized in those markets which have been targeted by the airline smoking ban program.

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These responses will be sponsored by local representatives of the SRA.

IDENTIFICATION AND TRAINING OF LOCAL SPOKESPERSONS

A. Identification

1. Dave Bretton of SRA has indicated that he has members in each of our target locations who he feels could act as local spokespersons -- discussion with Bretton should take place as quickly as possible to inform him about our plans.
  
2. These spokespersons must be advised of this plan and interviewed by TI representatives as soon as possible.
  - a. spokespersons could come to Washington for briefings and interviews -- we may want to consider two groups.
  - b. as an option, interviews could be divided between the subcommittee members and conducted on-site.
  - c. a preliminary questionnaire could be devised for interviewing these individuals.
  - d. legal questions of adoption should be reviewed.

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**B. Training**

1. Sessions in Washington should be planned at least 10 days to two weeks prior to the event.
2. Sessions would take a day-and-a-half.
3. Sessions would include:
  - a. overview of program
  - b. review of messages
  - c. media identification and outreach (how to find the media in your area and how to pitch your story)
  - d. media training
  - e. review of materials
4. Follow-up plans
  - a. maintaining contact with media
  - b. localized SRA rallies

**C. Development of Materials**

1. Overall program kits should be developed which include instructions on implementation of this effort.

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2. Most materials developed for the national event including SRA kits, can be included as part of the local efforts.
3. Investigate local angle for materials.
4. Media -- specific materials
  - a. localized lists including key outlets, contacts and phone numbers
  - b. localized media advisory
  - c. localized releases
  - d. localized pitch letters

### IMPLEMENTATION

#### A. General Parameters

1. Events should be a hybrid between news events and media tours (i.e. the local spokesperson organizes a media schedule that includes interviews with local radio, TV and print journalists by generating interest with use of advisories, releases, and phone contact).
2. Hiring of local PR firm could be considered on limited budgets to do mailings, lists, follow-up calls, pitches and placements.

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*These guys are controllable? How does this project differ?*

- a. O&M offices in New York, Atlanta, Chicago, Dallas, Houston, San Francisco, Los Angeles and Minneapolis could be considered because they are controllable on this type of project -- this was the type of operation we set up for the ALPA pickets last year at 10 airports.
- b. In other ways it is more controllable if the pitches were done from here -- however, this would require that the local spokespersons handle critical responsibilities alone. This would also make it difficult to be responsive on the day of the event by not being in the community to offer assistance to the spokesperson.

**B. Program Operation**

*That's next week*

- 1. Lists and materials should be developed three weeks in advance of event.
- 2. Two weeks prior to event media pitch letters should be distributed to local media.
- 3. Ten days in advance, local media is contacted to attempt to set up interviews on or around the day of

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the ban.

4. Media advisories should be distributed five days in advance to notify local media of availability of local SRA spokesperson.
5. On the day of the ban:
  - a. pre-scheduled media interviews take place.
  - b. releases are delivered to all local media.
  - c. all local media is contacted again so that spokesperson can comment on the implementation of the ban.

cc: Karen Hochberger