

Jordan, attached please find two files now in agreement:

- 1) 2001 Budget (all charts issued monthly via Bozell)
- 2) TRAC0901 (monthly tracker from Weber Shandwick)

Per Sheldon's question, the correct PR budget is \$1,266,400 with Fees of \$577,500 and OOP Expenses of \$688,000.

The discrepancy stemmed from the \$25,400 transferred from PR to Advertising to fund an incremental page in *Family Life*, supporting the Popkin Tour. This adjustment had not yet been reflected in the WS tracker and was mis-allocated on the Bozell chart. The charts are now in agreement.

Please don't hesitate to contact us with any further questions.

Many thanks,
Adam

jbressler@lortobco.com wrote:

Just need a quick answer on this. This refers to the 2000 budget year, and the two trackers which feature differing amounts. Please reply today if possible so I can get back to good old Sheldon (we can't get anything past him, can we?)

----- Forwarded by Jordan Bressler/Lorillard/MLBA on
10/26/2001
03:10 PM -----

Sheldon Johnson
10/26/2001 03:09 PM

To: Jordan Bressler/Lorillard/MLBA@MLBA
cc:
Subject: Re: yspp (Document link: Jordan Bressler)

I received your package of goodies this morning. In reviewing the charts and things, I noticed that I have 2 trackers for BSMG Chicago. Both trackers have different budget numbers and I hope you can shed some light on the problem.

Here's the scenario:

81882169

"Niosi, Jason" <jniosi@WeberShandwick.com>
04/12/2002 02:15 PM

To: Jordan Bressler/Lorillard/MLBA@MLBA
cc
bcc
Subject: RE: Unfinished items

Jordan,

According to Larsen, both of your concerns have been addressed. Check out the staging site at www.buttoutnow.com:7070

Unfortunately, my computer setup does not allow me to look at screensavers. I am getting this issue resolved as soon as possible but let me know if you have any more concerns.

If I don't hear from you, congratulations and good luck next week!

Jason

-----Original Message-----
From: jbbressler@lortobco.com [mailto:jbbressler@lortobco.com]
Sent: Friday, April 12, 2002 1:51 PM
To: Niosi, Jason
Subject: RE: Unfinished items

Have they also looked into my complaint that there is a palpable three-or-so second delay from when you click "exit" until you're "released" back to your computer?

"Niosi, Jason" <jniosi@WeberShandwick.com> on 04/12/2002 02:17:08 PM
To: Jordan Bressler/Lorillard/MLBA@MLBA
cc:
Subject: RE: Unfinished items

Hi Jordan,

I believe it has been taken care of on the buttoutnow staging site, but am waiting for confirmation from Larsen. I will let you know as soon as I find out.

Thanks,
Jason

-----Original Message-----
From: jbbressler@lortobco.com [mailto:jbbressler@lortobco.com]
Sent: Friday, April 12, 2002 1:02 PM
To: jniosi@webershandwick.com
Cc: khomburger@webershandwick.com
Subject: Unfinished items

Jason --

Still waiting to find out the fix on the "Falling Apart" screensaver. As I reported last week, the current model doesn't appear to have ANY audio (and I did ensure that the mute button was unchecked).

Please update me on this situation so we may make the new screensaver live.

81887335



Steven Watson
02/12/2001 02:42 PM

To: jbressler@yahoo.com
cc:
Subject: media plan

Forwarded by Steven Watson/Lorillard/MLBA on 02/12/2001 03:41 PM



"Day, Mark" <mday@webershandwick.com> on 02/12/2001 03:10:23 PM

To: Steven Watson/Lorillard/MLBA@MLBA, Jordon Bressler/Lorillard/MLBA@MLBA
cc: "Jensen, Paul" <pjensen@webershandwick.com>, "Miller, Andy" <amiller@webershandwick.com>, "Keeter, Brian" <bkeeter@webershandwick.com>
Subject: media plan

Steve --

As we discussed, attached is a short media plan for introduction of the lorillard.com website and corporate advertisements launch. Please let us know what you and Jordon think....

mld

<<Lorillard Media Relations Plan 2-12-01.doc>>

Mark L. Day
Group Vice President, Media Relations

Powell Tate
700 Thirteenth Street, NW
Suite 1000
Washington, D.C. 20005

202- 585-2104 (phone)
202-383-0079 (fax)

email: mday@shandwick.com



- Lorillard Media Relations Plan 2-12-01.doc

99410006

NEWEST RELEASE!

U.S. GOV'T REPORT

CARLTON BOX — LESS THAN 0.5 MG. TAR, 0.05 MG. NICOTINE



CARLTON IS LOWEST.



Box-
less than
0.01 mg. tar,
0.002 mg.
nicotine.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Box Less than 0.5 mg. "tar," 0.05 mg. nicotine
av. per cigarette. FTC Report Mar. '83

LAURENCE CHARLES & SONS, INC.

• The Challenger. • New Viceroy Extra Milds.



**The one cigarette with
lowered tar but lots of taste.**

Compare the taste with other low tar
cigarettes....it's really no contest.



14 mg.
tar

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

14 mg. "tar," 1.0 mg. nicotine av. per cigarette, by FTC Method.

NEWSWEEK - December 10, 1973
Page

Revised August, 1980

HXB1574063

UNIVERSITY OF MIAMI

CURRICULUM VITAE
Standard Form

1. Date: September 2, 1980

PERSONAL

2. Name: Bernard Wendlin Steele

3. Phone, Home: 665-0044

4. Phone, Office: 325-6510

5. Address: 6705 S.W. 117th St.

6. Status: Full-time X

7. Current Rank: Associate Professor

8. Citizenship: U.S.

EDUCATION
(institution)

University of Minnesota

BA, 1968

University of Minnesota

MD, 1970

Non-institutional Training

Training in Computer Sciences, Medical School Fellowship

June, 1968 - Aug., 1968

Course in Computer Programing, CDC Institute

Nov., 1969

Course in Systems Analysis, CDC Institute

Dec., 1979

Training in Forensic Pathology, Dade County, FL, Medical School
Fellowship (U.S. Dept. of Transportation)

Jan., 1970 - March, 1970

Honeywell Course in Fortran Programing

June, 1973

Certification, licensure:

Licensed by the Minnesota State Board of Medical Examiners,

1971 - present

per Frank... OK to Fax and not mail
Faxed 4/27 A

RETURN TO:
AK Public Offices Commission
PO Box 110222
Juneau, AK 99811-110222
Phone: 907-465-4864

Physical Address for Deliveries:
240 Main Street, Room 201
Court Plaza Building
Juneau, AK 99801
Fax: 907-465-4832

1999 EMPLOYER OF LOBBYIST REPORT

General Information - Cover Page (Form 24-4)

Employer Name: Brown & Williamson Tobacco Corp.
Mailing Address: PO Box 35090
Phone Number: Louisville, KY 40232

REPORTING PERIOD

Check the box to indicate which reporting period this report covers

- ☒ 1st QUARTER REPORT: Due 04/30/99 ☐ 3rd QUARTER REPORT: Due 11/01/99
☐ 2nd QUARTER REPORT: Due 08/02/99 ☐ 4th QUARTER REPORT: Due 01/31/00

SHORT FORM FOR ZERO REPORTS

If no payments were accrued in connection with lobbying activities during this reporting period, check the **ZERO REPORT BOX** below. If this box is checked, you do not need to submit Schedule A (APOC Form 24-4A) or Schedule B (APOC Form 24-4B).

☐

GIFTS

Report the date and nature of any gift of more than \$100 in value made to any public official during this reporting period. AS 24.45.161(4)

Date	Name & Position of Public Official	Nature of Gift	Value
N/A			



COMPLETE BOTH SIDES OF THIS FORM

APOC Form 24-4 (3/99)

DEVIATION REPORT

Received by RAQA
12/11/86

Reporter fills in Items 1-7;
Study Director completes Items 8-9.
(Attach additional sheets as necessary)

1. Date of Observation: 11-6-86	2. Date(s) of Deviation: 7-7-86, 7-8-86, 7-9-86, 7-10-86, 7-11-86, 7-14-86, 7-15-86, 7-17-86, 7-18-86, 7-21-86, 7-23-86, 7-24-86, 7-26-86, 7-28-86, 7-30-86, 8-1-86, 8-4-86, 8-6-86, 8-8-86, 8-11-86, 8-14-86, 8-15-86, 8-18-86, 8-19-86, 8-20-86, 8-21-86, 8-22-86, 8-23-86, 8-24-86, 8-25-86, 8-28-86, 8-29-86, 8-30-86, 9-1-86, 9-4-86, 9-5-86, 9-11-86, 9-12-86, 9-15-86, 9-16-86, 9-19-86, 9-23-86, 9-24-86, 9-25-86
3. Reporter: David Pansie (Name) David Pansie (Signature)	8. Study Director, Recommendations: a. Effect of Deviation on Quality and Integrity of Study Data (Check One): No significant effect <input checked="" type="checkbox"/> Significant effect <input type="checkbox"/> Explain:
4. Study Number(s): I-5087.026 Kind of Study: 13 week Subchronic Smoke Inhalation Study in Rats	b. Study Status (Check One): Continue <input checked="" type="checkbox"/> Terminate <input type="checkbox"/> (If terminated, send raw data to RAQA Archives) Recommendations: limits in protocol will be changed in future.
5. Specific Protocol/SOP affected: Document Title: 13 week Subchronic Smoke Inhalation Study in Rats Ref II, D33, D34. Document Number: 1601.026 Page(s): 10 Section: 9.4	c. Sponsor Contact: Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> (Circle One) Contacted _____ on _____ by _____ Comments:
6. Nature of Deviation: <input type="checkbox"/> Planned <input checked="" type="checkbox"/> Unplanned Detailed description: Cigarettes were conditioned at a temperature exceeding 71 ± 2° F prior to use.	9. Signature: Raymond David Date: 12/4/86
7. Reason for Deviation: The incubator in which the cigarettes were stored was not able to maintain the temperature at 71 ± 2° F as was stated in the protocol.	10. Assistant Director of Research, (Check One): Accept <input checked="" type="checkbox"/> Reject <input type="checkbox"/> Comments: Signature: Amy Sullivan Date: 12/9/86
 MICROBIOLOGICAL ASSOCIATES A Unit of Whittaker Corporation 5221 River Road Bethesda, Maryland 20816 301/654-3400 	11. Director of RAQA, (Check One): Accept <input checked="" type="checkbox"/> Reject <input type="checkbox"/> Comments: Signature: Mona S. Katten Date: 12/9/86

GOLDENROD - SEPARATE AND RETAIN WITH RAW DATA - SEND WHITE, YELLOW AND PINK TO RAQA