

# PHILIP MORRIS USA

## MEDIA AFFAIRS

1996 ORIGINAL BUDGET

2048226944

### MEDIA AFFAIRS PROGRAMS

	1996 OB	1995 SRF	VARIANCE FAV/(UNFAV)	VARIANCE EXPLANATIONS
Media Action Network	CP10 \$1,000,000	\$871,000	(\$129,000)	Adjusted full year retainers for 21 media consultants
Outreach Constituency Development	CP20 190,000	150,000	(40,000)	Added Media Education and Briefings
Research/Analysis Tracking	CP30 130,000	150,000	20,000	Decreased polling activity
Media Training	CP40 0	91,000	91,000	Covered by specific project budgets in 1996
News Bureau	CP50 0	50,000	50,000	Transferred to Communications Services Budget
Media Education/Tours/Briefings	CP60 0	81,000	81,000	Transferred to Outreach Constituency Development Budget
Crisis Communications	CT30 130,000	200,000	70,000	Project started in 1995
<b>SUB-TOTAL MEDIA AFFAIRS PROGRAMS</b>	<b>\$1,450,000</b>	<b>\$1,593,000</b>	<b>\$143,000</b>	

### ISSUES SUPPORT

Excise Taxes	CS10 \$0	\$3,000	\$3,000	Transferred to Government Affairs Support
Youth Access / AAA	CS20 300,000	125,000	(175,000)	Increased support of Action Against Access Initiatives
General Counsel	CS30 0	200,000	200,000	Covered by specific project budgets in 1995
Medicare Liability	CS40 0	4,000	4,000	Transferred to Government Affairs Support
Accommodation ETS/EPA	CS50 600,000	700,000	100,000	Refocused efforts into major markets only
FD/Regulatory	XXXX 388,000	0	(388,000)	
<b>SUB-TOTAL ISSUES SUPPORT</b>	<b>\$1,288,000</b>	<b>\$1,032,000</b>	<b>(\$256,000)</b>	

### G.A. REGIONAL ACTIVITY

Field Support/Training	CR10 \$250,000	\$200,000	(\$50,000)	Increased support of Government Affairs regional activity
<b>SUB-TOTAL G.A. REGIONAL ACTIVITY</b>	<b>\$250,000</b>	<b>\$200,000</b>	<b>(\$50,000)</b>	

### MARKETING SUPPORT

Marketing Programs/Counsel	CT10 \$312,000	\$400,000	\$88,000	Project Thunder work and training started in 1995
<b>SUB-TOTAL BUSINESS MARKETING SUPPORT</b>	<b>\$312,000</b>	<b>\$400,000</b>	<b>\$88,000</b>	

### CORPORATE ADVERTISING

General National Media	XXXX \$13,250,000	\$13,250,000	\$0	Cost shift from Corporate
Minority Media	CZ10 1,500,000	1,500,000	0	Cost shift from Corporate
Government Affairs Media	CZ20 1,000,000	1,150,000	150,000	Transferred out "Ask First - It's the Law" program advertising
<b>SUB-TOTAL CORPORATE ADVERTISING</b>	<b>\$15,750,000</b>	<b>\$15,900,000</b>	<b>\$150,000</b>	

### COMMUNICATIONS SERVICES

Media Monitoring	CV10 \$250,000	\$125,000	(\$125,000)	Inclusion of Media Services budget and News Bureau budget
Media Services	CV20 0	50,000	50,000	Transferred to Media Monitoring budget
<b>SUB-TOTAL COMMUNICATIONS SERVICES</b>	<b>\$250,000</b>	<b>\$175,000</b>	<b>(\$75,000)</b>	

### TOTAL MEDIA AFFAIRS

	<b>\$19,300,000</b>	<b>\$19,300,000</b>	<b>\$0</b>	Shift of ad budget from Corporate to U.S.A.
--	---------------------	---------------------	------------	---