

Jordan,

We'd be glad to send some program stuff. Can you give us some background as to what this conference is? Will Marilyn be giving a presentation or will materials be on display? How many of each item do we need?

We've got the Popkin books. We only have a few file copies of the TeenHIP posters--fine for display, but not enough to distribute. Also, we're checking into how quickly we can print our grant posters after we have Steve's final approval. Do you think we may get final word from him on Tuesday?

Other suggestions: Take 10 brochures, video, posters of the Web sites, copies of our TeenHIP flyers, tchotkes (pens, etc.). Don't know if any of this stuff is appropriate. Let us know and we'll be on it.

-----Original Message-----

From: jbressler@lortobco.com [<mailto:jbressler@lortobco.com>]

Sent: Thursday, August 30, 2001 3:45 PM

To: twinfrcyharris@bsmg.com

Subject: Re: Youth Prevention Posters

Tamara --

Please follow the trail of this E-mail and help me out, if you can. I'd like to send some Scholarship posters and some Dr. Popkin books and Grant brochures to the following address, to the attention of the person listed below.

Let me know if the instructions below aren't clear and I'll fill you in.

----- Forwarded by Jordan Bressler/Lorillard/MLBA on 08/30/2001 04:43 PM -----

08/30/2001 04:40 PM

Marilyn Shore

To: Jordan.Bressler/Lorillard/MLBA@MLBA

cc:

Subject: Re: Youth Prevention Posters (Document link: Jordan Bressler)

Thank you for helping us out. As you can tell, I'm so excited about the trip that I'm not thinking clearly. I guess I thought somehow you would just know the zip code and a phone number. Details! Details! Details!

FTA Tobacco Tax Conference
Sheraton Anchorage Hotel
401 East 6th Avenue
Anchorage, AK 99501

81881078

Kerry Hall
<KHall@News-Record.com>
10/02/2001 03:42 PM

To: Jordan Bressler/Lorillard/MLBA@MLBA
cc:
bcc:
Subject: Figured it out...

Thanks for the heads up about the inquiry from Megan. I've checked into it, and she's a feature intern who was given an assignment she shouldn't have been given. No need to call her back. I've been told no story is going to run.

Hope you were able to get a good night's sleep after your early morning airport adventure.

Kerry Hall
Business Writer
News & Record
200 E. Market St.
Greensboro, NC 27401
www.news-record.com
Phone: (336) 373-7061
Email: khall@news-record.com
Fax: (336) 373-7382

-----Original Message-----

From: jhbressler@lortobco.com [mailto:jhbressler@lortobco.com]
Sent: Tuesday, October 02, 2001 12:13 PM
To: Kerry Hall
Subject: RE: On another front....

Cooler heads prevail. Thanks for checking into this!

Kerry Hall <KHall@News-Record.com> on 10/02/2001 12:09:30 PM

To: Jordan Bressler/Lorillard/MLBA@MLBA
cc:
Subject: RE: On another front....

Jordan,
thanks for the heads up. That's a new summer intern. Can you guys hold off on contacting Megan until I figure out what is up. That's definitely my territory and I'm going to see what's going on.

Thanks.

Kerry Hall
Business Writer
News & Record
200 E. Market St.
Greensboro, NC 27401
www.news-record.com
Phone: (336) 373-7061
Email: khall@news-record.com
Fax: (336) 373-7382

-----Original Message-----

From: jhbressler@lortobco.com [mailto:jhbressler@lortobco.com]
Sent: Tuesday, October 02, 2001 11:51 AM
To: Kerry Hall
Subject: On another front....

81881742

"Williams, Hugh"
<hwilliams@webershandwick.com>
>
10/04/2001 11:46 AM

To: Jordan Bressler/Lorillard/MLBA@MLBA
cc: "Abraham, Alex" <AAbraham@bsmg.com>, "Michaels, Liza" <lmichaels@bsmg.com>, "Trego, Sarah" <STrego@bsmg.com>, "Homburger, Katy" <KHomburger@bsmg.com>, "Winfrey Harris, Tamara" <twinfreyharris@bsmg.com>
bcc:
Subject: Conference Call Recap

Hi Jordan

Attached, please find a recap from yesterday morning's conference call. Also, just to share some good news with you, we have received our first TeenHIP Grant application. It's from an organisation called YES! To Youth who run a peer-to-peer TV talk show and would like the grant to fund a series of youth smoking cessation-related shows. To date, they have produced more than 250 programs which have been aired on NBC, ESPN and FOX. We have also received numerous calls from schools concerning Cool News so we'll hopefully receive a few articles before too long. Exciting stuff.

As ever, please feel free to call with any questions or comments.
Best wishes
Hugh

<<10_3.doc>>

Hugh Williams
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Chicago, IL 60611

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fax: +1-312/988-2363
www.webershandwick.com



- att1.htm



-10_3.doc

81881789

That's great if you have time to review. I realize that you're getting copy after noon the day before the call, so I wanted to make sure to allow enough review time.

-----Original Message-----

From: jbreessler@lortobco.com [mailto:jbreessler@lortobco.com]
Sent: Tuesday, October 23, 2001 12:29 PM
To: Winfrey Harris, Tamara
Subject: Re: TAKE 10 NEWSLETTER COPY FOR REVIEW

Why wouldn't you follow up tomorrow on our call?

"Winfrey Harris, Tamara" <twinfreyharris@webershawndwick.com> on 10/23/2001 12:58:13 PM

To: Jordan Bressler/Lorillard/MLBA@MLBA
cc: "Cabot, Janet" <jcabot@bsmg.com>, Alex Abraham <AAbraham@bsmg.com>, Christie Poe <CPoe@bsmg.com>, Hugh Williams <hwilliams@bsmg.com>, Jackie Kravick <jkravick@bsmg.com>, Katy Homburger <KHomburger@bsmg.com>, Liza Michaels <lmichaels@bsmg.com>, Sarah Trego <STrego@bsmg.com>
Subject: TAKE 10 NEWSLETTER COPY FOR REVIEW

<<Copy_.doc>>

Jordan,

Attached is copy for the premier issue of the "Take 10" newsletter. Missing is Dr. Popkin's article on discussing terrorism with kids. He is due to forward his section later today. We will follow up with you on Thursday for your feedback. As always feel free to call with any questions.

Thanks,

81882060

Jordan,

See below--shipping information for the NAAG Conference.

-----Original Message-----

From: Winfrey Harris, Tamara

Sent: Wednesday, October 10, 2001 12:13 PM

To: 'Bressler, Jordan'

Cc: Cabot, Janet; Abraham, Alex; 'Goldfarb, Adam'; 'Roth, John'

Subject: FW: NAAG

Team,

We spoke with Rita Hofer at the Doubletree to gather more information about conference set up. Here is the latest:

- Booth set-up will take place on Sunday evening (10/28) from about 7-9 p.m. We will need to call as the event nears to confirm these times because they were a bit unsure. Two people should easily be able to unpack our materials and set them up within this time.
- Electrical/hardware needs are handled by Rita. We have secured:
 - o 115 volts of electricity for our booth
 - o 1 direct dial phone line for Internet access
 - o a TV/VCR package to play our video loop
- We can ship our materials anytime to the following address/contact:

Doubletree Hotel at Corporate Woods

For NAAG Conference

C/o Rita Hofer

10100 College Boulevard

Overland Park, KS 66210

Phone: 913/323-1907

We recommend sending all boxes to arrive on Friday, October 26. This will allow us two days to track any missing packages. We are compiling a ship list for all boxes that will be mailed to NAAG. By Thursday, October 26, Alex and I will need information on any materials shipped from outside of our office, so that we may add it to the ship list. We'll need to know the following:

81882115

Sheldon Johnson/Lorillard/MLBA
10/26/2001 02:09 PM

To: Jordan Bressler/Lorillard/MLBA@MLBA
cc:
bcc:
Subject: Re: yspp 

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:

Budget tracker from Tamara (newly married I guess from the name change!!), tells me the BMSG Budget is \$1,291,800 with Fees of \$577,500 and OOP Expenses of \$714,300.

Budget tracker from Courtney tells me the same BSMG Budget is \$1,266,400 with Fees of \$577,500 and OOP Expenses of \$688,000.

I know the BSMG Budget had some adjustments and I was using the \$1,266,400 as the new basis for the BSMG Budget.

You should know what my question is!!!!

Also, everyone needs to be on the same page or chart as we rapidly approach year-end for final budget amounts.

Please advise.

81882161

"Homburger, Katy"
<KHomburger@webershandwick.com>
11/01/2001 11:36 AM

To: Jordan Bressler/Lorillard/MLBA@MLBA
cc: "Winfrey Harris, Tamara" <twinfreyharris@BSMG.COM>, "Michaels, Liza" <lmichaels@BSMG.COM>, "Kravick, Jackie" <jkravick@BSMG.COM>, "Trego, Sarah" <STrego@BSMG.COM>
bcc:
Subject: RE: San Diego/Phoenix Update

Jordan:

Please be assured that Phoenix is at the top of our priorities as well, with ample staff time dedicated to increasing attendance and securing media interviews for Dr. Popkin. Because the San Diego tour takes place next week, we wanted to give you a more detailed view of activities underway for that market. We are employing similar tactics in Phoenix, including:

- Following up with all Active Parenting contacts in the Phoenix area
- Mailing flyers to local community and parenting organizations, including staff at Boys and Girls Clubs of Metropolitan Phoenix, HomeBase Youth Services and Valley Big Brothers Big Sisters
- Contacting affiliates/members of our partners with workshop information
- Working with Phoenix Community College to post flyers, include event information on their Intranet and offer class credit for relevant courses
- Sending event information to WS offices in the area
- Coordinating a local weeklong radio promotion
- Securing advance calendar listings and interviews with local publications, and prepping TV and radio contacts with Active Parenting of Teens books and event flyers.

Obviously, we will step up TV and radio pitching as the Phoenix event draws nearer. Of course, please let us know if you have any questions or concerns.

Regards,

Katy

Katy Homburger
Account Supervisor
Weber Shandwick
676 N. St. Clair, Suite 1000
Chicago, IL 60611-2927
(p) 312/988-2347
(f) 312/988-2363
khomburger@webershandwick.com

-----Original Message-----

From: jhbressler@lortobco.com [mailto:jhbressler@lortobco.com]
Sent: Thursday, November 01, 2001 7:10 AM
To: Homburger, Katy
Cc: Winfrey Harris, Tamara, Michaels, Liza, Kravick, Jackie, Trego, Sarah
Subject: Re: San Diego/Phoenix Update

Katy --

At this point, though I appreciate that we should concentrate our efforts on San Diego, I think we should probably boost our support of Phoenix in light of the weak attendance number on that end. Let me know how we can devote some more "human" resources to calling, faxing, etc., to get Phoenix a shot in the arm.

81882218

I called Jordan back and left a message. I'll let you know when I talk to him.

-----Original Message-----

From: jbreessler@lortobco.com [mailto:jbreessler@lortobco.com]
Sent: Monday, November 19, 2001 8:31 AM
To: Abraham, Alex
Cc: Michaels, Liza; Trego, Sarah; Homburger, Katy; Winfrey Harris, Tamara
Subject: Re: ClubHIP

I have uncovered a potential glitch in the program. Please call me so I can describe it to you.

"Abraham, Alex" <AAbraham@webershandwick.com> on 11/14/2001 04:58:24 PM

To: Jordan Bressler/Lorillard/MLBA@MLBA
cc: "Michaels, Liza" <lmichaels@BSMG.COM>, "Trego, Sarah" <STrego@BSMG.COM>, "Homburger, Katy" <KHomburger@BSMG.COM>, "Winfrey Harris, Tamara" <twinfreyharris@BSMG.COM>
Subject: ClubHIP

Hi Jordan,

Per your feedback on the ClubHIP section of buttoutnow.com, please review the updated site by clicking on the link below. Hugh passed on the following edits that you had wanted made:

- * Add a scroll bar to the bottom of the page to allow for users to fast-forward or rewind
- * Eliminate the "next" button from the last page of the help section
- * Make the transition from "Bar 20" back to "Bar 1" more seamless

All changes have been made, but please note the transition change from "Bar 20" to "Bar 1" is only complete on the "Rap" option of the "Best of ClubHIP Mixes" section. I wanted you to review that section first and get your approval before applying the change to all of the mix options.

<<http://www.buttoutnow.com:7000/>>

I look forward to receiving your feedback. As always, please feel free to call with any questions or comments.

Alex
312/988-2263

81882587

"Abraham, Alex"
<AAbraham@webershandwick.co
m>
11/19/2001 05:24 PM

To: Jordan Bressler/Lorillard/MLBA@MLBA
cc: agoldfar@newyork.bozell.com
bcc:
Subject: RE: MPGs of three spots

Hi Jordan,
I did some searching through out files do not see the TV spots in an MPG
format. If Adam doesn't have them either, we can do some research and find
out how to get this done for you.

Also, the ClubHIP section of buttoutnow.com will go live on the site
tomorrow mid-morning. I will send you an email letting you know that it is
up.

Let me know if there is anything else I can do. Thanks! Alex

-----Original Message-----

From: jbressler@lortobco.com [mailto:jbressler@lortobco.com]
Sent: Monday, November 19, 2001 2:55 PM
To: aabraham@webershandwick.com
Cc: agoldfar@newyork.bozell.com
Subject: MPGs of three spots

Gents --

I am sure that ONE of you must have this -- I would like to get all three of
the
new TV spots in MPG format on a CD, ASAP, so we can use them in a Powerpoint
presentation coming up the week after next.

We already have Piercing Parlor and Stereo Kid in this format, but I can't
remember who rounded them up for me. Best resolution possible, please.

Let me know and I'll watch the mail. Thanks.



- att1.htm

81882605

Jordan-

Now that the "Take 10" tours are over, we'd like to post a recap on 2take10.com. Below is suggested copy and photos for your review. We have provided a general overview of the tours and sample pictures from each market. Please note that we have not received photos from our final tour stop--Phoenix--yet. We will have those photos on Monday and will forward a suggested shot for the recap page for your review at that time.

Let us know what you think. Thanks.

-----Original Message-----

From: Trego, Sarah

Sent: Tuesday, November 20, 2001 4:25 PM

To: Wintrey Harris, Tamara

Subject: Re-Revised copy for each city (His name is Doug Vaughn -right?)

During the Fall of 2001, "Take 10" and Dr. Michael Popkin reached out to hundreds of parents through a five-city tour, featuring a FREE workshop: "Character, Discipline and Parenting in the 21st Century." During the two-hour interactive seminars, Dr. Popkin gave parents tools to begin talking to their kids about not smoking and other difficult topics. Parents who attended the workshops received free resources to guide them as they put Dr. Popkin's advice into practice. "Take 10" and Dr. Popkin would like to thank all of the organizations that helped make the tour a success, including: Camp Fire USA Texas Council (Ft. Worth), Family Life Council of Greater Greensboro (Greensboro, NC), ELON Homes for Children (Charlotte, NC), The Family Center (Charlotte, NC), San Diego Public Libraries (San Diego, CA), Southwest Behavioral Health Services (Phoenix, AZ) and the Christian Family Care Agency (Phoenix, AZ). Click below to see pictures from the tours.

[Click here for images from the 5-city tours]

DALLAS/FT. WORTH, TX - -

<<Take ten_DR Popkin13.jpg>>

Parents in were able to explore free resources at the "Take 10" display in Ft. Worth, Texas.

<<Take ten_DR Popkin62.jpg>>

Dr. Popkin's "punishment exercise" reminds parents in Ft. Worth of what it's like to be on the receiving end of discipline.

GREENSBORO, NC - -

<<Pic 9.jpg>>

September 13 was "Take 10" Day in Greensboro, NC. Councilman Doug Vaughn presents Dr. Popkin with a certificate commemorating the day.


81882693

Kent Mills/Lorillard/MLBA
12/19/2001 05:24 PM

To: Jordan Bressler/Lorillard/MLBA@MLBA
cc:
bcc:
Subject: Re: LORILLARD YOUTH TOBACCO PROGRAM


Any progress on this? Please advise as soon as you can!
----- Forwarded by Kent Mills/Lorillard/MLBA on 12/19/01 04:20 PM -----

Kent Mills
12/18/01 06:14 AM

To: Jordan Bressler/Lorillard/MLBA@MLBA
cc:
Subject: Re: LORILLARD YOUTH TOBACCO PROGRAM 

Per my phone mesg. to you last week have you sent the required start-up info yet?
Jordan Bressler

Jordan Bressler
12/12/01 11:45 AM

To: Kent Mills/Lorillard/MLBA@MLBA
cc:
Subject: Re: LORILLARD YOUTH TOBACCO PROGRAM 

That sounds fine. Why don't you send me your mailing address and telephone number and I'll get that out to you today.
From: Kent Mills on 12/12/2001 11:42 AM

From: Kent Mills on 12/12/2001 11:42 AM
To: Jordan Bressler/Lorillard/MLBA@MLBA
cc:
Subject: LORILLARD YOUTH TOBACCO PROGRAM

I am on vacation on Monday and will spend most of the day @ the high school, if you could send me the package concerning the Youth Tobacco Program I will take it to them and present it to the administration! So if you could overnight it today it would be great! Nice to meet you last week and I look forward to working with you!
----- Forwarded by Kent Mills/Lorillard/MLBA on 12/12/01 11:33 AM -----

Kent Mills
12/05/01 12:39 PM

To: Jordan Bressler/Lorillard/MLBA@MLBA
cc:
Subject: LORILLARD YOUTH TOBACCO PROGRAM

Per our conversation, I am writing to you concerning the Youth Tobacco Program for Wesley Chapel High School.

81883350

"Homburger, Katy"
<KHomburger@webershandwick.com>
01/04/2002 04:20 PM

To: Jordan Bressler/Lorillard/MLBA@MLBA
cc: "Winfrey Harris, Tamara" <twinfreyharris@BSMG.COM>, "Abraham, Alex" <AAbraham@BSMG.COM>, "Trego, Sarah" <STrego@BSMG.COM>
bcc:
Subject: Grant Program Deadline Extension

Jordan:

As promised, attached is the text for the pop-up window. In the future, we will plan on sending you the text to edit while Larsen is posting the information on the staging site.

The 2001 TeenH.I.P. Grant Program deadline has been extended!

Need some more time to create a youth smoking prevention program with your school or community organization? Well now you have it! The 2001 TeenH.I.P. Grant Program has been extended so that you, in partnership with a teacher or mentor of your choice, can spread the word on why it's not cool to smoke. Your application must be postmarked by February 1 and received by February 8, 2002 to be considered. Finalists will be notified on February 15 and will fly to Chicago to present their programs to a panel of judges on February 23, 2002. For more information on how to enter just click on the official rules and details. Good luck!

Katy Homburger
Account Supervisor
Weber Shandwick
676 N. St. Clair, Suite 1000
Chicago, IL 60611-2927
(p) 312/988-2347
(f) 312/988-2363
khomburger@webershandwick.com



- att1.htm

81883452

"Courtney Hamill"
<chamill@newyork.bozell.com>
01/23/2002 03:51 PM

To: Jordan Bressler/Lorillard/MLBA@MLBA
cc: jroth <jroth@newyork.bozell.com>, agoldfar
<agoldfar@newyork.bozell.com>
bcc:
Subject: 51st Coolest Teen Contest

Hi Jordan,

Attached please find our recommendation for the winner of the Coolest Teen Contest, we sponsored with YM. The contest was part of the value-added opportunity we received from running in their November '01 issue. Our ad ran in the Coolest Teen editorial section and teenagers could go online @YM.com to enter the similarly themed contest. There were a total of 150 entries. The top 15 entries were chosen by YM, however, we will providing the final recommendation for a winner to YM.

Just to refresh your memory, the Coolest Teen winner will receive concert tickets of their choice (in her home area), as well as limousine transportation to/from the event. The winner will also receive a selection of five popular CD's and a T-shirt and water bottle with our creative.

Please read through the entries and provide us with any comments/feedback at your earliest convenience. Once we have your final approval, YM will contact the winner.

Thanks so much and have a wonderful afternoon!
Courtney



- att1.htm



- LRL Coolest Teen Entries.doc

81883794

Can we do call at 10 a.m. our time on Thursday

Janet Cabot
Weber Shandwick
312-988-2366
jcabot@webershandwick.com

-----Original Message-----

From: jbressler@lortobco.com [mailto:jbressler@lortobco.com]
Sent: Tuesday, February 12, 2002 9:02 AM
To: Cabot, Janet
Cc: 'jroth@newyork.bozell.com'; Winfrey Harris, Tamara
Subject: RE: Revised 2002 Budget

Let's move the discussion up to fit your schedule, then. Please just discuss with Tamara and Katy and let me know what time is best.

"Cabot, Janet" <jcabot@webershandwick.com> on 02/12/2002 09:43:28 AM

To: Jordan Bressler/Lorillard/MLBA@MLBA
cc: "jroth@newyork.bozell.com" <jroth@newyork.bozell.com>, "Winfrey Harris, Tamara" <twinfreyharris@bsmg.com>
Subject: RE: Revised 2002 Budget

I can do it at 10:30 or 11 a.m. Chicago time, but need to be leaving the office around 11:30 11:45 a.m.

A quick explanation of estimating costs:

For expenses it based on "history"--if we did something similar last year, how much did it cost, will the same element this year involve more or less work -- and general experience. We research costs for the budget by contacting vendors and get their best general estimates based on our working parameters. We bill the actual costs as incurred. The tracker lets us know where we stand so we can adjust accordingly (If something ends up coming in under what we estimated, you have the option to reallocate the remaining dollars, which I think we did last year several times.)

For staff time it is a similar process, we consider the scope of work (the agreed upon tasks), how many hours that will take based on the different team members who will contribute (based on their different billing rates.) We take into account "historic" experience (how much time did we

81884960

"Winfrey Harris, Tamara"
<twinfreyharris@webershandwick.com>
02/15/2002 01:54 PM

To: "Homburger, Katy" <KHomburger@bsmg.com>, Jordan
Bressler/Lorillard/MLBA@MLBA
Cc: "Adam Goldfarb (E-mail)" <agoldfarb@newyork.bozell.com>, "John
Roth (E-mail)" <jroth@newyork.bozell.com>, "Cabot, Janet"
<jcabot@bsmg.com>, "Abraham, Alex" <AAbraham@bsmg.com>
"Trego, Sarah" <STrego@bsmg.com>, "Michaels, Liza"
<lrichaels@bsmg.com>, "Kravick, Jackie" <jkravick@bsmg.com>
"Heth, Sarah" <SHeth@bsmg.com>
bcc:
Subject: RE: Grant Program/Chicago Trips

Jordan,

Just to amend Katy's email, we'd like to follow your legal department's lead on this. Do they share IPG's concerns? Let us know and as Katy said, we can arrange a discussion with the legal folks on our side to develop a workable solution. Thanks

> -----Original Message-----

> From: Homburger, Katy
> Sent: Thursday, February 14, 2002 11:08 AM
> To: Jordan Bressler (E-mail)
> Cc: Adam Goldfarb (E-mail); John Roth (E-mail); Cabot, Janet; Winfrey
> Harris, Tamara; Abraham, Alex; Trego, Sarah; Michaels, Liza; Kravick,
> Jackie; Heth, Sarah
> Subject: Grant Program/Chicago Trips

> Jordan:

> We have sought the opinion of IPG legal in the matter of canceling the
> finalists' trips to Chicago in lieu of all 10 receiving Grant money
> without the final judging process. The consensus of IPG is that we are
> obligated to give the winner the option of coming to Chicago, as it is
> considered a part of the "finalist prize," although it is not the grand
> prize. According to IPG legal, there are really two sets of prizes to the
> two-tiered contest: the 10 finalists get prizes (trips to Chicago to
> present their "winning" proposals), and then five winners are selected
> from among the finalists and they win the five grand prizes (\$10,000). In
> their opinion, if we eliminate the trip to Chicago, we have breached the
> contract with the entrants/finalists.

> Obviously, we do not see any value in sending the finalists to Chicago. As
> you know, finalists were to fly in the night before, present the next day
> and leave that afternoon. However, since the contract sets the value of
> each trip for two people at \$1,800, one solution IPG presented was to
> offer each finalist the cash value on top of their \$10,000 prize, to make
> up for the "missed trip." The total cost would be \$118,000, or \$100,000
> for 10 Grants and \$18,000 for 10 trips. Since we allotted \$20,000 alone
> for the finalists' flights and will no longer need to apply staff time to
> the judging process, our budget will cover the \$18,000. As you mentioned,
> Steve was looking into other sources for the five additional Grant monies.

> Perhaps you want to have your legal department talk directly to IPG legal
> to discuss this matter further. Please let me know and we can arrange.
> Obviously, we'll need to move quickly on this.

> Thanks.

> Katy Homburger
> Group Manager
> Weber Shandwick
> 676 N. St. Clair, Suite 1000
> Chicago, IL 60611-2927
> (p) 312/988-2347
> (f) 312/988-2363
> khomburger@webershandwick.com

81885160

"Homburger, Katy"
<khomburg@WeberShandwick.com>
m>
03/04/2002 04:54 PM

To: Jordan Bressler/Lorillard/MLBA@MLBA
cc: "Winfrey Harris, Tamara" <twinfrey@WeberShandwick.com>
bcc:
Subject: RE: SMT Comparison

Sounds good. We'll plan on it then.

Katy Homburger
Group Manager
Weber Shandwick
676 N. St. Clair, Suite 1000
Chicago, IL 60611-2927
(p) 312/988-2347
(f) 312/988-2363
khomburger@webershandwick.com

-----Original Message-----

From: jhbressler@lortobco.com [mailto:jhbressler@lortobco.com]
Sent: Monday, March 04, 2002 3:54 PM
To: Homburger, Katy
Subject: Re: SMT Comparison

If you have time on the back end of our call on Wednesday, that would be fine --
I don't have to rush out this week!

"Homburger, Katy" <khomburg@WeberShandwick.com> on 03/04/2002 04:45:48 PM

To: Jordan Bressler/Lorillard/MLBA@MLBA
cc: "Winfrey Harris, Tamara" <twinfrey@WeberShandwick.com>
Subject: SMT Comparison

Jordan:

We'd like to set up a call to discuss the SMT comparison chart we forwarded for your review. Let us know when this week you're free to talk.

Thanks.

Katy Homburger
Group Manager
Weber Shandwick
676 N. St. Clair, Suite 1000
Chicago, IL 60611-2927
(p) 312/988-2347
(f) 312/988-2363
khomburger@webershandwick.com

81885718

"Michaels, Liza"
<l michael@WeberShandwick.com
>
03/21/2002 04:26 PM

To: Jordan Bressler/Lorillard/MLBA@MLBA
cc: "Winfrey Harris, Tamara" <twinfrey@WeberShandwick.com>,
"Homburger, Katy" <khomburg@WeberShandwick.com>, "Fried,
Rebecca" <rfried@WeberShandwick.com>
bcc:
Subject: SMT studio information

> We wanted to share some information about our SMT studio with you.
>
> Crawford Communications, Inc. is one of the biggest facilities in the
> world, with an extensive client list including the Discovery and Learning
> Channels. It is conveniently located at 3845 Pleasantdale Rd. -- about 10
> minutes from Buckhead and 30 minutes from the airport.
>
> The "Take 10" Challenge SMT will be conducted in a large, open room. We'll
> be able to choose from a selection of backdrops (Jennifer suggests library
> shelves) for interviews. Of course, there will be a light breakfast
> waiting for us bright and early.
>
> If you'd like to learn more about the facility, here is the link:
> www.crawford.com
>
> We're locking into Swissotel on Peachtree Road in Buckhead, and will make
> dinner reservations at Bones. Additionally, Jennifer Howard from PR
> Newswire will be in Atlanta on Tuesday evening -- let us know if you'd
> like us to invite her to dinner.
>
> We look forward to hearing your thoughts. Thanks.
>
>
>

81886547

"Michaels, Liza" <l michael@WeberShandwick.com>
>
03/28/2002 04:57 PM
To: Jordan Bressler/Lorillard/MLBA@MLBA
cc: "Homburger, Katy" <khomburg@WeberShandwick.com>
bcc:
Subject: RE: SMT alert

Thanks, Jordan. Will do!

-----Original Message-----

From: jbreessler@lortobco.com [mailto:jbreessler@lortobco.com]
Sent: Thursday, March 28, 2002 3:59 PM
To: Michaels, Liza
Subject: RE: SMT alert

OK -- gulp -- let's release the SMT alert to the appropriate "pitchers."

"Michaels, Liza" <l michael@WeberShandwick.com> on 03/28/2002 03:24:55 PM

To: Jordan Bressler/Lorillard/MLBA@MLBA, "Michaels, Liza"
<l michael@WeberShandwick.com>
cc: "Vinfrey Harris, Tamara" <tvinfrey@WeberShandwick.com>, "Homburger,
Katy" <khomburg@WeberShandwick.com>, "Fried, Rebecca"
<rfried@WeberShandwick.com>
Subject: RE: SMT alert

Jordan: Just wanted to check in and see if Steve reviewed the SMT alert this morning. Let us know - we'd love to sign off on that today. Thanks.

-----Original Message-----

From: jbreessler@lortobco.com [mailto:jbreessler@lortobco.com]
Sent: Thursday, March 28, 2002 8:04 AM
To: Michaels, Liza
Cc: Cabot, Janet; Vinfrey Harris, Tamara; Homburger, Katy; Fried,
Rebecca
Subject: Re: SMT alert

This is a vast improvement and is exactly what I was looking for. I think it gets to the point quicker and will hopefully help us be quite successful in getting some airtime for Popkin.

I would also proffer that during the phone pitching, it wouldn't be that bad if the pitchers mentioned that among the "tough topics" Popkin encourages parents to address in this manner is that of the current state of world events (Enron, war in Afghanistan, Israel, etc.). This might perk up a few assignment editors' ears in some markets where world events are hitting home.

Let me just pass this by Steve this morning and I'll give you the OK shortly...

"Michaels, Liza" <l michael@WeberShandwick.com> on 03/27/2002 05:01:05 PM

To: Jordan Bressler/Lorillard/MLBA@MLBA
cc: "Cabot, Janet" <jcabot@WeberShandwick.com>, "Vinfrey Harris, Tamara" <tvinfrey@WeberShandwick.com>, "Homburger, Katy" <khomburg@WeberShandwick.com>, "Fried, Rebecca" <rfried@WeberShandwick.com>

81886940

"Niosi, Jason"
<jniosi@WeberShandwick.com>
04/05/2002 12:08 PM

To: Jordan Bressler/Lorillard/MLBA@MLBA
cc: "Homburger, Katy" <khomburg@WeberShandwick.com>, "Winfrey
Harris, Tamara" <twinfrey@WeberShandwick.com>
bcc:
Subject: RE: Web site revisions -- homepage

Jordan,

Item 2 is being taken care of. As far as item 1, I wanted to give you some time to digest the three layouts. My team members are out of the office at the moment, but in my opinion, version 3 is cleaner and more appealing to the eye than the first two versions. Larsen agrees that the new programs are more prominent in the third version.

Hope this helps

Jason

-----Original Message-----

From: jhbressler@lortobco.com [mailto:jhbressler@lortobco.com]
Sent: Friday, April 05, 2002 10:38 AM
To: Niosi, Jason
Cc: Homburger, Katy; Winfrey Harris, Tamara
Subject: Re: Web site revisions -- homepage

Two things:

- 1) I need for you, in concert with Larsen, to please give me a formal "agency recommendation" on which site you prefer, and why. This way, I can make an "informed" decision.
- 2) In all instances, please have Larsen can the first part of the animation, where they leisurely scroll the "Are You Up to the Challenge -- New In 2002" info on the screen. I want the meat of the information to roll onto the screen immediately. You can keep the headline copy or not -- I don't have a preference. But it does not deserve such a prominent introduction, in my opinion.

Let me know on these items

"Niosi, Jason" <jniosi@WeberShandwick.com> on 04/05/2002 11:25:57 AM

To: Jordan Bressler/Lorillard/MLBA@MLBA
cc: "Homburger, Katy" <khomburg@WeberShandwick.com>, "Winfrey Harris,
Tamara" <twinfrey@WeberShandwick.com>
Subject: Web site revisions -- homepage

Jordan,

Here is a link to the current staging site with the new homepage as we discussed: <http://www.2take10.com:7000>

A couple of alternate home page layouts:

http://www.2take10.com:7000/INDEX_VER2.HTML

This version is similar to original except it separates the original home page text from the flash animation
http://www.2take10.com:7000/INDEX_VER3.HTML

The other changes, such as text, links etc., are being completed today and we will let you know when they are ready. As far as the browser issue, Larsen will fix that once the 2take10 changes are completed.

81887167

BDG <mupirate@flash.net>
04/11/2002 08:15 PM

To: Jordan Bressler/Lorillard/MLBA@MLBA
cc:
bcc:
Subject: Re: Per your voicemail ---- reply

Thanks for your email reply.

I had the phone company out here this afternoon doing some re-wiring and I believe my line was crossed with a neighboring line or so they told me for approximately 90 min. today and couldn't receive or make any calls. I apologize for that and do appreciate the directional push. I'm also involved in some other programs that perhaps your division may have some interests or specific markets that you are looking to penetrate.

Kind regards.

Bart Glabaen
G&H Peerless Productions
613 Lakeview Lane
Costa Mesa, CA 92626
714-751-1400 phone
714-751-8705 fax

jbbressler@lortobco.com wrote:

> Bart --
>
> I received your voicemail of last week and wanted to point you in the right
> direction. All media and sponsorship proposals regarding our Youth Smoking
> Prevention Program here at Lorillard need to begin with Anthony Arena, our
> media planner, at Bozell New York at 212-727-5302. Please call him directly.
>
> Thank you for your interest.
>
> P.S. I attempted to return your call this afternoon, and it appears someone
> picked up the phone and then hung up.

81887325

(Prepared for IWT)

PLAN FOLLOW-UP NOTES

Smoking Incidence Information (See attached data on smoker demographics and incidence)

- 1980 Roper Study - 36.4%
- 1982 Roper Study - 32.4%. This represents a 4% decline from the 1980 Roper Study.
- 1982 Roper telephone survey - 34.2%
- Market Research's Current Awareness and Usage Study - 32%
- Currently, the Market Research Department believes that actual incidence is somewhere between 32-34%.
- The assumptions used in the 1983-87 Plan forecast imply that incidence is in the 33-34% range over the Plan period.

Ultra Segment Growth

- The slowing of the growth rate of the ultra segment beginning in 1981 appears to have resulted from:
 - . Decreased new ultra product activity
 - . Lack of significant new external health pressures, concerns and published information
 - . Unfavorable economic conditions
- The Plan forecasts an increased growth rate in the ultra segment over the 1983-1987 timeframe versus the 1981-1982 rate due to the following expected actions:
 - . Increased new ultra product activity generating more interest and opportunity for growth in this segment
 - . Increased external health pressures/reports causing more smokers to choose "safer" products
 - . Improved taste and filter qualities in ultra products likely to maintain a larger percentage of trial smokers.
 - . Improved economic conditions

670282963

SUPERVISOR'S INSTRUCTIONSPurpose of
the Study:

This is a 2 phase personal interview with cigarette smokers in the full taste category. The first phase is a personal placement of the test magazine qualifying by brand, age and lifestyle questions (pond/non pond). Phase two is a personal 24 hour callback with designated respondents. Callback content is aided/unaided recall and forced exposure.

Quota:

<u>Cities</u>	<u>Cell</u>	<u>Male/Female</u>		<u>Pond/Non Pond</u>	
Baltimore	white	12	13	13	12
Milwaukee	blue	13	12	12	13
Rochester	yellow	12	13	13	12
Los Angeles	white	13	12	12	13
Phoenix	blue	12	13	13	12
St. Louis	yellow	13	12	12	13

City quota is 75-75 per cell, 1/4 male/female, 1/2 pond/non pond. Each cell represents a forced ad exposure. Interviewers are to have a quota in each cell to avoid any bias at callback.

QualifiedRespondents:

To qualify for placement a respondent must be:

- ...21 years of age or older
- ...meet occupation security questions
- ...be a smoker of full taste/filtered/non menthol cigarettes
- ...smoke 3 or more packs of cigarettes per week
- ...have not participated in a research study in the past 6 months
- ...qualify for pond/non pond quota
- ...agree to participate in this survey
- ...have not read test issue of TIME magazine

Field Dates:

Placement is to start on Thursday, May 22, 1980. Callbacks start Friday, May 23, 1980. Should you encounter problems due to holiday weekend, we have allowed for callbacks to be completed on Thursday, May 29, 1980. All field materials are to be in our office, Federal Express Monday, June 2, 1980. If complete before, please ship-do not hold questionnaires.

Crew Size:

It is suggested that five interviewers be used on this study. With the holiday, a quota of 15 placements and callbacks should not be difficult to complete.

Sampling:

Respondents can be yielded from any of the following sources:

Referrals, name banks, organizations, intercepts etc. All respondents yielded from organization recruiters are to be rescreened according to (white) screener specifications.

Terminates:

Respondents terminating prior to pond questions, are to be tick marked at the appropriate question box and the questionnaire is to be circled, answers erased and the questionnaire is to be reused.

Rotations/Cells:

Magazines and callback questionnaires have been color coded. Each color represents a cell (test ad) used at forced exposure. All screener placements are white.

Magazine Color Dot/Color Questionnaire/Forced Exposure Test Ad

white	white	Benson & Hedges Light
blue	blue	Marlboro Light
yellow	yellow	Camel Light

670287201

CONSUMER MAIL PANEL

20 BOX 70, GALE PARK, ILLINOIS 60141



(3-5583)

Dear Panel Member:

Today I would like to get some information about the cigarette smoking characteristics of all members in your household. The attached label shows, according to my records, the SEX and AGE of every person in your household. This information is from my files, and I realize that it may not be entirely correct. So I'll need your help to make any corrections needed. Write them directly on the label. Cross out any wrong information on the label. Replace it with corrected information. Add someone if they are not listed. Cross out anyone who is listed that is not presently living in your household. Also cross out anyone who would normally be considered as living at home who is not available (i.e. at school/on vacation) to question.

I NEED YOUR HELP! TO PROVIDE ME WITH A CORRECT AND ACCURATE LISTING OF THE SEX AND AGE OF ALL HOUSEHOLD MEMBERS 16 YEARS OLD AND OLDER, PRESENTLY LIVING AT HOME.

Some of these questions are different from others I have asked you before. Please read all the instructions carefully before you fill out the questionnaire.

I'VE ASKED YOU TO ACT AS MY INTERVIEWER TODAY. Because you've filled out my questionnaires so well in the past, I'd like to ask you to use that experience and interview the members of your household. IT IS IMPORTANT THAT YOU ASK EACH QUESTION OF EACH HOUSEHOLD MEMBER RATHER THAN RELYING ON YOUR OWN GUESSES. Some of the questions are about things in the past, so it is essential that you ask the person himself/herself.

Here is what I want to find out about every person in your household, male and female, who is 16 years of age or older (including yourself):

1. Whether they now or have ever smoked cigarettes.
2. The brands, sizes and types of cigarettes they smoke now, or have smoked in the past.

The two most important pieces of information you will be asked to record for smokers and ex-smokers are FULL BRAND NAME and LENGTH OF CIGARETTE.

1. FULL BRAND NAME

As you know, many new cigarettes have become available in the past year or so. Because so many different ones are available, it's very easy to get them confused.

Please record the complete brand name of each cigarette asked about. For example, Marlboro is different than Marlboro Lights; Tareyton is different than Tareyton Lights or Tareyton Ultra Low; Kool is different than Kool Milds, Kool Lights or Kool Ultra. Please record the brand names the same way they are shown on the packages themselves.

When recording the brand a person is currently smoking, there should be no problem since their pack should be available. For brands that have been smoked in the past, however, there may be some confusion. In this case record the brand name as best the smoker can recall. It will be more helpful for us to have partial information than none at all.

2. LENGTH OF CIGARETTE

Again, because there are so many cigarettes available, sometimes the only differences between two cigarettes is the length. This difference in length is very important to me, however. At the bottom of the next two pages is a guide to help you when you're telling me about the length of the cigarette you are referring to.

Please ask each smoker and ex-smoker to match his/her current or former cigarette to the drawings below the questions. Which ever drawing comes closest to the length of their cigarette, without overlapping the end of the drawing, is the length that you should "X" in the question you are answering. If you or the member you are interviewing are not sure of the length of a past cigarette, please record the length as best you or they can recall.

With this questionnaire you will also find an additional instruction sheet. It is extremely important for you to read those instructions. They show specific examples of different situations and how to answer each of them.

670505310

BROWN & WILLIAMSON - LOUISVILLE
DOCUMENT CONTROL PROJECT

PHOTOCOPYING VARIANCE SHEET

AT THE TIME OF REPRODUCTION, THE
FOLLOWING NOTATIONS WERE MADE:

- ☐ DOCUMENT COPIES ARE IN THE SAME SEQUENCE AS THEY APPEARED IN THE ORIGINAL.
- ☐ DUPLICATE DOCUMENTS APPEARED IN THE ORIGINAL.
- ☒ PAGE NUMBER(S) MISSING IN THE ORIGINAL.
- ☐ POOR QUALITY ORIGINAL.
- ☒ OVERLAY ITEM COULD NOT BE REMOVED WITHOUT DAMAGE TO THE ORIGINAL.
- ☐ NO DOCUMENTS WERE FOUND WITHIN THE ORIGINAL:
 - ☐ FILE FOLDER.
 - ☐ REDROPE EXPANDABLE FILE.
 - ☐ HANGING FILE.
 - ☐ ENVELOPE.
 - ☐ OTHER (SPECIFY) _____
- ☐ DOCUMENT COPIES WERE REPRODUCED IN COLOR TO PERMIT CORRECT INTERPRETATION.
- ☐ OTHER VARIANCE [EXPLAIN]: _____

BROWN & WILLIAMSON - LOUISVILLE
DOCUMENT CONTROL PROJECT

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☐ REDROPE EXPANDABLE FILE.
☐ HANGING FILE.
☐ ENVELOPE.
☐ OTHER (SPECIFY) _____.
- ☐ DOCUMENT COPIES WERE REPRODUCED IN COLOR TO PERMIT CORRECT
INTERPRETATION.
- ☐ OTHER VARIANCE [EXPLAIN]: _____

INTERVIEWER: What we are going to do here is show you some things and get your responses whatever they are. You can use your imagination or whatever. There are no right or wrong answers. Just your responses to what we are going to show you.

: The wording is kinda cute, but I just don't like the hand with the cigarette.

INT : For what reason?

: It looks so plain. I don't know what should be there, but I think something more clever should be there to go with the words.

INT : Whose hand is it?

: Looks like a man's hand. A little man's hand. Short little man. The nails are short, they just don't look like women's who would polish them (the nails).

INT : What kind of guy is that?

: Well, certainly not the macho one.

INT : As opposed to macho, what kind of guy is this?

: Just a normal, run of the mill guy.

INT : Who is the other person?

: Probably the macho guy (laughs)

INT : What do you think of the response?

: Well, he was a little guy, so he felt like he couldn't live up to the macho response, the macho cigarette, so he is going to smoke Viceroy lights, which I would prefer anyway. I would prefer the Viceroy instead of the Marlboro.

670521895

"K"

INT : Show you a couple of things and ask you questions about them.

First I'm going to show you "K". Is it funny?

: No, not really.

INT : What do you think about it?

: Don't know.

INT : Do you not care for that sense of humor? What does it mean?

: (PAUSE)

INT : Let's approach it from a different way? Who do you think is holding
cigarette?

: Looks like a man -- from nails.

INT : Who do you think is talking?

: (PAUSE)

INT : Is the man holding the cigarette doing any talking?

: (PAUSE) Probably not.

INT : What do you think about a hand holding a cigarette.

: I'd say it was crazy. Looks wierd.

INT : Where is this place? The conversation taking place?

: (PAUSE) Well, probably at a convention.

INT : Using your imagination, if this is were a regular place, where would
they be?

: Probably in a lobby or hospital or something.

INT : What does that mean to you, not wearing a name tag, and then somebody
said, "I know". What do you get out of that?

: (PAUSE) (LONG PAUSE) I didn't know it was going to be like this!

* * *

670521919

Cell V

"K"

INT : What I'm going to do today is show you some little things that have
to do with cigarettes. Take a look at them and tell me what you think about them.
The first one.

: I don't know what to say. I don't know.

INT : I want you to read the little things. You don't think that's funny?

: No.

INT : That's fine.

: I don't think it's funny.

INT : Who do you think is holding that cigarette.

: A man.

INT : What do you think about just the hand and the cigarette?

: Nothing in particular. Just a hand holding a cigarette. I don't see
anything special about it. There's no smoke coming out of the cigarette, although it
is burning.

INT : What about the little line that says "Viceroy for the taste of it". What
about that?

: It's all right smoking.

INT : Who do you think is talking.

: People at a party. I don't see where that relates to the cigarette at all
though.

INT : You don't think it necessarily means it's one of the people speaking, it's
one of their hands.

: It appears to me that it's not. It's just people. I guess it could be the
man speaking. But just the hand, I don't know, it leaves a kind of blank. It might be
better without the little lines on it.

670521983

"G"

INT : I'm going to show you "G"? Tell me what you think about them?

: I don't think that's funny.

INT : What do you think about it?

: It doesn't hit me in any particular way. It wouldn't catch my eye if I were looking at it.

INT : What about the hand? Is that a male or female?

: It may be a male hand but it looks like a female?

INT : Why?

: By the way they're holding it like this -- with . . . but the thumb looks like a male. I've never seen a man hold a cigarette like that?

INT : Anything about the picture you like or not? You don't have to. Just an honest opinion.

: That picture doesn't strike me as particularly interesting.

INT : Who do you think is doing the talking? Males, females or male and female?

: Two males.

INT : Where do you think they might be?

: I have no idea.

INT : Although it doesn't really show it, it can be any place you like?

: Maybe a bar. Let's say a bar.

INT : Do you ever have conversations like this in bars?

: No.

INT : Do you know anybody who might be this way?

: No, not particularly.

670522013

NELSON (married)
B&W (#1982-32-V)
SRC (#2302-0)

C16-F-NV-WC-35-49-F

I-1

SECTION FR

INTERVIEWER: There are no right or wrong answers here. Tell me your reactions to what you see.

: I like the coloring, the blue. I couldn't take the macho responsibility, I don't like that. } NO 2

INT : What about "What no Marlboro?"

: It's as if you would be looking for Marlboro, not Viceroy. It doesn't do anything. Confusing. I don't like the ad. The only thing nice about it is "Viceroy, for the taste of it."

INT : That you like?

: Yeah, the color. The total color scheme, the blue and the hand.

INT : Whose hand is that?

: A man's hand.

INT : Why a man's hand?

: The fingernails, the structure of it. Kinda thick. The way he holds the cigarette.

INT : What kind of guy is that?

: Probably a distinguished type of person. Responsible.

INT : Is that someone you can relate to, do you know anybody like that?

: Yeah, my husband (laughs).

INT : How would you describe the whole ad in one word?

: It doesn't do anything. It doesn't bring out anything about the cigarette. Trying to point out something. I find it questionable. What are they trying to get across?

670522037

INT I'm going to show you some things. I want you to take a look at them. I'd like your opinion.

: My opinions in regard to what?

INT : The whole thing. Whatever you want to tell me about it. Tell me.

: It looks silly to me. I don't know what the macho responsibility is. It's like an insult. Advertising of that nature seems like they're trying to convince you that you want something. . . I don't know what the right word is. I could take the macho responsibility. I don't know what that means. It seems like you're trying to make me think I wish I had something I didn't, that type of approach.

INT It's how a person sees it.

: I don't go for that type of advertising. Go ahead, ask me more.

INT : I just want to listen really. Type of approach. What is it about it?

: (PAUSE) That's a good question. How to say it. I know what I'm thinking but it's hard to put it into words. Basically, I don't even know what you're trying to get across there. I don't even know what you're trying to tell me here. Maybe I'm being totally dense. It's just beyond me what you're trying to convince me of.

INT That's fine. Let's concentrate on the board for a minute. Who do you think that hand would belong to?

670522044

Section F

FE

INTERVIEWER: There are no wrong or right answers. Please feel comfortable with any responses that you make. Here's a little scene. What are your reactions? Any humor?

: This is kind of dry, I don't see any humor in it. I don't get the connection.

INT : Who is holding the cigarette?

: I would say that the man is holding the cigarette.

INT : What kind of guy do you envision him to be?

: Probably a white collar worker.

INT : Why do you say that?

: Clean nails. An office worker. Certainly not a mechanic.

INT : Who is asking the question?

: I would say that the woman is telling her husband that everyone is wearing tuxedos and he is saying let them wear 'em, I'll wear what I want. He is a non-conformist. I would say they were going to a party or some kind of gathering.

INT : Do you know people like this?

: I'm probably a lot like this.

INT : Can you relate to this ad?

: I would say so. As long as I am dressed nice, why should I wear a tuxedo.

INT : How about the headline...how does that fit in?

: I don't really see the connection between the remark of the Viceroy and the dialogue. I would say that probably the Viceroy for the taste of it gives me the same reaction as what she is wearing.

670522057

XIENTZY
B&W (#1982-32-V)
SRC (#2302-0)

CELL V

S22-F-NV-WC-21-34-D-F

ROTATION "R"
"C"
"K"
"E"

1-22

"R"

INT : Let me show you "R" and tell me what you think of it.

: I don't know what it means.

INT : Why not?

: Well because all it is a hand up in the air and a cigarette. . .

Like in Marlboro. That really attracts my attention because that shows the cowboy. Whereas he just has a hand sticking up with a cigarette and a package there. If I were looking through a magazine or something I wouldn't pay too much attention to it. I'd just glanced right over it.

INT : What do you think about the hand?

: A man's hand. It isn't very colorful either. It doesn't attract my attention.

INT : What about the words?

: What? No Marlboro? I couldn't take the macho responsibility? I don't know. I don't understand this. They are saying that Viceroy is supposed to be macho, right? Am I seeing it wrong. I don't see that a cigarette with a hand means anything to do with macho.

INT : Anything else.

: I think of Marlboro with the cowboy on it, that means that they're real masculine. That just doesn't appeal to me. As a matter of fact the Viceroy package doesn't go with the page. It's just a dark blue. I don't go by packages to buy cigarettes anyway.

INT : Who do you think is doing the talking? Two males, two females, male and a female?

: I'd say two males.

670522064

HOLTZHOUSER
B&W (#1982-32-V)
SRC (#2302-0)

65
SAC-M-NV-WC-35-49-F

1-65

"R"

INT

: Start with this.

: Do you want me to read this? I'd probably see here a colorful pack of cigarettes that was designed for merchandising. (PAUSE) It's like a personnel profile and a man's hand, which could mean that they're appealing to the male market.

INT

: What are they trying to say?

: They're maybe appealing to the people who don't smoke Marlboro and have to ride a horse in the snow, things like that. Could be for that middle to upper income type of individual.

INT

: You said the hand was male; tell me about that person.

: He's a professional person, because nails are short, cut, and clean.

INT

: Go beyond the limits; tell me about him as a person?

: As a person? Just from that prt of his hand?

INT

: How you perceive the face.

: Well groomed, meticulous, an individual who is concerned about his appearance. That's all I can read.

INT

: What does he do?

: A professional.

INT

: What about person who is speaking but not holding cigarette?

: Could be a person who works for him. You'd have to read a lot into that. I'd say he was male.

IN

: Can you identify with either or both of them.

: As I described them. Yes, I can identify with person holding cigarette.

INT

: Where does it take place, environment?

: Most likely a pub.

670522084

LARRY
LANHAM
B&W (#1092-32-V)
SRC (#2302-0)

CELL V
ROTATION "E"
"K"
"G"
"R"

S65-M-NV-WC-21-34-S-F

1-65

INT : I'm going to show you some objects and I'd like your reactions to them.

What's your reaction to it?

: It's confused?

INT : What's confusing about it?

: To talk about tuxedos.

INT : What do you think they're trying to say?

: Seems like they're saying that the Viceroy is a more upper class
cigarette, you might call it.

INT : Who do you think the person is talking?

: A lady.

INT : What about this person?

: Looks like it could be a guy by his hand.

INT : Whatkind of a guy?

: Maybe an office worker.

INT : What kind of personality does he have?

: Just looking at his hand, maybe he's a strict personality. He's a very
picky person when he wants.

INT : What's the relationship between those two?

: I'd be inclined that it's maybe husband and wife.

INT : Where is it taking place?

: Maybe the bedroom. They're talking about clothes.

INT : What brought this up? What's happening here?

: It's kind of hard to say, like I said it's a little confusing. An ad
for cigarette but they're talking about wearing tuxedos, so they must be going out
somewhere that's kind of special. Makes the cigarette look special.

670522107

BROWN & WILLIAMSON - LOUISVILLE
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INTERPRETATION.

INT: Let me show you this picture. And you tell me, after you've had a chance to read it and look at it, what you think about it. "E"

: Not everyone smokes Viceroy's. Nice package design, very attractive.

INT Viceroy package?

: Yes.

INT : What about the hand. Who do you think the hand belongs to?

: Could be a man or a woman, more likely a man. Why do you feel it's a man's hand? Doesn't look as feminine as most women's hands.

INT : What kind of man do you think the hand would belong to if you saw the hand and then the camera went up and you could see the face. What do you think this man would be like?

: I wouldn't know.

INT : Relax and use your imagination.

: Just tell from a hand?

INT : Go up to the face and tell me what you think he'd be like?

: Very exacting. His fingers are so close together. He's not relaxed at all. He looks like he's very well neat person, well groomed.

INT : What do you think he might look like?

: Grayish hair; 6 feet maybe. Just a guess.

INT : What do you think he would do for a living?

: He could be a blue collar worker. Looks like his hand belongs in an office because it's so well groomed.

670522166