

Ogilvy & Mather Public Affairs

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MEMORANDUM

FROM: Karen Heyison

TO: Jolly Ann Davidson

RE: Harrisburg/Philadelphia Responsible Living Media Tour

The response to the Helping Youth Decide guidebook has been very positive. I would have "run you ragged" with interviews in both markets if it wasn't vacation time for radio reporters and if TV stations didn't have strict taping days or times that didn't fit into our schedule.

At any rate, you will have six interviews in Harrisburg; one live and three taped radio interviews, a live TV interview and an interview with the local morning paper. In Philadelphia, you will have four radio interviews; one live, three taped in-studio interviews and a phone-in.

Your schedule is as follows:

Thursday, July 13, 1989 -- Harrisburg, PA

9:00 a.m.	WHP-AM/FM	Thirty minute live interview for the "Paul Baker Morning Show" on this adult talk station.
10:00 a.m.	WHGB-AM	Thirty minute taped interview for "Community Profile" on this nostalgia station.
10:45 a.m.	WMCB-AM/ WMIX-FM	Thirty minute taped interview to be simulcast on both the AM & FM stations for "People Power" on oldies and light rock station.
11:50 a.m.	WHP-TV	Two and a half minute live interview for the Noon News on this CBS affiliate.
12:45 p.m.	<u>The Patriot</u>	Thirty minute interview with reporter from the Lifestyle section of Harrisburg's daily morning newspaper.
3:00 p.m.	WKBO-AM	Fifteen minute taped interview for WKBO's new public affairs program on this continuous talk station.

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