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Black Resources, Inc.

FAX (212) 971-4682 (National Office) (212) 222-3556 (Editorial Office)

[100% of the net proceeds of BRR's ad fees and of the National BLACK MONITOR have been—and will continue to be—allocated to the further development of its publisher capabilities and of the Assault On Illiteracy Program (AOIP), a literacy-enhancement and "community-building" effort to enable Blacks to assume far more responsibility for their own.]

RECEIVED

November 30, 1990

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BSR J

Mr. William Ingram
Asst. Manager - Media
R.J. Reynolds Tobacco Company
PO Box 2959
Winston-Salem, NC 27102

Dear Bill:

Thank you for taking time to speak to me today regarding your 1991 advertising plans for Salem and corporate relations. Your candor is greatly appreciated, as is your interest in helping to get a January insertion for the National BLACK MONITOR.

As we also discussed, please find enclosed a copy of the July 1990 National BLACK MONITOR which features a very supportive article on the tobacco industry on page 4. For your information, during research for this article, the highest ranking African-American executives in marketing and sales at all the major tobacco companies, as well as non-African-American executives were requested to provide their insights into the Black Press and the Tobacco Industry. RJR/Nabisco's own Marshall Bass contributed significantly to the article.

Bill, please remember that the National BLACK MONITOR is the direct benefactor of AOIP, the coalition of 94 national, African-American-led organizations working to eradicate all the "ills" which affect Black America, and which are extremely costly to R.J. Reynolds Tobacco Company and America as a whole. This decade-old coalition, representing a family and constituency reach of over 16 million concerned consumer-citizens, is committed to continually showing appreciation to those national advertisers, the indirect benefactors to AOIP, who are supporting their AOIP media at the national level; an added dimension for increased sales and long-term profit potential for you. (Please see page 10 in the July 1990 issue and page 22 in the October 1990 issue.

Lastly, we applaud you company's efforts in terms of running "empathic" ads in the AOIP community-building media. However, we encourage you to reconsider your current plans and include the AOIP community-building newspapers and AOIP's official interorganizational magazine at the national level, the National

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