

P.R. FEB 26 1982

Marsteller Inc.

NEW YORK

CONFERENCE REPORT

CLIENT TOBACCO INSTITUTE #6/82
PLACE AND DATE At Client - 2/23/82
PRESENT FOR CLIENT B. Kloepper, P. Sparber
PRESENT FOR AGENCY A. Rosenbaum

Distribution

CLIENT

S. Chilcote
W. Kloepper, Jr.
P. Sparber

STATE/LEGISLATIVE

Agency and client reviewed timetable for possible newspaper insertions March 7 and 8.

Client Action:

AGENCY

A. Campbell
J. Carr
N. Gabler
A. Gaeta
J. Ginsberg
J. Lawrence
J. Lodato
J. Magnoni
A. Miller
J. Moore
T. Mosser
B. Noonan
A. Rosenbaum
B. Rosenberg
S. Silverstein
C. Smith

To get back to agency with approval based on timing provided.

TIME MAGAZINE

Agency and client discussed placement and size of TI signature in intro ad.

Agency Action:

To follow up with all Time Inc. books about reducing size of signature and possibility of running it vertically along lower half of inside right-hand page.

Anna Rosenbaum/jg
February 24, 1982