

Lorillard

MEMORANDUM

June 6, 1984

MEMO: J. R. Ave
FROM: Sara R. Ridgway
RE: PUBLIC RELATIONS SEMINAR

This year's PR Seminar provided another excellent program. I particularly enjoyed Dr. Philip Habib and Lew Young (BUSINESS WEEK Editor).

Unfortunately, Dr. Richard Scammon was ill and unable to attend. However, the committee was prepared for a last minute cancellation, and we were treated with two case study reports by: Ned Brandt, Dow Chemical - on the agent orange/dioxin litigation and settlement (\$44 Billion Liability); and Bill Mullane, AT&T - on the recent divestiture of Ma Bell (970 lawyers!)

I've attached F.Y.I. a list of PR professionals invited to this year's seminar, the agenda, and biographies of speakers.



S. R. R.

/cnr
Attachments
cc: Mr. C.H. Judge

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