

4/23/91


Andrew H. Tisch

To: A. J. Stevens

Arthur --

Please keep me posted on this.

/cg
att



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Memo from ARTHUR J. STEVENS

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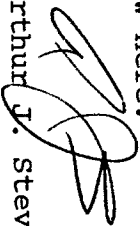
April 16, 1991

MR. TISCH:

The TIEC gave approval on 4/11/91 for further development of possible TV promoting of the Industry's youth initiative program, recognizing that there are risks in such an undertaking. The matter will be reviewed further at the June meeting. Early focus group results will be utilized as resources for developing TV pieces. The results of those focus groups will be supplied for further review here.

AJS:pm
Encls.

Arthur J. Stevens



cc: Mr. Orlowsky
Mr. Cherry
Dr. Jones