

following  
7-25  
9/5

June 7, 1989

TO OUR FIELD REPRESENTATIVES:

Re: Black Coverage Review

Attached is a copy of my April 27 memo asking you to examine all the media forms we are currently using in all markets in your area where we have Black coverage programs. You recall in my note, I asked you to make certain that all displays located in Black neighborhoods are providing the type of coverage that assures our dollars targeted toward Black consumers are providing the best coverage possible.

Please also note that my 4/27 correspondence ask you to send us a city-by-city critique of Black Out-of-Home and that we needed your report in our hands no later than September 1.

As you are working on this project, please let me know if you have any questions concerning our requirements.

  
Michael B. Egan

MBE/ght

Attachment

cc: Mr. R. L. Dilworth  
Mr. C. L. Haynes

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