

| | LCF&L | ATCO | |
|----------------------|---|---|--|
| <u>MEDIA</u> | J. Clements-All R. Adler L. Stern M. Schan-C-L J. Adamson S. Sunshine B. Goldberg J. Seligman-M-BD J. Pintar-M-BD G. Fous-M R. Amati-M E. Kennedy-BD J. Muck-BD | R. Brown M. Schan-A-MC J. Adamson K. Konis G. Lang A. Hochman-P-T-MY R. Galletti-P-T-MY K. Pistone-MY-T D. Smith-MY-T R. Parento-P R. Muhlstock-P | |
| <u>OUT OF HOME</u> | B. Chandler-All C. Lavin E. Quinn K. Radigan | Hays Mullen ✓ Moore ✓ Johnston ✓ Ashkin Brown Burns Burt - All ✓ Camarota Deckerhardt ✓ DeMato Ferry - All ✓ Flavin ✓ Holmes ✓ Keane Klein Lawlor Maresca ✓ Mellett ✓ Murray ✓ Noone ✓ Ockers O'Neill ✓ Puleo - All ✓ Radazzo Rose ✓ Smith ✓ Vyse ✓ Adams Willoughby-P-L-A ✓ | Dougherty ✓ DeRusha ✓ Pierce ✓ Gesell ✓ Goodridge ✓ Druehl - All ✓ Linkous Fareri Jarrett McCampbell McDermott - All ✓ Newmark Blanks Nicosia - All ✓ Powers - All ✓ Rosenberg Spight - All ✓ Sturdivant Touger Wagner - All ✓ Wilkins - All ✓ Whiting - All ✓ Kern Leisure Meyer Sprinkle Kriz ✓ Teale |
| <u>ACCOUNT GROUP</u> | A. Magnane-All D. Bomeisler-C-T-A-MC D. Goldstein-A-M-MC M. Hodes-C-A-MC A. Evans-M C. Rego-P-MY L. DeLuca-C-BD S. Gold-P-MY | M. Docherty-BD L. Sands-M | |
| <u>RESEARCH</u> | B. Kramberg-All | | |
| <u>TRAFFIC/</u> | J. Mitnick-All G. Calamari R. Knesnik-P-MY F. Toth-M C. Liscianrello-All B. Paul-C S. Singer-C E. Miles-A-T | SALES MANAGERS Nicomede - W Riddell - C Miller - N Pape - E Ferrell - S | |
| <u>ACCOUNTING</u> | N. Muniz-All | CLARION H. Goldfrach (L) ✓ D. Mackey M. Bedell | |

FAX →

RE: Approval Recommendation: Pull Mail Family Pack Array on-Carton
 The attached is approval to recommend testing a family pack shot (Red, Gold, Red Filter) on the bottom panel of Pull Mail Cartons all styles (excluding White Lights) in Florida. Also, the continued purchase of Nielsen Scantrack data through June, 1991 in Birmingham, Miami and Tampa. Total estimated cost is \$107,000.
 NOTE: See J. Vyse's comment - Funding from unallocated.