

2073107670

*F. Webb Launch
Coverage*

Esposito, Liliana

From: Galletta, John
Sent: Wednesday, October 13, 1999 7:02 AM
To: Adams, Heleana; Anziska, Evan; Backman, Sherry; Barba-Erlitz, Teresa; Barnes, Deidra; Berlind, Mark; Blalock, Kirk; Bohl, Bonnie; Bones, Sarah; Bowker, Deobrah K. (BURSON); Brophy, Michael; Brosius, Karen; Carraro, Tara; Carta, Jennifer; Chapman, Kristina; Cho, Elizabeth; Collamore, Tom; Crawford, Derek; Derrig, Kay; Durkin, Deborah; Furey, Sabrina; Gatti, John (Leo Burnett); Golnick, Laurie; Greenberg, David; Harris, Peter L. (PLH); Harrison, Brenda; Helstein, Richard S; Henderson, Susan; Hoel, John; Holm, Paul B. (HOLM); Johnson, Rene; Keenan, Colleen; Koops, Gary; Kurz, Catherine; Lenzi, Jack; Liebengood, Howard; Maher, Jayne; Mandola, Susan; McKeithan, Patti; Merlo, Ellen; Micenko, Ellen; Moore, Mary Ellen; Mudd, Michael; Nicholson, Beth; Nicoli, David; Pabst, Joanne; Parrish, Steve; Pfeil, Michael E.; Poole, Jay; Purcell, Clare; Roberts, Peggy; Rosal, Lorenca C. (BURSON); Rosen, Janine; Schwandner, Cliff (Leo Burnett); Seda, Kenneth; Sherman, Catherine; Sorrells, John; Spector, James; Temple, Richmond; Walker, Rodney; Walls, Tina; Han, Vic; Cooper, David; Esposito, Liliana; Kilcullen, Karen A. (PMU); Galletta, John
Subject: PM21 Stories

These are the PM21-related stories running this morning. - JG

1. Philip Morris Admits Evidence Shows Smoking Causes Cancer (NY Times)
 2. Philip Morris TV Ad Campaign Seeks To Repair Cigarette Maker's Image (WSJ)
 3. Tobacco Giant Philip Morris Launches Television Advertising Campaign (Richmond Times-Dispatch)
 4. Tobacco Firms Try to Clear Smoke From Their Images (Wash. Post)
 5. Food-tobacco conglomerate launches ad campaign to improve image (AP - 1st lead)
 6. Philip Morris admits smoking is addictive, potentially dangerous (AP - 2nd lead)
 7. Philip Morris acknowledges smoke-related ills-NYT (Reuters - from NYT article)
 8. PM launches \$100 million TV campaign to highlight good works (Ad Age)
-