

MEMORANDUMFROM: Jeff Joseph *W*

March 22, 1989

TO: Debbie Schoonmaker

Bob Tollison's media tour to Springfield, MA on March 15th proved to be very effective. Unfortunately, interview opportunities were limited because of the numerous schedule changes and the cancellation of Bob's flight to Springfield. We were able, however, to put together a schedule that allowed us to reach a wide and diverse audience.

Bob's interview on the local NBC television affiliate was particularly successful. Bob was able to convey his main points effectively and convincingly, resulting in one of the best television interviews he has conducted since he began the media tour program.

During each interview, Bob did an excellent job of keeping the discussion focused on the social cost issue. Bob used many of the tactics he learned during his media training review session to control the tone and direction of the interview. This was particularly helpful during the taped radio interview where the interviewer had not properly prepared and was not very informed about the subject.

Bob's final schedule in Springfield:

SPRINGFIELD, MA -- MARCH 15, 1989

WWLP-TV (NBC)	--	Excellent taped interview with the station's health reporter for use on the noon news program.
WHYN-AM	--	Twenty minute taped interview for weekly public affairs program on this "adult contemporary"/information station.

Ogilvy & Mather Public Affairs

WSPR-AM -- One hour live interview on the popular weekly
talk show of this "adult contemporary"
station.

I have enclosed a dub of the television interview and will
forward the other two when I receive them.

cc: Brennan Dawson
Carol Hrycaj
Richard Marcus
James Moeller
Walter Woodson