

CONFERENCE
REPORT

APR 8 1981

COPIES: MS. DONNA SENGELAUB - B&W (9)

CLIENT: BROWN & WILLIAMSON TOBACCO CORPORATION

DATE OF CONFERENCE: Week of 3/26/81 - 4/1/81

PLACE OF CONFERENCE: Telephone

REPRESENTING CLIENT: Fran Canary/Donna Sengelaub

REPRESENTING AGENCY: Donna Albergo/Lois Macek/
Pam Wojtysiak

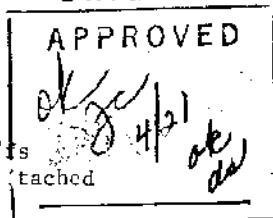
Albergo	Fryer	Otten
Altates	Gorosh	Parker
Alwin	Hannum	Paul
Armbruster	Hendersen (6)	Pittman
Arnold	Hendrickson	Popp, J.
Baer	Itchon	Popp, N.
Bauer	Kaminski	Rooney
Cahill	Kappelmeier	Saks
Casper	Kelly, M.	Schranz
Cassorla	Kelly, D.	Simonton
Conant	Klein	Stall
Conorqui	Lagman	Todd
Dearth	Macek	Vail
Derer	Mayers	Vinton
Doherty	Moy	Wigmore
Droska	Naughton	Wilcox, C.
Dubrowski	O'Donnell	Wilcox, G.
Duff	O'Shea	Willson
		Wojtysiak

B&W 81-59
4/2/81BROWN & WILLIAMSON MEDIA/PRODUCTION

The attached summarizes minor changes/approvals made during the
week of 3/26/81 - 4/1/81.

ORIGINAL

Submitted by Donna Albergo



660114245

<u>BRAND</u>	<u>UTILIZATION</u>	<u>DATE</u>	<u>CONTACT</u> (Client/Agency)	<u>ACTION</u>	<u>REASON FOR CHANGE/APPROVAL</u>
RALEIGH	Magazine	3/26/81	Canary/Albergo	<u>HUNTING</u> ✓ Cancel RAL June pg	Publ. offered 3C franchise Add June 3C
BELAIR	Magazine	3/26/81	Canary/Albergo	<u>GRIT</u> ✓ Cancel BEL May 10 Jr pg	Publ. offered 3C Add May 1/ 3C
RALEIGH	Magazine	3/26/81	Canary/Albergo	<u>GRIT</u> ✓ OK TO RELEASE: RALEIGH - May 24 3C	Publ. offered 3C
BELAIR RALEIGH	Supplement	3/26/81	Canary/Albergo	<u>PARADE</u> Cancel ✓ BEL May 10 3/5 pg RAL	Client direction Add May 10 pg Cut-in on BEL May 10 pg
BELAIR	Sunday Supp.	3/27/81	Sengelaub/ Wojtysiak	<u>TOLEDO BLADE</u> ✓ Cancel May 3 - 3/5 pg	Moved inser. in order to receive proper separation Add May 17 - 3/5 pg
RALEIGH	Military	3/27/81	Canary/Albergo	<u>ARMY, NAVY AIR FORCE TIMES</u> ✓ ROP OK TO RELEASE: RALEIGH - May 11 & 18 Jr pgs	Closing imminent
BARCLAY BELAIR	Military	3/27/81	Canary/Albergo	<u>TIMES MAGAZINE</u> ✓ OK TO RELEASE: BARCLAY - June 1 pg BELAIR - June 1 2/3 pg	Closing imminent
BARCLAY BELAIR RALEIGH	Magazine	3/27/81	Canary/Albergo	<u>BETTER HOMES & GARDEN</u> ✓ OK TO RELEASE: BARCLAY - July Spread & pg BELAIR - Cut-in on July BAR pg (combined markets) RALEIGH - July Reg'l pg	Closing imminent

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BELAIR BARCLAY	Magazine	3/27/81	Canary/Albergo	<u>FAMILY CIRCLE</u> ✓ OK TO RELEASE: BELAIR - July 21 pg BARCLAY - July 21 pg	Closing imminent
RALEIGH BELAIR BARCLAY	Magazine	3/27/81	Canary/Albergo	<u>THE STAR</u> ✓ OK TO RELEASE: RALEIGH - June 23 BC BELAIR - June 9 Jr. pg BARCLAY - June 2,16,23,30 pgs; June 9 BC	Closing imminent
RALEIGH BARCLAY BELAIR	Magazine	3/27/81	Canary/Albergo	<u>GUNS & AMMO</u> ✓ OK TO RELEASE: RALEIGH - July 2C BARCLAY - July pg BELAIR - Cut-in on July BARCLAY pg	Closing imminent
RALEIGH BELAIR BARCLAY	Magazine	3/27/81	Canary/Albergo	<u>MacFADDEN WOMEN'S GROUP</u> ✓ OK TO RELEASE: RALEIGH - July pg BELAIR - July 2/3 pg BARCLAY - July pg	Closing imminent
RALEIGH BELAIR BARCLAY	Magazine	3/27/81	Canary/Albergo	<u>OFF DUTY</u> ✓ OK TO RELEASE: RALEIGH - July BC BELAIR - July 2C BARCLAY - July pg	Closing imminent
RALEIGH	Magazine	3/27/81	Canary/Albergo	✓ <u>OUI</u> OK TO RELEASE: RALEIGH - July pg	Closing imminent
RALEIGH BARCLAY	Magazine	3/31/81	Canary/Albergo	✓ <u>SPORTING NEWS</u> OK TO RELEASE: RALEIGH - May 2 Jr. pg BARCLAY - May 2,16,23 pgs	Closing imminent

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BELAIR BARCLAY	Magazine	3/31/81	Canary/Albergo	STATESIDE FAMILY OK TO RELEASE: ✓ BELAIR - June 2/3 pg BARCLAY - June BC	Closing imminent
BELAIR	Magazine	3/31/81	Canary/Albergo	✓ CLAMOUR BELAIR - July pg	Closing imminent
BARCLAY BELAIR RALEIGH	Magazine	3/31/81	Canary/Albergo	SPORTS ILLUSTRATED OK TO RELEASE: BARCLAY - June 1 Centerspread June 5 Two pgs June 15 pg June 22 Spread June 29 EC ✓ BELAIR - June 15 & 29 Reg'l pgs BELAIR - Cut-in on one EAR pg June 8 (combined mktg) RALEIGH - Cut-in on one EAR pg June 8 & 15 (combined mktg) RALEIGH - Cut-in on June 22 BAR spread	Closing imminent
BARCLAY RALEIGH BELAIR	Magazine	3/31/81	Canary/Albergo	SOUTHERN LIVING OK TO RELEASE: ✓ BARCLAY - July pg RALEIGH - July Reg'l pg BELAIR - July Reg'l pg	Closing imminent
BARCLAY	Magazine	3/31/81	Canary/Albergo	SPORT OK TO RELEASE: ✓ BARCLAY - July BC	Closing imminent
BELAIR BARCLAY	Magazine	3/31/81	Canary/Albergo	COSMOPOLITAN OK TO RELEASE: ✓ BELAIR - July pg BARCLAY - July pg	Closing imminent

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BARCLAY RALEIGH BELAIR	Magazine	3/31/81	Canary/Albergo	POPULAR MECHANICS OK TO RELEASE: ✓ BARCLAY - July pg RALEIGH - July BC BELAIR - Cut-in on BARCLAY July pg	Closing imminent
BARCLAY BELAIR RALEIGH	Magazine	3/31/81	Canary/Albergo	POPULAR SCIENCE OK TO RELEASE: ✓ BARCLAY - 2 pgs BELAIR - Cut-in on one Bar pg RALEIGH - Cut-in on one Bar pg (combined mkts)	Closing imminent
BELAIR BARCLAY RALEIGH	Magazine	3/31/81	Canary/Albergo	REDBOOK OK TO RELEASE: ✓ BELAIR - July pg BARCLAY - July Spread RALEIGH - Cut-in on July Spread	Closing imminent
BELAIR RALEIGH BARCLAY	Magazine	3/31/81	Canary/Albergo	NATIONAL ENQUIRER OK TO RELEASE: ✓ BELAIR - June 9 Jr. pg RALEIGH - June 16 Jr. pg BARCLAY - June 2 BC; June 9 pg; June 16 BC; June 23 pg; June 30 BQ	Closing imminent
RALEIGH	Magazine	3/31/81	Canary/Albergo	BOOK DIGEST ✓ OK TO RELEASE: RALEIGH - June pg	Closing imminent
KOOL FAMILY	Magazine	3/31/81	Canary/Albergo	BLACK ENTERPRISE ✓ OK TO RELEASE: KOOL FAM - June BC* * Mat'l ext. to 4/13	Closing imminent
KOOL FAMILY	Magazine	3/31/81	Canary/Albergo	CRISIS ✓ OK TO RELEASE: KOOL FAM - June/July 2C* * Mat'l ext. to 4/15	Closing imminent

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<u>BRAND</u>	<u>UTILIZATION</u>	<u>DATE</u>	<u>CONTACT</u> (Client/Agency)	<u>ACTION</u>	<u>REASON FOR CHANGE/APPROVAL</u>
BARCLAY BELAIR RALEIGH	Magazine	3/31/81	Canary/Albergo	<u>NEWSWEEK</u> OK TO RELEASE: BARCLAY - June 1 BC & pg; June 8 pg; June 15 3C; June 22 pg; June 29 Spread & pg BELAIR - June 8 & 15 Reg'l pgs BELAIR - Cut-in on BAR pgs (combined mktg) June 1,22,29 pgs RALEIGH - June 1,15,22 Reg'l pgs RALEIGH - Cut-in on BAR pg June 8 (combined mktg) RALEIGH - Cut-in on BAR Spread June 29 (combined mktg)	Closing imminent
KOOL FAMILY	Magazine	3/31/81	Canary/Albergo	<u>GENTLEMEN'S QUARTERLY</u> OK TO RELEASE: KOOL FAM - July BC* * Mat'l ext. to 5/15	Closing imminent
KOOL FAMILY	Magazine	3/31/81	Canary/Albergo	<u>JET</u> OK TO RELEASE: KOOL FAM - May 14 & 21 BC's	Closing imminent
RALEIGH	Magazine	3/31/81	Canary/Albergo	<u>NATSO TRUCKERS NEWS</u> OK TO RELEASE: RALEIGH - May Jr. pg	Closing imminent
RALEIGH	Magazine	3/31/81	Canary/Albergo	<u>OVERDRIVE</u> OK TO RELEASE: RALEIGH - June pg	Closing imminent
RALEIGH BELAIR BARCLAY	Magazine	3/31/81	Canary/Albergo	<u>PEOPLE</u> OK TO RELEASE: BARCLAY - June 1 BC; June 8 pg; June 15 Two pgs; June 22 pg; June 29 pg BELAIR - June 15 2C; June 29 BC RALEIGH - June 1,8,22 pgs BELAIR - Cut-in on June 1 RAL pg BELAIR - Cut-in on June 8 & 22 BAR pgs (combined mktg)	Closing imminent

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RALEIGH BELAIR BARCLAY	Magazine	4/1/81	Canary/Albergo	<u>FAMILY WEEKLY</u> OK TO RELEASE: RALEIGH - June 7 & 21 pgs BELAIR - June 28 pg BARCLAY - May 31 pg; June 7, 14, 21 & 28 pgs ✓ BELAIR - Cut in on BAR June 7 (combined regions) BELAIR - Cut-in on BAR May 31, June 14, 21 RALEIGH - Cut-in on BEL June 28 pg	Closing imminent
BARCLAY BELAIR RALEIGH	Magazine	4/1/81	Canary/Albergo	<u>PARADE</u> OK TO RELEASE: BARCLAY - May 31 pg; June 7, 14, 21, 28 pgs ✓ BELAIR - June 14 pg RALEIGH - May 31 pg BELAIR - Cut-in on RAL May 31 pg RALEIGH - Cut-in on BAR June 14 pg	Closing imminent
BARCLAY BELAIR RALEIGH	Magazine	4/1/81	Canary/Albergo	<u>TIME</u> OK TO RELEASE: ✓ BARCLAY - June 1, 8, 15, 22, 29 pgs BELAIR - June 1, 8, 15, 22 Cut-in on BAR pgs (combined mkts) RALEIGH - June 1, 8, 15, 22 Reg'l pgs RALEIGH - June 29 Cut-in on BAR pg (combined mkts)	Closing imminent
BARCLAY BELAIR	Magazine	4/1/81	Canary/Albergo	<u>U.S. NEWS & WORLD REPORT</u> ✓ OK TO RELEASE: BARCLAY - June 1, 15, 22, 29 pgs; June 8 BC BELAIR - Cut-in on June 1, 15, 22, 29 BAR pgs	Closing imminent
KOOL FAMILY	Magazine	4/1/81	Canary/Albergo	<u>PLAYERS</u> ✓ OK TO RELEASE: KOOL FAM - July BC* * Mat'l ext. to 4/15	Closing imminent

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BELAIR	Magazine	4/1/81	Canary/Albergo	✓ <u>STERLING WOMEN'S GROUP</u> OK TO RELEASE: BELAIR - Aug. BC	Closing imminent
BARCLAY RALEIGH	Magazine	4/1/81	Canary/Albergo	✓ <u>STREET & SMITH</u> OK TO RELEASE: BARCLAY - July BC RALEIGH - July 2C	Closing imminent
BARCLAY RALEIGH	Magazine	4/1/81	Canary/Albergo	✓ <u>MOTOR TREND</u> OK TO RELEASE: BARCLAY - July pg RALEIGH - Cut-in on July BAR pg	Closing imminent
RALEIGH	Magazine	4/1/81	Canary/Albergo	✓ <u>ROAD KING</u> OK TO RELEASE FOR YEAR: RALEIGH - May, Aug., Nov. BC's	Closing imminent
RALEIGH BARCLAY BELAIR	Magazine	4/1/81	Canary/Albergo	✓ <u>MECHANIX ILLUSTRATED</u> OK TO RELEASE: RALEIGH - July pg BARCLAY - July pg BELAIR - Cut-in on BAR July pg	Closing imminent
BARCLAY BELAIR	Magazine	4/1/81	Canary/Albergo	✓ <u>MONEY</u> OK TO RELEASE: BARCLAY - June pg BELAIR - Cut-in on BAR June pg	Closing imminent
BARCLAY	Magazine	4/1/81	Canary/Albergo	✓ <u>INSIDE SPORTS</u> OK TO RELEASE: BARCLAY - June Two pgs	Closing imminent
RALEIGH	Magazine	4/1/81	Canary/Albergo	✓ <u>LADIES' HOME JOURNAL</u> OK TO RELEASE: RALEIGH - July Reg'l pg BARCLAY - July pg BELAIR - Cut-in on BAR July pg (combined mktg)	Closing imminent

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BELAIR BARCLAY RALEIGH	Magazine	4/1/81	Canary/Albergo	McCALL'S OK TO RELEASE: ✓ BELAIR - July pg BARCLAY - July pg RALEIGH - Cut-in on BAR July pg	Closing imminent
RALEIGH	Magazine	4/1/81	Canary/Albergo	HOT ROD ✓ OK TO RELEASE: RALEIGH - July Reg'l pg	Closing imminent
BARCLAY	Magazine	4/1/81	Canary/Albergo	HOUSE & GARDEN ✓ OK TO RELEASE: BARCLAY - July pg	Closing imminent
RALEIGH	Magazine	4/1/81	Canary/Albergo	HUNTING ✓ OK TO RELEASE: RALEIGH - July Reg'l pg	Closing imminent
KOOL FAMILY	Magazine	4/1/81	Canary/Albergo	✓ EBONY KOOL FAM - July pg	Closing imminent
KOOL FAMILY	Magazine	4/1/81	Canary/Albergo	ESSENCE ✓ OK TO RELEASE: KOOL FAM - July pg	Closing imminent
RALEIGH BELAIR	Magazine	4/1/81	Canary/Albergo	GRIT ✓ OK TO RELEASE: RALEIGH - June 7 Jr. pg; June 28 BC BELAIR - May 31 Jr. pg; June 14 Jr pg	Closing imminent
KOOL FAMILY	Magazine	4/1/81	Canary/Albergo	BLACK STARS ✓ OK TO RELEASE: KOOL FAM - June*& July BC * Mar'l ext. to 4/15	Closing imminent

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<u>BRAND</u>	<u>UTILIZATION</u>	<u>DATE</u>	<u>CONTACT</u> (Client/Agency)	<u>ACTION</u>	<u>REASON FOR CHANGE/APPROVAL</u>
RALEIGH BARCLAY BELAIR	Magazine	4/1/81	Canary/Albergo	CAR CRAFT OK TO RELEASE: ✓ RALEIGH - July pg BARCLAY - July Two pgs BELAIR - Cut-in on one BAR pg	Closing imminent
KOOL FAMILY	Magazine	4/1/81	Canary/Albergo	✓ DOLLARS AND SENSE OK TO RELEASE: KOOL FAM - June/July pg	Closing imminent
RALEIGH	Magazine	4/1/81	Canary/Albergo	✓ WORKBENCH OK TO RELEASE: RALEIGH - July/Aug BC	Closing imminent
BELAIR	Local Supp.	4/1/81	Sengelaub/Vacek	✓ METROPOLITAN SUNDAY SUPPLEMENTS Chicago TRIBUNE Change May 2 3/5 pg to May 10	Publ. requested move due to separation problems
RALEIGH	Magazine	4/1/81	Canary/Albergo	✓ PEOPLE OK TO RELEASE: RALEIGH - Cut-in on June 15 - One BAR pg RALEIGH - Cut-in on June 29 - BAR pg	Closing imminent