

N - 700  
November 16, 1967

Mr. White:

Attached hereto is a memorandum from Mr. Littlefield of S & W to Mr. Burgard dated October 10 and Mr. Burgard's memorandum to Mr. Yeaman dated October 13. These were delivered to Don Cohn on Tuesday at a meeting of The Tobacco Institute when I was here to attend the Board meeting. The memoranda suggest the possibility of a revised method for measuring the youth content of television programs. I would like to have your comments and perhaps those of Mr. Lincoln.

Apparently Mr. Ramm suggests that we consider reducing the 45% figure to 40% or if the youth were defined as ages 12 through 18 inclusive, the percentage could possibly be dropped to 10% or 12%.

F. P. H.

Att.  
cc: Mr. Robinson