

April 17, 1970

To: Messrs. Haas
Pollack
Ramm
Yeaman

From: Paul D. Smith

As I advised you at our last meeting with respect to the American Cancer Society "smoking dog" matter, our recommendation is that the Institute hold a press conference followed by an ad. I enclose a draft in proof form of such an ad and a draft "backgrounder" to be put in the press kits.

At present, it is probable that such a press conference cannot be held before April 30 and that is the date suggested. On the other hand, if we could have approval Monday morning, there is an outside chance that the press conference could be held on April 23. It is desirable for a variety of reasons to hold the conference as soon as possible.

In any event, it is proposed that the conference be held at 10:30 a.m. and the ad first run the following morning.

We have not yet agreed upon a media schedule which we are prepared to recommend but are thinking in terms of 2 insertions. The maximum cost of any media program that we are considering is approximately \$500,000. It may turn out to be considerably less, but I have seldom seen costs of this character reduced. I assume payment for the ad would be made through the Institute communications fund which operates on a share of market basis; however, my company does not take a position either way on this matter.

We are limiting our distribution of this material in terms of number of copies for each company very drastically because the entire campaign can be harmed or destroyed because of a leak.

