

ROGERS & COWAN, INC.
PUBLIC RELATIONS

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June 19, 1980

CONFIDENTIAL

TO: LAURENCE M. WASSONG
FROM: WARREN J. COWAN
SUBJECT: ACTIVITY REPORT
MAY 1 - JUNE 16, 1980

produced by RJRTC

MOTION PICTURES

As you know, we are attempting to place cigarettes (in appealing situations) in several motion pictures which are currently in production. The following outlines our efforts to date:

1. "THE CANNONBALL RUN" - To be released by 20th Century-Fox. Through special arrangements with producer Al Ruddy, we have arranged important visibility for several R. J. Reynolds products in the film. This comedy stars Burt Reynolds, Farrah Fawcett, Roger Moore, Dean Martin, Sammy Davis, Jr., Dom DeLuise, Bert Convey, Terry Bradshaw, Bianca Jagger, Mal Tillis and others. In the film, there will be numerous scenes showing cigarette smoking in a most favorable light and in some of these scenes we will actually see one or more of our brands. Additionally, Burt Reynolds plays scenes wearing a Winston jacket and Winston racing cap. We hope to have stills from these scenes shortly.

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2. "THE JAZZ SINGER" - An EMI production, is a contemporary new version of the classic film musical. It stars Neil Diamond, Sir Laurence Olivier, Lucie Arnaz and Catlin Adams. In several sequences, Neil Diamond has been photographed smoking CAMEL (which is his regular brand). There should be excellent visibility for the product. The film will be importantly released in December, 1980 (in order to qualify for this year's Academy Awards).

3. "CARBON COPY" - A Hemdale/RKO Pictures/Shapiro-Dehaven Production which stars George Segal, Susan St. James and Paul Winfield. It is currently in production in Hollywood. The film is a comedy and through our contact with Dominic Bruno, the film's prop master, we have arranged for the character George Segal plays to smoke throughout the picture and we have arranged for the brand he smokes to be CAMEL. (CAMEL is Segal's customary brand.) We've been told that the visibility of the product should be exceptional throughout the picture.

4. "ARTHUR" - A Rollins-Joffe Production starring Dudley Moore and Liza Minnelli. This is a contemporary comedy and is currently in production in New York. Through our personal contact with the film's set designer, Steve Jordon, WINSTON will be displayed in a newstand scene with Dudley Moore. (You are familiar with this since you arranged to have the WINSTON stand delivered to the location.) Tentative release date for this motion picture is fall, 1981, and it will be released through Orion and Warner Bros.

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5. "HEARTBEEPS" - A Universal Pictures Production starring Andy Kaufman and Bernadette Peters. It is a futuristic comedy which takes place in 1995 about the relationships between humans and robots. We have arranged for VANTAGE cigarettes to be used in several scenes of the film, which presently is in production in Northern California.

6. "BACKROADS" - A CBS Theatrical Films Production starring Sally Field and Tommy Lee Jones. This film's plot deals with a love story and a cross-country hitchhiking adventure of two young people in contemporary America. It is currently in production on location in Brownsville, Texas. Rogers & Cowan is handling this motion picture and we have arranged for NOW cigarettes to be used in several scenes of the film.

7. "SUNFOX" - An Inter-Continental Motion Pictures Production starring Sammy Davis, Jr., Dom DeLuise, Jonathan Winters and Valerie Bertinelli. This is a contemporary science fiction comedy in which invasions are planned to overthrow the evil in the world as we know it today. Through our personal contact with the film's producer, Aladar Klein, we have arranged for three different sequences which'll show actors smoking in positive situations. This picture begins next month and is expected to be released at the end of this year.

8. "THE MAGENTA MOTH" - A Magenta Moth Company Production. This film is being produced by Eva Momley and as yet is uncast. This is a psychological drama dealing with hostages in a mountain retreat. Through our personal contact with the film's producer and promotion supervisor, we have arranged for use of our products by the lead

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character as a way to relax her in intense, stressful situations. This film is scheduled to go into production in September, 1980, with a release date in late 1981.

As an ongoing effort, we are obtaining scripts from our contacts throughout the entertainment industry to read and analyze them to determine possible opportunities to use cigarettes. It is from our personal contacts that we have determined the aforementioned films and made arrangements for product usage.

STARS WHO SMOKE

We have made personal contact with a great number of celebrities who smoke to determine their favorite cigarette brand. As you and I discussed on your recent California visit, we are providing stars with product (and are preparing to continue this on a regular basis). Among the stars to whom we have already serviced product include: James Caan, Neil Diamond, George Segal, Zsa Zsa Gabor, Willie Aames, Dean Martin, Richard Dreyfuss, Barbara Rush, Nick Nolte, Dennis Christopher, Richard Carpenter, Mac Davis, Pat Harrington, Paul Newman, Jan-Michael Vincent, Kirk Douglas, Bette Midler, and Danny Kaye, as well as musical stars Neil Sedaka, Paul Williams, The Tubes, Tommy Roe and David Foster. We are continuing our personal contact with celebrities to determine their favorite cigarette brand and will advise as this list expands.

MOTION PICTURE PRODUCERS AND DIRECTORS

To date, we have made contact with several top motion picture producers and directors to determine their favorite cigarette brand and to provide them with the product. This contact has been made through personal

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telephone calls and meetings with the individuals involved. By approaching these producers and directors based on our personal relationship with them, we better enhance the position of the product and its potential use in upcoming projects. More on this in my next report.

TELEVISION PRODUCERS AND DIRECTORS

Through our personal contact with the producers and directors of the many television series and movies made for television, we have determined their cigarette preference and provided them with product. Though the Network Program Practices departments do not permit actual brand name identification on network TV programs, we have been able to encourage the use of cigarettes in scenes in various upcoming television programs, including "Vegas," "Hart to Hart," "Fantasy Island," "Flamingo Road," and other such programs. This ongoing personal contact (made primarily by me via one-on-one conversations) will, we believe, provide exposure of cigarette smoking in attractive, relaxed settings, thus showing the tranquil quality of smoking.

TELEVISION TALK SHOWS

We are approaching various national and syndicated television talk shows including the "Tonight Show," the "Mike Douglas Show," the "John Davidson Show," the "Merv Griffin Show," the "Phil Donahue Show" and the "Toni Tenille Show," with regard to supplying cigarettes for guests while they are interviewed. We are supplying product to these individual program's producers, executive personnel, directors and the hosts themselves, providing, of course, that they are smokers. Additionally, we are

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encouraging our clients and other celebrity friends of ours that smoke to do so when they appear on these various shows. This entire effort has been made through personal contact on a one-on-one basis thus keeping a certain level of confidentiality but still creating exposure.

TELEVISION SPECIALS

1. "DIARY OF THE CANNES FILM FESTIVAL" - This nationally syndicated one-hour television special, hosted by Rex Reed, will air throughout the U.S. in September, 1980. Through our personal contact, we have arranged for WINSTON to be seen and used in interview situations during the program, most notably in an interview that Reed has with Persis Khambatta, the beautiful star of the motion picture, "Star Trek."

The WINSTON package is seen in a sequence featuring Danny Kaye and Roger Verrier (one of France's leading chefs).

2. Patrick Terrail (he owns MaMaison Restaurant) also taped a television special on the Cannes Film Festival which will be nationally syndicated in August or September of 1980. In it, WINSTON cigarettes are very visible as is relaxed cigarette smoking during some of Terrail's interview situations.

3. We have contacted more than a dozen other network television special producers (again on a one-on-one basis) to determine their cigarette preference, and we are supplying them with product. Again, this is to encourage the use of cigarette scenes in their upcoming productions.

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NEWSPAPER ITEMS AND ARTICLES

We have prepared and serviced newspaper items and articles talking of the positive side of smoking. Please note the attached story from the Los Angeles Herald Examiner dated Monday, June 9, and note the line: "You see," a friend remarked when it was all over, "I told you smoking cigarettes was good for you." We have also serviced material to such columnists as Liz Smith and Jack Martin, and we are currently locating a major star to be interviewed by Vernon Scott of United Press International (where that celebrity will tell how smoking relaxes him and has helped him overcome the demands of film making, etc.)

SPECIAL PROMOTION

We are pursuing high-level visibility opportunities for Edward Horrigan which we believe will add to the credibility of your client and the product it makes. He will be represented as one of the ten most outstanding men in America as selected each November by Manwatchers of America, Inc., a national women's organization. Additionally, we are exploring the Leatherneck Award and other such notable presentations.

POSSIBLE SPOKESMEN

In our effort to improve the image of smoking, we have researched and found an individual whom we feel can be a meaningful spokesman in behalf of an individual's right to smoke. He is the founder and chairman of FOREST (Freedom Organization for the Right to Enjoy Smoking Tobacco). He is Sir Christopher Foxley-Norris, now retired, and the former head of NATO. Sir Foxley-Norris and this organization are located in London, England, and though he is not a smoker himself, he believes in the

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right of others to smoke freely. He has been most successful in the English courts and won several cases regarding these rights. My associate, George Kirvay, personally met with Sir Foxley-Norris last week in Europe to determine his true credibility. Kirvay made no commitments nor even indicated to him any specifics about our project. We have determined, however, that as a spokesperson in behalf of smoker's rights, Sir Foxley-Norris could be importantly used in this country. (We believe many TV programs would use him as a guest, etc.) Within the next few days, we will be sending you additional information on FOM and its chairman, so that together we can determine whether a spokesman like him would be appropriate for our goals. My first reaction is that he could be an important part of the campaign.

NO

PHOTOGRAPHY

We are contacting several of the top important fashion and glamour photographers in New York and California and are supplying them with product for their personal use as well as for use as props in their glamour photography. (See attached photograph of Natalie Wood.) We believe that this effort will be beneficial to the image of smoking because it will create more visibility of cigarettes in sophisticated and appealing settings.

The foregoing are the results of the first six weeks of our work on your account. Henceforth, we will send reports on a monthly basis.

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