

From: Williams, Richard L.
To: Carter, Peggy C.; Ellis, Maura P.
CC:
BCC:
Primary Date: 6/20/1996 6:58:00 AM
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Subject: Jaycees Press Update{F}

Attachments:

i talked to scott for about 15 minutes about several topics, including our stance against youth smoking, joe camel, and others, and even faxed him the ftc statement. you guessed it -- he used none of it. story not so bad, though. as you noted, maura, i thought curtis and wills came off pretty good.

rw

From: Ellis, Maura P.
To: Carter, Peggy C.; Williams, Richard L.
Subject: FW: Jaycees Press Update
Date: Wednesday, June 19, 1996 4:54PM

note camel comments. did one of you talk to andron?

From: DOUG ANDERSON
To: Ellis, Maura P.; Meyne, Rob W.
Cc: Brinkley, Carolyn G.
Subject: Jaycees Press Update
Date: Wednesday, June 19, 1996 12:41PM

Here's another update on the Jaycees JAYS Program NC bus tour:

Charlotte -- Wed. 6/18 10:00 a.m. Park Hotel:
The press conference went well with Channel 9 (ABC) shooting film and WBTV Radio taping interviews with Kelly Wills (Nat'l Pres.).
Immediately following the event, the JAYS bus visited two Harris Teeters. At the 2nd Harris Teeter, Channel 6 (NBC) filmed the store manager signing the pledge, placing the decal on the store window and commenting about their endorsement of the program. No print media coverage.
Jim Barrow - WBTV Radio, 1110
Mary Ann Ray - Channel 9, ABC

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Stephany Johnson - Channel 6, NBC

Greensboro Thurs. 6/19 Blanche Public Library 10:00 a.m.:

Greensboro News & Record reporter Scott Andron attended (no others).

He peppered Kelly Wills and the Greensboro Jaycees President, Richard Curtis, with numerous questions designed to provoke them into a negative comment about RJR sponsorship of the program. Questions like: "How can you take money from RJR when their Joe Camel ads influence kids to purchase tobacco?" "So, you don't think Camel ads influence kids to smoke". Kelly performed tremendously by answering that JAYS focuses on addressing the problem at the retail level. However, he slipped a little, when provoked further with "Camel" questions and commented about camels being in zoos. I predict a negative story.

During the post-news conference retail visit at Kinard Drugs, a Greensboro News & Record photographer shot the retail owner and Kelly signing the pledge with the bus as a backdrop.

****Tomorrow is the Durham press conference.

(August Leger Meyland III - staff photographer, G-boro N & R

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