

**PHILIP MORRIS MANAGEMENT CORP.**

**INTER-OFFICE CORRESPONDENCE**

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TO: Mr. Guy L. Smith  
FROM: Alice T. McGillion *am*  
SUBJECT: Canadian Ad Ban Plan

DATE: March 7, 1991

Media plan for a reversal of the Canadian ad ban will include the following:

Europe: At the request of PM-EEC, Corporate Affairs has put together a video package including interviews with third party supporters in Canada (Mr. John Foffe, President, Canadian Advertising Association; Mr. Douglas Crieton, Publisher, Toronto Sun; Mr. Bill Nevell, Executive Director, Canadian Tobacco Manufacturing Council, and Professor John Luik, a well-known freedom of speech expert in Canada). Those interviews will be screened on Friday with Gene Peck of Shook, Hardy & Bacon, to pick the most suitable sections.

PM-EEC is targeting Denmark, United Kingdom, Holland, Belgium, Greece, Germany and Spain. They have given us names of third party supporters in these countries and VisNews is in the process of setting up these interviews for next week. With this material, we will produce country-specific packages containing local sound bites to more than 30 broadcasters.

We will also produce generic "news" packages and send them to all satellite and cable broadcasts in Europe (100 outlets).

On the day the decision is handed down, Gene Peck and I will be in Montreal. VisNews will get interviews with Imperials' lawyers on courthouse steps and we will supervise the total television feed from Canada to Europe.

United States: At the request of the lawyers, the plans calls for a low-key "inquiries only" program handled by Corporate.

Canada: Also at the request of the lawyers, since we were not involved in the case, we have no comment.

Australia: Decision needs to be made whether media package would be useful.

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