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MAY 18 1990

M. O. POTTORFF

To: Mary Pottorff Date: May 17, 1990
From: Geoffroy Giscard d'Estaing cc:
Subject: Workplace Manual

As we briefly discussed on the phone, the approach of workplace smoking we have taken partly consists of the CEO mailing and the courteous ad campaign in major pan-European magazines.

The CEO mailing should be implemented soon, and includes:

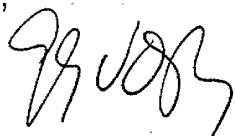
- The Fresh Air in the workplace brochure
- Basta courteous ads from this year's campaign.
- Summary of the Bonilla study on absenteeism.
- Reply coupon for additional information. This would consist of the workplace manual I am attaching for your final comments, and which should be very simple looking, direct and easy to use by personnel departments or whoever requests it.

The Basta courteous campaign has been renewed this year and is presently running in major publications. Each ad includes a reply coupon "requesting a free booklet." Our intention is to send to those who request information (over 200 as of today!) the Fresh Air in the workplace brochure and contents of the CEO mailing as well as that workplace manual. This is the reason why English brochures are requested from Oscar in large quantities.

The workplace manual, as attached, is on desktop publishing in Burson London, "ready to go." The cover would be simple, as well as the binding. We need your comments urgently. Please note that I have already instructed Burson to make some modifications. Your input, as well as Darienne's, would be appreciated as soon as possible.

I am also enclosing press articles from various EC countries as we discussed.

Regards,



Geoffroy Giscard d'Estaing

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