



August 3, 1992

HERBERT E. OSMON  
Staff Vice President  
Public Policy

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919-741-0619

Mr. Hernan LaFontaine  
181 North Beacon Street  
Hartford, CT 06105

Dear Hernan:

Enclosed are materials showing new advertising/school poster executions and a new in-school teaching program we are working on for use this fall.

Advertising/Poster Executions

These will be used on billboards near schools and also on wall posters and table cards that we will send to our 1,200 schools in the fall.

- "The Choice Is Yours. Don't Blow It."

This shows a young person offering another a cigarette and the potential recipient holding up his hands in rejection. The message here is clearly a "resist peer pressure to smoke" message.

Although this rough shows a black kid and a white kid, we decided to use two white kids in the finished artwork, because a white kid offering cigarettes to a black kid might be misinterpreted by someone as somehow racist.

- "If You Think Smoking Makes You Fit In, Think Again."

This shows a group of young people playing a game and another one who is smoking and wants to be included in the group. The point of this execution is obvious and, in fact, is stated in the copy. The finished artwork will show, in the group of three kids, a white, a black, and a Hispanic kid. Also, the separated kid will be holding a cigarette in his hand but will not have it in his mouth.

"We work for smokers."

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We also plan to do a Spanish language version of this one. The tentative Spanish is "Fumar no te hara popular -- piénsalo bien." If this Spanish doesn't make sense, please let me know.

When roughs of the finished illustrations are received, I'll send copies.

Lifetime Learning Systems

Lifetime Learning Systems provides a number of materials to the educational system; one of those is a study program. The enclosed document is such a study program, consisting of a teacher's study guide and student activity sheets. The purpose of this guide is to teach kids that they are influenced by peer pressure, which they likely know about, and peer influence, which they might not know about. It is designed to teach them to recognize these influences and make the right decisions without regard to such pressures. Since youth non-smoking is our objective, smoking is discussed in these materials, but the primary focus of the lesson is bigger than just the smoking issue. This will be distributed in September to teachers of 2,000,000 12- to 15-year-olds (6th - 9th graders) across the country. You will note that we are making sure the teachers know that it is funded by R. J. Reynolds.

I'll call in a week or so to see what you think of these efforts.

Sincerely,



H. E. Osmon

HEO:gme

Enclosures