

POST-KEYES-GARDNER INC
ADVERTISING

875 North Michigan Avenue, Chicago, Illinois 60611

CONFERENCE
REPORT

CLIENT BROWN & WILLIAMSON TOBACCO CORPORATION

DATE OF CONFERENCE: September 5, 1975

PLACE OF CONFERENCE: Telephone

REPRESENTING CLIENT: Bonnie McCafferty

REPRESENTING AGENCY: Art Edelstein

COPIES: MR. R.A. PITTMAN - BSW (9)
MR. WILLIAM SCHULZ - (BATES)

Arnold	Kappelmeier	Willson
Bach	Keyes	Zipkoff
Bankman	Leonard	
Blystone	Marguerite	
Bozek	McIntyre	
Carter	Myers	Russick
Conant	O'Shea	Russell
Connolly	Otten	Healtrichoff
Corbett	Parker	Myhre
Dever	Popp	
Doherty	Rooney	
Edelstein	Russler	
Fryer	Sherman	
Hebel	Tobin	
Johnson, V.	Williams, W.	

BSW 75-186
9/5/75

BROWN & WILLIAMSON MEDIA

SIR WALTER
RALEIGH

1. APPROVAL GIVEN TO PURCHASE FALL NETWORK TV BUY FOR
SIR WALTER RALEIGH PIPE TOBACCO ON CBS AND ABC
NETWORKS.

Approval was given to purchase a network schedule on the CBS and ABC networks for a total of \$257,500 gross (\$218,875 net).

Programs will consist of all sports programs - game and pre/post game shows - predominantly in Football (NFL and College).

Additional monies (\$127,000 gross) are to be held in reserve for opportunistic buys on a week-to-week basis.

The total network commitment will be \$384,000 gross (\$326,400 net).

MS. LOPEZ

Please note.

Submitted by Art Edelstein

2/6

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