



Promotional Opportunities for This Year's Virginia Slims of Houston

Virginia Slims of Houston has 20+ years under its belt. The Houston tournament set the pace for the other Virginia Slims series, plus many others. Along the way, it spawned greater interest in tennis.

The event is now at a crossroads:

- * Tournaments are getting smaller in some cities...not necessarily because of negativism toward cigarette sponsorship. The tournament was sold to a company that has sought different venues (overseas), for economical reasons.
- * Because of criticism from anti-smoking activists, the tournaments in some cities have moved from venue to venue, which loses the continuity. In Washington, D.C., though other limitations and factors were the causes, Virginia Slims was the focus of difficulties with venue. This same problem affected this past summer's Benson & Hedges Blues Festival in Houston.
- * Our community has a plethora of charity tennis events.
- * Tennis appeals to a defined portion of the public, and the need continually exists to expand that circle.
- * Competition exists with other popular sports.
- * We still have to deal with a mindset, particularly that about women's tennis, by male sports writers.

And there are the limitations on cigarette company sponsorship:

- * Advertising restrictions.
- * Advocacy of Doctors Ought to Care (DOC) and other citizen anti-smoking organizations. Two years ago, DOC chose Virginia Slims of Houston to coincide with its quest to ban cigarette sales in City of Houston facilities. Read-Poland was called in to provide government relations support, in order to settle the issue before the tournament.
- * Charity restrictions, particularly the children issue.
- * Restrictions on involvement with youth.
- * Publicity restrictions.

Read-Poland views our relationship to Virginia Slims of Houston as a year-long commitment. It is more than simply staffing the pressroom during the event.

You need for us to be the event's eyes and ears in the marketplace:

- * To seek and create special promotional opportunities.
- * To heighten media coverage.
- * To articulate nuances of the community back to Philip Morris, especially as it may affect other special events.
- * To add credibility and respect to the event, due in part to our representing it.

Affiliated with

Burson-Marsteller

Worldwide

Distinctions of Read-Poland/Houston

1. Read-Poland Associates is the only firm with background in the Philip Morris corporate culture. We are members of the Burson-Marsteller family, which includes Cohn & Wolfe.

For the last two Virginia Slims tournaments and last summer's Blues Festival, we were called in to handle crisis communications. We are often called upon for corporate communications and government relations support for Philip Morris and dozens of other Burson-Marsteller clients.

Where your concern is to promote the best possible tennis tournament, we are additionally equipped to deal with hostile media. Read-Poland is in constant contact with Vic Han, Sheila Banks-McKenzie and other members of the Philip Morris corporate communications team. We interface weekly with Betsy Giles and other members of the Philip Morris government relations team. We are their chosen agents for corporate communications support and are already plugged into the system, possessing access to information and corporate sensitivities that no other agency in Houston could possibly have.

2. Attraction marketing is our acknowledged expertise.

For 10 years, Read-Poland has been the agency of record for Ringling Bros. and Barnum & Bailey Combined Shows, including two units of the circus, the Siegfried & Roy Revue and Walt Disney's World on Ice. We are presently marketing a chain of circus stores around the country, plus every other spinoff promotion that Ringling approaches.

We are acclimated to promoting entertainment attraction products that sell maximum tickets, bring great joy to millions of attendees each year and project a healthy image for the entire entertainment medium. To us, this embodies the purpose of Virginia Slims of Houston.

Read-Poland is the only Texas agency with Olympics marketing expertise, including the 1988, 1992 and 1996 games. Our sports marketing clients include NASCAR racing, the 1990 Goodwill Games and dozens of charity golf tournaments, fun runs, tennis classics, sports carnivals and boating exhibitions.

Read-Poland has the most longevity for special attraction marketing of any other firm in the Houston area or throughout the Southwest. We opened the Astrodome in 1965 and came back to market its 25th anniversary in 1990. We marketed HemisFair '68, the world's fair that transformed San Antonio's mindset and external image into that of a world-class city.

We have created, counseled, administered and marketed more charity fund-raisers than any other firm...adding to our national distinction as the pioneers in cause-related marketing. Hank Moore is continually invited to speak as the premiere expert on such subjects at major platforms (the next three being at business conference symposia, October 8, 9 and 15). Even for John Connally's bankruptcy auction, we developed a charity twist and turned an otherwise sad occasion into a sophisticated special event that drew praise for its handling.

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We have created many attractions, set the standards and have given their committees the resources to sustain. These included the Jack Benny Memorial Tennis Tournament, Marvin Zindler Golf Tournament, Main Street Festival (which evolved into the Houston International Festival), Houston Sports Carnival, fun runs for the Houston Bar Association and United Way, Houston Mayor's Salute to Public Officials and others.

Based upon our experience with non-profit organizations and the public sector, Read-Poland has mastered the niche at creating events from scratch, drawing maximum community in-kind and sponsor support, thereby taking events to the highest levels.

3. Read-Poland Associates is the only firm with major tennis event marketing expertise. Our four years' experience with the Jack Benny Memorial Tennis Tournament denotes a truly world-class event, with significant promotions attached.
4. We maintain established relationships with the news media, understanding the nuances of sports, news and lifestyle angles toward stories. Consistency and credibility are our standards.

Some people can get coverage for two or three events per year. We are widely regarded as a steady, reliable source for the media...setting standards for our industry. We are highly ethical, results oriented and maintain a trust relationship with all phases of the media.

5. Read-Poland is widely regarded as the experts in community relations, minority relations and cause-related marketing. Hank Moore chairs Burson-Marsteller's practice group in this area.

Read-Poland is acknowledged as the leading community citizen of all Houston PR firms... the only firm to be accorded awards for civic leadership. Even among our competitors, we are deeply respected for these accomplishments.

Thus, we are considered to have the strongest ties with the community...and established grassroots connections, for the benefit of our clients. No firm is better connected in Houston or throughout Texas...to make the most advantage for Philip Morris.

Elements of the Program

Charity tie-in special events
Community tennis clinics
Other pre-event promotions
Pre-tournament publicity
Event pressroom and media relations
Post-event publicity

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1. The Virginia Slims Prelude Gala

Read-Poland has been challenged to offer a creative vehicle whereby Virginia Slims of Houston gets off-sports coverage. We respond with a cause-related marketing suggestion.

In 1977, 1978, 1979 and 1980, we coordinated the Jack Benny Memorial Tennis Classic. The client was Walden on Lake Conroe, and the goal was to showcase this upscale resort property. Major celebrities like Farrah Fawcett, Henry Kissinger and Cliff Robertson came to Walden to play tennis matches with corporate sponsors, media and local tennis pros.

This afforded a spectator event, bringing in more spectators than tennis buffs. It yielded favorable media attention and respect via the charity tie-in (Juvenile Diabetes Foundation).

This successful event has spawned dozens of other celebrity and pro-am events. We even recreated this concept for golf, the result being the Marvin Zindler Invitational Golf Tournament, now an established event with an eight-year track record.

In our opinion, it is time to revisit the concept...as the **Virginia Slims Prelude Gala**.

This event would be self-sustaining, with proceeds going to a designated high-profile charity.

Scenario #1 has celebrities and local tennis pros participating in a tournament on the Saturday and Sunday (April 11 and 12) prior to official opening of the Slims on Monday (April 13).

Celebrities would donate their time. Airfare and hotel accommodations would be donated in exchange for promotional mentions. Ground transportation, meals and other out-of-pocket expenses would be covered from the event's budget.

The venue would be the Westside Tennis Center (home of the Slims). Four concurrent exhibitions could be played:

- * Media with local pros, celebrities and Slims participants who arrive early.
- * Corporate movers and shakers with local pros.
- * Celebrities and Slims participants who arrive early.
- * Corporate movers and shakers with celebrities.

Corporate sponsors (at \$150-1,000, depending upon the package) would have opportunities to play, sit at ringside or function as guest coaches. Breakfast and lunch opportunities with the stars during the two days could be created for additional corporate "mover and shaker" categories. Still other sponsor packages could include guest emceeing of matches, autographs and signage around the arena.

Tickets and a souvenir program would be sold to the public. Funds would go to a selected charity. This would yield infinite interview, photo and media coverage possibilities.

This two-day event would be capped off with a banquet on Sunday night, also a charity fundraiser. Arriving Slims participants could participate. With stars and local pros assigned to each table, invitees would pay premium ticket prices (\$100+) to join the celebrities for dinner. Awards and recognition for tennis matches would be presented.

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Scenario #2 has the banquet by itself as a major focal event. If we collectively decide that a two-day pro-am tournament is overly ambitious for this first year, then we could have the gala ball on Saturday night. It could be followed on Sunday with some tennis clinics, presented for corporate sponsors by the stars and local pros.

For either scenario, the gala ball would include an auction of donated merchandise, gift certificates and sports memorabilia. We would also construct a raffle and would create player autograph and courtside visits during the Slims. All of this (including souvenir photos and video highlights tapes) will raise additional money for the charity.

Certainly, we want this high-profile event to pay for itself, and we also want to be able to proclaim noteworthy funds raised for charity.

Both scenarios offer strong advance media coverage...up to four months ahead of the Slims. This enables advance ticket sales...especially if ticket packages are factored with the exhibition sales.

We will get non-tennis fans and general celebrity watchers. As we proved with the Jack Benny tournaments, people participate in an encompassing event for varying reasons. The aggregate result brings highest visibility to tennis from all angles.

For the benefiting charity, our first recommendation is the Houston Campaign for the Homeless. This is the umbrella funding organization for all non-profit groups that have homeless-oriented programs. The Campaign is administered by United Way of the Texas Gulf Coast, with support by all members of the clergy.

We know that Benson & Hedges has participated in charity tie-ins with homeless organizations. Additionally, we recommend this cause because it cuts across so many areas. With United Way corporate supporters and the churches behind it, the Campaign has enough "muscle" to sell large numbers of tickets (corporate and spectator).

Our second-choice charity recommendation is the Houston READ Commission, the city's umbrella organization for literacy-oriented non-profit groups. This Commission is the pet project of Mayor Kathy Whitmire and Councilwoman Eleanor Tinsley, both of whom have previously sided with the anti-smoking forces.

Philip Morris support of literacy programs is also compatible with other efforts by the company in this area. While this cause-related marketing will not cause a complete change of heart by Whitmire and Tinsley, it should neutralize some of their "sting." In politics, it is often good to support the opposition in another area where we all are in agreement.

Read-Poland is well equipped to coordinate all aspects of the **Virginia Slims Prelude Gala**.

Based upon our strong local ties, we can identify and help secure sub-sponsors and corporate movers and shakers, working in concert with the tournament promoter. We will organize the social-VIP steering community, comprised of leading Houstonians. We will coordinate celebrity appearances, create sponsorship packages and handle all gala ball logistics and promotion.

Read-Poland's coordination of this event is essential to its success. Much of the coordination fee can be derived from gross income from sponsors and patrons. Our coordination will realize economies in overall event administration and will pay for itself.

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2. Community Tennis Clinics

The United States Professional Tennis Association recently moved its national headquarters to Houston (from Sarasota, Florida). Its local chapter, the Houston Professional Tennis Association, is strong and comprises the 60 area tennis pros. And then, there is a third group, the Houston Tennis Association, the alliance of participants that has teamed with the Slims in previous years.

Read-Poland has exceptional relationships with the area pros, dating back to the Jack Benny tournaments and continuing with other charity events in recent years. We know how to showcase them and suggest staging tennis clinics in February and March.

Tennis is a lifetime sport and embodies many healthy exercise qualities. It is an acquired habit and skill. We believe that many inner-city adults (especially those who are minority community opinion leaders) have not enjoyed adequate exposure to tennis.

We would utilize area tennis pros, taking them (on a voluntary basis) to community associations, inner-city community centers and other selected locales. Participants would be coached by the pros and would be given comp tickets to the Slims. We would utilize these **Community Tennis Clinics** for photo opportunities and pre-Slims publicity in suburban and ethnic media.

3. Other Pre-Event Promotions

Opportunities to promote the Virginia Slims of Houston are varied and endless. For this year, we believe that selections from this recommended menu will be most effective:

- * Pre-tournament kick-off reception (late February) for gala committee, corporate sponsors, local tennis pros, key volunteers and media. This is consistent with other major charity tie-in events.
- * Posters, flyers and a newsletter (one or two issues).
- * Advertising on plastic newspaper wrappers.
- * Special newspaper section (with the Lifestyle and news sections) on the Slims and the charity events.
- * Discount ticket promotions with a large grocery chain, cleaners and other multiple location retailers.
- * Public service filler ads for print media, for the charity events.
- * Broadcast public service announcements, for the charity events.
- * Slims highlights photo exhibit tours in area malls and recreation centers throughout the Spring.
- * Baskets of goodies and on-air breakfasts for radio DJ's, presented by tennis pros, in support of the gala or the tournament itself.
- * Ticket sales incentive program for volunteers of the selected charity, with prizes going to top sellers.
- * Ticket sales and point-of-purchase at corporate sponsor locations.
- * Ticket discount promotion with Jazzercise, aerobics and health club memberships.
- * Spectator clinics at the warm-up matches.
- * Special nights whereby different media function as hosts. Other charities could share in proceeds of gate sales on those nights.
- * Drawings for autographed winning game balls.
- * Drawing for tennis fantasy package.

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4. Pre-Tournament Publicity

One disadvantage of having the Denver-based sports publicist last year and the year before was that pre-event publicity was not as high as it could have been. Press kits were mailed, and media relations was conducted long distance. Many of the suburban papers and at least one television station complained that they were not being adequately serviced with information.

By locally coordinating the pre-event community relations for maximum publicity value, we are adding early-publicity possibilities for the tournament. Because so many other special events abound in Houston, it is necessary to sound the trumpet for the Slims as early and as often as is feasible. Solid community relations will facilitate that.

Read-Poland suggests that sports and off-sports features be pursued during the five months prior to the tournament. Story angles could include:

- * Announcement of the site selection, dates and potential players, as early as November.
- * Houston Tennis Association check presentation photos from last year, along with features on how and where the proceeds were spent.
- * Announcements of other local participating sponsors.
- * Rankings releases throughout the Spring, tagging players as potentials for Virginia Slims of Houston participation.
- * Features on local tennis pros or instructors, in their area papers.
- * Tennis fashion angle story.
- * Tennis etiquette feature.
- * Food section diet tips by the players.
- * Medical angle release: doctor's advice on physical benefits-limitations of tennis, with pointers on ways to avoid injuries.
- * History of the Houston tournament, the "grandmother" of them all. Feature the Virginia Slims "hall of fame."
- * Civic involvements of tennis pros back in their own communities, notably Houston's Zina Garrison.
- * Stars from other professional sports in Houston are interviewed on their impressions about tennis.
- * Tennis players are interviewed about their sports idols.
- * Tennis players forecast season prospects or outcomes for other sports.
- * Tennis clinic announcements, features and wild art.
- * Charity ball publicity campaign.
- * Pro-Am publicity campaign.
- * Draw party for arriving players.
- * Question-and-answer surveys of top players, with recap results in the press kit.

We need to coordinate with other Virginia Slims venues, prior to the Houston event. This will assure that results and standings from those out-of-town events reach the Houston papers, leading up to our local tournament. We can share B-roll and feature stories with each other, thus realizing a better economy of scale for Philip Morris.

Read-Poland tends to look at the Slims more globally, as does Cohn & Wolfe. The more that the affiliate network cooperates and shares information, then more Virginia Slims venues will stand to benefit.

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5. Event Pressroom and Media Relations Activities

Where other PR firms must design pressroom makeshift operations, Read-Poland has overseen such media relations operations for sports events, trade shows, community festivals, national symposia, an Economic Summit, a World's Fair, 78 concurrent high school academic competitions, statewide and national political conventions and crisis communications for news events.

Media relations is a process of building and reinforcing. Read-Poland will prepare and distribute the press kits at least two months in advance. Three more waves of follow-up calls and updated information would follow. During the three weeks prior to the tournament, the effort will intensify.

Read-Poland will prepare and distribute B-roll, both of tournament past highlights and this year's coverage. We will supervise the official tournament photographer...seeing to it that selected winning shots are offered to wire services and major dailies for their use.

Goals for event media relations include:

- * Maximum numbers of advance stories.
- * An enlightened media that will receive our reports and cover the event.
- * A receptive climate for media not attending to print some recap results.
- * Establishment of a network to generate maximum numbers of player telephone interviews, originating from the floor of the event and from our pressroom.

During the week of the Virginia Slims of Houston tournament, we envision staffing with five public relations professionals. Three Read-Poland staff will operate the pressroom, working with sports and news media on a local, statewide and national basis. This pressroom will be equipped with telephones, fax machines, computers, laser printer and audio equipment to send radio feeds.

Two other Read-Poland media relations specialists will provide other communications and event support throughout the venue, including issues management and facilitating the availability of stars to do post-match interviews.

As is our custom in staffing national pressrooms for so many other events, Read-Poland will:

- * Maintain communication with tournament judges and floor staff via two-way radio.
- * Provide continual liaison with sports media covering the event, seeking to provide timely data and sidebar information that will maximize their positive coverage.
- * Instantaneously customize releases and fax to non-attending media.
- * Identify and optimize potential for phone interviews and audio feeds of match "winning moments."
- * Provide a service that keeps media in anticipation of the next updates.
- * Facilitate live radio and TV remotes from the event.
- * Distribute and help place still photos and B-roll footage of tournament highlights.
- * Provide follow-through media relations after the event.
- * Conduct media monitoring, reporting and recapping.
- * Function as Philip Morris' "eyes and ears," identifying promotional opportunities... and keeping alert to activities of the anti-smoking activists.

We are your ongoing resource, not just a week-of-the-event pressroom operation.

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6. Post-Event Publicity

The gala ball, pro-am tournament and community tennis clinics lend themselves to post-tournament coverage, just as much as pre-tournament promotion. Whereas they help sell tickets and heighten awareness of the Slims tournament, these activities force the media to do after-the-fact wrap-up coverage.

Check presentations, photo coverage and "success" recaps will undoubtedly continue to appear into mid-Summer. Naturally, post-event coverage of the actual tournament will be included with these media placements.

We will keep placing stories in weekly and monthly publications as long as we can. Read-Poland will monitor any and all Virginia Slims related coverage in Texas media on an ongoing basis. This embodies our belief that Virginia Slims is a year-round opportunity for Philip Morris to receive favorable recognition.

Applicable Strengths of Read-Poland

Media Relations

Our organization's **media relations** program is world-class.

Read-Poland is fully computerized. We maintain and update databases for local, regional, national and international media mailing lists on a weekly basis. We maintain contacts with virtually all print and broadcast media (consumer, business and trade). Because of our computer organization, Read-Poland has coordinated as many as 300 customized press releases simultaneously for major client news events. We pride ourselves on special placements because of customization per market.

From Houston, we have run national media relations programs. No local firm has the ability to work with foreign media from Houston. Thus, we call upon our Burson-Marsteller network. We have more offices globally (181) than any firm. Our next biggest competitor (Hill & Knowlton) has 56. The #3 firm (Edelman) has 28.

No other Houston-based PR firm, outside of the big three, has a formal national or international media relations program, though some are letterhead members of loosely-knit alliances of independent agencies. When Burson-Marsteller/Read-Poland was given six weeks to restore public credibility of Tylenol, we mobilized the international PR network. That stands as one of the classic cases of effective PR. (We just successfully conducted a similar program for Perrier Water.)

Special Events

We provide intensive marketing counseling and implementation. For special events and community activities that we handle, Read-Poland can and does perform all organizational and coordination functions...not just the publicity or promotion portions.

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Examples of special events that Read-Poland coordinated over the past two weeks alone include the Galleria Area Chamber of Commerce Business Expo '91 (September 12), the Boating Trades Association of Texas statewide Marine Industry Trade Show (September 13-16), Texaco's 50th anniversary festivities at its Bellaire Exploration and Production complex (September 21) and prostate cancer screenings at 12 Houston hospitals and 10 Dallas hospitals (September 22-28).

Read-Poland is the only agency that has handled an Economic Summit (Williamsburg, 1983) on a fee basis. We have handled numerous political conventions and hundreds of campaign special events.

Obviously, special events coordination is a major part of Read-Poland's expertise. We are not tied to one or two annual events. We truly span the gamut, with other special events credits including:

- * Astrodome, opening in 1965
- * Astrodome, 25th anniversary festivities, 1990
- * Hands Across America, 1986
- * USA For Africa, 1985
- * HemisFair, the 1968 San Antonio World's Fair
- * Downtown Houston Tunnel Hike, 1990
- * Houston Mayors' Salute to Public Officials, 1987 and 1988
- * Business Expo '91
- * Texaco Star National Academic Championship
- * Marvin Zindler Invitational Golf Tournament
- * Jalapeno 8K Road Run
- * Alzheimer's Association Memory Walk, 1991
- * United Way fall campaign kickoffs, various years
- * Civic/arts-crafts festivals, home-shopping tours, grand special events
- * Government Plaza, innercity redevelopment in Laredo
- * The first national women's business conference on mastering the political process, New Orleans, 1986
- * The first Hispanic women's leadership conference
- * Washington's Birthday Celebration, Laredo.
- * Charity gala balls and dozens of fund-raisers for worthy causes
- * Marketing meetings, special events and presentations
- * Opening of new buildings...all physical form events
- * New product introductions, media testings and endorsements
- * Numerous other public celebrations staged throughout the United States

Public Affairs

While this presentation concerns a special event, we can never forget the anti-smoking factions and their presence at the Slims and other events. This is the very reason why Philip Morris established an alliance with Read-Poland in Texas. Public and government affairs has been a strength of Read-Poland for 40+ years.

This expertise established our lead in cause-related marketing...something that greatly compliments special events.

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Read-Poland managed all political campaigns of John Connally and, in more recent times, conducted consumer marketing for the Reagan-Bush 1984 campaign. We are the only agency that has handled an Economic Summit on a fee basis (Williamsburg, 1983).

We are the only Houston PR firm with a major presence in Austin and Washington, D.C., with on-staff government relations experts and lobbyists. We have affected landmark legislation and continue public and government affairs on a daily basis, as a major part of our agency's practice.

The scope of projects has included:

- * Trucking deregulation
- * Lady Bird Johnson's beautification of America
- * Keeping saccharine on the market (fighting an FDA ban)
- * Restoring public confidence in Tylenol
- * Maquiladoras, industrial development of South Texas
- * City of San Antonio-planned growth
- * Reshaping the image of the Houston Police Department
- * The first town hall meeting on substance abuse in the Hispanic community
- * One of the nation's first black community awareness projects by a corporation, Kentucky Fried Chicken, 1979-1983
- * Capital funding campaigns for hospitals, schools, etc.
- * Energy bill assistance program for senior citizens
- * Dozens of professional symposiums, seminars and meetings.
- * Issues oriented speaker-media tours.
- * Airline industry coalition to expand airport facilities nationally
- * Public officials' support for employee benefits package
- * Public health screenings: prostate cancer, hepatitis, heart disease, first-time medical and dental screenings
- * Legislation-courts initiatives, government relations representation
- * Environmental campaigns by corporations, including Super Fund cleanup sites, waste disposal and imaging

Hank Moore, general manager of Read-Poland Associates, is the only principal of a major Texas PR agency with government relations expertise at the national level. During his 15 years of working for President Lyndon B. Johnson, Moore performed hands-on PR services for crucial campaigns. These included the Peace Corps, Job Corps, Bracero Program and Lady Bird Johnson's Beautification of America. Moore served on the committee that wrote the Civil Rights Act of 1964 and wrote speeches for the President.

The availability of seasoned issues management counsel gives value-added to Read-Poland's special events promotion skills. We routinely work with the news media, as well as sports and lifestyle writers. We understand the nuances of each type of media relations.

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Staffing and Account Administration for this Program

Read-Poland utilizes a team approach. For Virginia Slims of Houston, the team would include:

Hank Moore, general manager (senior counselor, issues management and overall account supervision)
Allison Goldberg, client services manager (daily account point person)
Elise Oppmann, account supervisor (backup point person, media relations)
Melissa Reynolds, account executive (gala ball and other special events)
Kristi Johansen, account executive (community relations, collateral materials)
Laura Giardina, assistant account executive (research, special events)
Cristina Toledo and Rhonda Eagan, account coordinators (account administration)

All functions will interact with the client, with Goldberg as the daily point person. Moore will directly oversee and shall provide counsel. Oppmann will interface on a daily basis, as well, since media relations is a major part of this promotion.

Read-Poland's philosophy is that top management participate daily in direct account supervision and service. That is how important Read-Poland considers your business.

Hands-on supervision is the rule. We pride ourselves on long-standing client relationships. Read-Poland has lasted 40 years via living by this creed.

Hank Moore, APR, general manager, is the only currently-active Texas PR practitioner to be elected into the public relations international "hall of fame." He won the 1989 Savvy Award, as one of Houston's top three community leaders and the Houston Mayor's 1990 Volunteer of the Year Award. Moore has won the President's Private Sector Initiatives Awards from Presidents Reagan and Bush. The Public Relations Society of America gave him the profession's highest individual achievement award in 1988. Moore is deeply involved in community activities... including UNICEF, the United Way, Houston Police Department, and the American Heart Association. He sits on the boards of the University of Texas Health Science Center, Clean Houston and Leadership Houston. Moore is 1991 President of the Public Relations Society of America, Houston Chapter.

Allison W. Goldberg, client services manager, was formerly an account executive with Ketchum Public Relations, New York City, where she managed national health care, consumer and trade association accounts. She served as assistant account executive with Capelin Communications and public relations coordinator for The Epilepsy Institute, both in New York. Prior to joining Read-Poland, she served an account executive with Fogarty & Klein Public Relations.

Elise Oppmann, account supervisor, was formerly public relations director, Wilderness Road Girl Scout Council, Lexington, Kentucky. She earlier served as a news assistant with the Lexington Herald-Leader and research assistant with Scripps Howard News Service in Knoxville, Tennessee. Ms. Oppmann conducted public relations activities for Main Street Knoxville, The Downtown Organization, also in Knoxville, TN.

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Melissa Reynolds, account executive, joined Read-Poland upon graduation from The University of Texas at Austin. She managed this past weekend's successful Texaco 50th anniversary festivities and has coordinated other Texaco special events, including the grand opening of Heritage Plaza and the Texaco Star National Academic Championship. Other accounts for which she provides management include Har-Whit, Optical Data Corporation, Coca-Cola USA, the Plaza Hilton Hotel and Masterson Moreland Sauer and Whisman.

Kristi Johansen, account executive, joined Read-Poland upon graduation from Baylor University. She managed last week's successful Galleria Area Chamber of Commerce Business Expo '91. Other accounts for which she provides management include AT&T, Neighborhood Centers, Organizational Design and Development, the Downtown Houston Tunnel Hike, Prostar and Chevron.

Laura Giardina, assistant account executive, joined Read-Poland upon graduation from The University of Texas at Austin. She was President of the UT chapter of the Public Relations Student Society of America. Previous professional employment and internships included GSD&M Advertising (working on the Southwest Airlines and Coors Beer accounts), Fame City (special events coordinator) and KHOU-TV (special events coordinator). Other accounts for which she provides support include Texaco, Har-Whit, and Hill, Parker, Franklin, Cardwell & Jones.

Budgeting for This Program

Read-Poland is prepared to offer tournament coordination, promotions and media relations for a project fee in the \$45,000-\$60,000 range. This is a ballpark estimate, based upon our experiences with comparable events and the way that we would approach Virginia Slims of Houston.

Out-of-pocket expenses projected include:

- Copies and postage, media mailings, long distance, fax line charges, and other routine out-of-pocket expenses, entire project, \$2,000.

- Event photography, \$6,000.

- Video news release, B-roll, copying-distribution, \$2,000.

- Clipping-monitoring (includes video monitoring), \$1,000.

- Out-of-pocket expenses may occur in other categories, based upon client approval for incurring them. They will be billed accordingly and include creation and printing of collateral materials, creation-placement of advertising and video production.

To give you a better idea of professional service hours, estimated Read-Poland time for promotions and media relations for the tournament (November, 1991-May, 1992) is broken down as follows:

- Programming and planning of all promotions, 35 hours

- Press kit writing-production, 90 hours

- Media lists, database and stylizing customized releases, 50 hours

- Pre-event publicity, media liaison, 100 hours

- Pre-event coordination (special promotions), 100 hours

- Logistics interface with tournament promoter, 45 hours

- Government relations, 20 hours

- Community relations (including tennis clinics), 120 hours

- Coordinate video and photography, 70 hours

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On-site pressroom and event coordination, week of tournament (5 staff), 350 hours
Monitoring, reporting, 75 hours
General account management, misc. activities, 90 hours

Total number of hours projected: 1,145 hours

Depending upon hourly Read-Poland billing rates, this project would yield services valued in the \$90,000-\$120,000 range. The assignment of staff time per category is negotiable, based upon other areas of responsibility. Out of respect to our longtime client, Philip Morris, we are proposing an affordable discounted project fee, with the understanding that hours above the agreed threshold (1,145 hours) will be compensated. This realizes an economy of scale, since we are on the scene to handle the issues portion of the event (working with Burson-Marsteller).

For the **Virginia Slims Prelude Gala**, we estimate a project that will encompass 275-450 staff hours. This depends upon several variables, once the pro-am charity fund raising event is finalized. By our conducting this event in concert with pre-tournament advance publicity, this yields Philip Morris an additional economy of scale and the widest possible pre-tournament exposure.

Thus, we would develop a project budget for staff time that can be substantially taken out of gross receipts, along with all other event expenses. The objective is to make the gala self-sustaining.

Selecting Read-Poland Associates

As articulated earlier, Read-Poland views our relationship to the Virginia Slims of Houston as a year-long commitment. It is more than simply staffing the pressroom during the event.

There are five major areas of expertise that distinguish Read-Poland from any other agency in Texas:

1. The only firm with background in the Philip Morris corporate culture.
2. Attraction marketing is our acknowledged expertise.
3. The only firm with major tennis event marketing expertise.
4. We maintain established relationships with the news media.
5. Widely regarded as the experts in community relations, minority relations and cause-related marketing.

There is absolutely no doubt that Read-Poland is the best qualified agency for Virginia Slims of Houston.

We are well experienced in all pertinent areas, including media relations, special events and public affairs. Read-Poland appreciates our already-established relationship with Philip Morris and intends to continue justifying the company's confidence in us.

It will be our distinct pleasure to represent Virginia Slims, help take the event to the next major plateau and maximize the positive publicity...while bringing honor to Philip Morris for the professionalism with which we represent the tournament.

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READ-POLAND ASSOCIATES

Read-Poland Associates is Texas' oldest, largest, and strongest public relations firm. Founded in 1951, we have offices in five Texas cities and in Washington, D.C.

In 1987, Read-Poland acquired all Texas account activity of Burson-Marsteller, the world's largest public relations organization. Collectively, Read-Poland has more affiliate offices worldwide (181) than any other PR agency.

READ-POLAND OFFICES...

AUSTIN

1005 Congress Avenue, Suite 500, Austin, Texas 78701
(512) 472-4122

DALLAS

3811 Turtle Creek Boulevard, Suite 950, Dallas, Texas 75129-4419
(214) 760-6066

FORT WORTH

201 Main Street, Suite 600, Fort Worth, Texas 76102
(817) 336-4711

HOUSTON

5177 Richmond Avenue, Suite 610, Houston, Texas 77056
(713) 622-5040

SAN ANTONIO

2409 Tower Life Building, San Antonio, Texas 78205
(512) 226-5207

WASHINGTON, D.C.

1010 Wisconsin Avenue, N.W., Suite 215, Washington, D.C. 20007
(202) 298-8008

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PUBLIC RELATIONS SERVICES OFFERED

Audio/Visual Production

Audio training tapes
Multi-media
Slide Shows
T.V. Public Service spots
Videotape programs

Community Liaison

Community affairs
Policy consultation
Speakers bureau

Consultation Services

Community relations
Employee relations
Government relations
Investor-financial relations
Trade association member relations

Corporate Communications

Catalogs
Corporate Policies
Financial public relations
Internal-employee communications
Printed literature
Standardized materials

Corporate Identity Programs

Annual Reports
Brochures
Business Cards
Contracts/business forms
Invitations/announcements
Logo design/application
Mailing pieces
Quarterly statements of condition
Stationery

Customer Service

Displays
Literature
Point-of-purchases
Specialty/premium items

Displays

Business setting and corporate
Retail stores
Trade show exhibitions

Writing/Editorial Services

Annual reports
Brochures
Company backgrounders
Fact Sheets
Government response forms
Grant proposals
Media advisories
Trade association documents
Written directives

Events Planning

Annual meetings
Business luncheons
Ground breaking ceremonies
Investment presentations
Open houses
Press conferences
Product demonstrations
Seminars

Industry Relations

Investor-Financial Relations

Media Services

Press liaison to arrange interviews
Press monitoring, documenting coverage
Press services, information flow to reporters

Press Services/Relations

Editorial briefing
News releases
Press kits
Fulfillment of media requests

Public Speaking Training

Consultation on content
Critique of presentation
Videotape review of speech or talk show performance

Research

Interpretation of market analysis and research findings
Interview techniques
Questionnaire formatting
Study competitor and opponent positions

Speech Writing

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MARKETING SERVICES OFFERED

Marketing Research

- Market Analysis
- Concept training
- Trade area analysis
- Store location decisions
- Industrial marketing research
- New Product research
- Consumer attitude tracking
 - Field research
 - Sample design and test
 - Surveys and questionnaire
 - Focus Groups
 - Personal Interviews

Budgeting

Integration of Effort

- Corporate identity program
- Employee relations program

Situational Analysis

- Environmental factor analysis

Monitoring Social, Economic Technological, Political and Legal Trends

Competitive Analysis

Prioritizing Organization Objectives

- Setting Goals
- Target Marketing

Strategic Planning (Marketing Mix)

- Product and service strategy
 - Modification
 - Proliferation
 - Repositioning
 - Multiple positioning
 - Augmentation
- Distribution strategy
 - Push/Pull strategies
- Promotional strategies
- Pricing strategies

Update Reports

ADVERTISING SERVICES OFFERED

Advertising Budget, Campaigns, Planning, Strategy

Creative Concepts

- Logo design
- Graphics

Copywriting

Photography

Production

- Print advertisements
- Outdoor (billboards, signs, transit)
- Radio and television commercials
 - Scriptwriting, slogans and jingles
 - Original music composition
- Animation

Media Strategy

- Planning
- Negotiating
- Placement
- Monitoring
 - Newspapers, magazines, journals
 - Trade Publications, yellow pages
 - Outdoor, specialty media

Sales Aids

- Brochures
- Catalogs
- Posters
- Premiums and giveaways
- Point of Purchase displays
- Trade Show displays
- Newsletters

Annual Reports

Business Forms

Direct Mail Campaigns

Packaging

Slide and Video Presentations

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JUN 10 '91 12:05 READ-POLAND PR (713) 622-7658

Client Philip Morris

P.3

Medium The Houston Chronicle

Date June 9, 1991



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Public relations, public affairs counselors

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5177 Richmond, Suite 610 • Houston, Texas 77056 • (713) 622 5040

THE HOUSTON CHRONICLE

June 9, 1991

**\$8 BILLION UP IN
SMOKE**

That's what Texas paid last
year to care for people with
tobacco-caused diseases.

Mayor Whitmire
and Judge Lindsay

Let's stop permitting
cigarette promotions on
tax payer-supported
property.

Benson and Stenches
gives Houston The Blues.

Paid for by Doc (Doctors Ought to
Care) 5810 Greenbriar, Houston,
Texas 77036 (713) 793-7729

2073527235

Client Philip Morris
Medium The Houston Chronicle
Date June 9, 1991



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THE HOUSTON CHRONICLE

June 9, 1991

Thursday

PARTY ON THE PLAZA: Ezra Charles and the Works and Wozobia will perform in a free concert at Party on the Plaza, 5-10 p.m. Thursday at Jones Plaza, downtown at Texas and Louisiana streets. 888-8890.

JEWISH THEATER FESTIVAL: Another Antigone, A.R. Gurney's play about a Jewish student who views her WASP professor's rejection of her thesis as a sign of anti-Semitism. 7:30 p.m. Thursday, June 16, 18 and 27. Jewish Community Center, 5601 S. Braeswood. 651-7285.

TEXAS MUSIC FESTIVAL: Second annual event presented by University of Houston School of Music. 749-1118. Kevin Lawrence, violin; others. Works of Mozart, Debussy, Prokofiev, Schumann. 7:30 p.m. Thursday. Dudley Recital Hall, UH, Entrance 18 off Cullen.

HOUSTON BALLET: Stevenson, Bartok *Concerto*; *La Part* (world premiere); MacMillan, *Solitaire* (Houston premiere). 7:30 p.m. Thursday-Saturday, 2 p.m. June 16. Wortham Theater Center. 227-ARTS, (800) 628-ARTS.

BOTTOMS UP '91: Latest edition of Brock Wall's Las Vegas-style burlesque revue, now in its 33rd year. 8 p.m. Tuesdays-Fridays, 7 and 10 p.m. Saturdays, 3 and 7 p.m. Sundays, through June 18. Tower Theater, 1201 Westheimer. 829-3700.

SWEENEY TODD: Main Street Theater stages an intimate production of Stephen Sondheim and Hugh Wheeler's Tony-winning musical thriller about an unjustly imprisoned barber seeking vengeance against an evil judge. 8 p.m. Thursdays-Saturdays; 4 p.m. Sundays, through June 30. Main Street Theater, 2540 Times Blvd. 524-6708.

BENSON & HEDGES BLUES FESTIVAL: Bobby Redcliff, Mark Kozanoff and Rod Piazza & the Mighty Flyers Thursday at Rockefeller's, 3620 Washington Ave. 861-9385.

Saturday

REGGAEFEST: The Houston Junior Chamber of Commerce presents the Houston Reggae-fest 6 p.m.-midnight Saturday and 2-9 p.m. June 16 at the Houston Super Block across from the George R. Brown Convention Center. Bands include Soul Syndicate, U-Roy and One Drop. Admission is \$5; children under 12 years get in free. 829-2337.

BENSON & HEDGES BLUES FESTIVAL: Grady Gaines, Joe "Guitar" Hughes, Clarence and Fren Holliman Saturday night at the Black Forest, 3926 Feagan. 861-2968.

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Client Philip MorrisMedium Houston PostDate June 24, 1991Houston Post
June 24, 1991**Buying the fourth**

A record number of corporate sponsors are buying a piece of American pie this July 4th as underwriters of the Houston Freedom Festival, reports Karen Tate of The Tate Agency.

Fifteen companies are contributing more than \$400,000 in cash and in-kind services for the official Houston 4th of July celebration, says Tate. The all-day musical tribute, staged at Buffalo Bayou Park at no cost to the city, will feature headliner Bruce Hornsby & The Range.

Charter sponsors include Budweiser, Kroger, Warner Cable, Z107 Radio and Pepsi-Cola South.

Additional stage, fireworks and display sponsors this year will be Philip Morris/Kraft, Hi/Lo Auto Supply, M&M/Mars, General Electric, MCI and Hawaiian Punch.

"Sponsoring an event like this builds community goodwill, boosts employee morale, brings recognition and ultimately impacts market share," says Ted Carson of Z107 PM, an original festival sponsor.

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Dallas

READ-POLAND ASSOCIATES



COMMUNICATIONS CONSULTANTS

Communications Plan

**Outline for
The Client**

There is much more to the "Dallas Market" than Dallas. With its sister city, Fort Worth, the burgeoning "Mid-Cities" and two adjacent counties, the D-FW Metroplex continues to be one of the most rapid growth areas in the country. This growth has resulted in major media growth as well--media that includes not only the largest newspaper in the state but also media that serves the nation. It is said that Dallas is home to more full-time bureaus of national print and broadcast outlets than any other city in the country. Because of this extensive media concentration, the monitoring and contact process will, by necessity, require a systematic on-going approach to identify and profile significant personalities.

Objectives of the Program:

- Catalog all media coverage and influences.
- Work toward a profile of key media related to client concerns.
- Maintain and develop relationships with media to achieve fair and balanced reporting.
- Provide ongoing intelligence and strategic input to service client needs.

Media Monitoring Plan

Read-Poland/Dallas-Fort Worth, with assistance from the firm's Austin headquarters, will, on a daily basis, monitor area print and broadcast media for reports on client issues. Clippings will be secured and supplied to the client regularly.

Media Contact Program

The agency will initiate a consistent contact plan directed at editors, news directors, medical reporters, editorial page editors, bureau chiefs, etc., to determine (a) names of reporters who may cover client issues, and (b) their plans, if any, to develop stories related to client issues.

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Should their plans include such stories in the immediate future, they will be advised as to the potential availability of background materials and client spokespersons. The client will be advised of their plans immediately, particularly in the event of potential national stories.

If it is determined there are no plans for issue coverage in the near term, the reporter/editor will be advised of background/spokesperson availability.

In either case, a record of the contact and any modification to the media contact list will be noted. *a log?*

The priority in which these contacts will be made will be as follows:

1. Local daily newspapers.
2. Local television news departments.
3. Local major radio news departments.
4. Local bureaus of network television and radio news departments.
5. Local bureaus of national newspapers.
6. News departments of regional newspapers and magazines.
7. Local bureaus of national magazines.
8. Local bureaus of key trade press.
9. News departments of significant regional weekly newspapers.
10. Local radio talk show producers.

Profile Development

7/24/81
As individuals are identified as potential reporters/editors dealing with client issues, a continuing effort will be made to develop a profile of the writer, the writer's typical sources, typical editorial slant, etc. Such profiles will include such aspects as approachability, attitudes, fairness, etc.

Relationship Building

As these contacts and profiles are being developed, positive relationships will be established to enhance a feeling of mutual trust. An objective of this effort will be the achievement of sharing "confidential" information with the reporter.
like...?

intelligences
that are
in hand

- This is a pillbox thing Red Cross people

In anticipation of additional city council actions which would likely trigger media coverage, Read-Poland will contact city officials in area communities to determine the following:

1. Is a client issue being reviewed by city staff?
2. Have elected officials indicated a desire to review a client issue?
3. Have candidates for local public office indicated a desire to make such issues a part of their campaign? (May, 1995, will be the period for numerous local elections.)

Not much. but
aside from
intelligence
training

-3-