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DATE: May 2, 1989

TO: Mary Taylor
FROM: Steve Weiss *SW*
SUBJECT: Media Activity at Virginia Slims of Houston

As discussed, Dr. Alan Blum, his young son and three of his Doctors Ought to Care (DOC) colleagues demonstrated at the opening of Virginia Slims of Houston last Monday. DOC members, dressed in lab coats and stethoscopes and carrying anti-smoking signs, were protesting against tobacco company sponsorship of women's tennis, an "unhealthy alliance."

Camera crews from all three local network television affiliates covered the DOC protest, with two showing up Monday evening and one Tuesday afternoon. I gave interviews to each station and presented the Company's points of view on smoking and sponsorship of women's tennis. Only two of the three stations (the NBC and ABC affiliates) ran stories on the protest, and our comments made both stories fair and balanced. Transcripts of these news stories are attached.

The Houston Chronicle, Houston Post and the wire services did not run stories on the protest, however the Chronicle did run a photo of the protesters with a short cut-line (attached).

Overall, coverage of Monday's DOC protest was dwarfed by the overwhelming amount of positive coverage the tournament received from Houston's television and newspaper sports reporters. Daily coverage of the tournament was prominent in all local press throughout the week.

The tournament was well-organized, impressively publicized and regardless of DOC's protest, seemed to be enjoyed by the thousands of tennis fans who attended.

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