

Philip Morris And Publishers Continue Dialogue:

Philip Morris Increases Black Newspaper Advertising By \$1-Million

"Quality And Profits" In Black Media: Goals Of Company, Publishers In Bahamas Meeting

FREEPORT, THE BAHAMAS — Stanley S. Scott, Vice President and Director of Corporate Affairs, Philip Morris Companies Inc., announced a \$1-million increase in its advertising budget for black newspapers.

A principal speaker during the 150-member National Newspaper Publishers Association's (NNPA) Midwinter Workshop here, Scott told many of the close to 200 workshop participants that this increase in the company's advertising grew out of the continuing dialogue between Philip Morris and black newspaper owners.

Scott reminded the audience of the Philip Morris Media/Business Conference last November, that brought 93 black newspaper publishers to New York City. He said that meeting led to smaller, follow-up sessions between Philip Morris executives and the NNPA's advertising committee.

"We challenged you and your colleagues to help us to do a better job for black newspapers, and you did," Scott said. "Your Advertising Committee came back to our marketing people with a well-organized presentation of facts and figures to show that we should increase our advertising budgets for black newspapers."

He identified members of the advertising committee as William Lee, Publisher of *The Sacramento Observer*, William Garth, Publisher of *The Chicago Citizens Group*, Ms. Pat O'Flynn Thomas, Publisher of *The Milwaukee Community Journal*, and Robert Bogle, Executive Vice

President and Director of Marketing for *The Philadelphia Tribune*.

Scott said: "This should be just the beginning — you should leverage this increase in revenue to get an increase in advertising dollars from other business organizations, from our competitors. This should help you get another five or six million dollars in additional advertising."

William I. Campbell, Executive Vice President of Marketing, Philip Morris U.S.A., who has conferred with the publishers, has emphasized the importance of the black consumer market to sales of Philip Morris tobacco, food and beverage products.

"Black consumers have tremendous buying power and their purchases can significantly affect profits in the sales of our major brands," Campbell said. "The most effective way we know of to reach black consumers is by advertising in the black media."

The three day workshop, held at this city's Princess Resort Towers, stressed the theme, "Quality And Profits — We Can Make It Happen."

Scores of corporate executives joined with the close to one hundred publishers, editors and advertising sales persons in discussions of topics such as "The Role of the Advertising Agency," "Corporate Communications with Newspapers," and "Promoting the Newspaper Through Better Editorial Content."

Several workshop leaders urged the black publishers to provide the kind of research that space buyers expect from media organizations.

"You must convince the advertiser that you know your reader," said Lee Archer, Vice President, General Foods Corporation, an operating company of Philip Morris Companies Inc. Guy L. Smith IV, Vice



PHILIP MORRIS "FAMILY" MEMBERS on hand for the announcement of the \$1-million increase by the company in advertising in black newspapers include: from left, Thomas A. Johnson, President, Thomas A. Johnson & Associates, consultant; David L. Smith, Director, Communications Programs, Philip Morris U.S.A.; Warren Jackson, President, Circulation Expert, Ltd., consultant; Ms. Allene Roberts, Manager of Constituency Development Programs, Philip Morris U.S.A.; Lee Archer, Vice President, Urban Affairs, General Foods Corp.; George J. Powell, Director, Sales Operations, Philip Morris U.S.A.; Christopher H. Bennett (partially hidden) President of the NNPA; Stanley S. Scott, Vice President and Director of Corporate Affairs, Philip Morris Companies Inc.; William Lee, Vice President, NNPA; David H. Shook, Assistant Director of Creative Services, General Foods Corp.; Obrie Smith, Director, Corporate Communications, Miller Brewing Company and Guy L. Smith IV, Vice President, Corporate Affairs, Philip Morris U.S.A.

President, Corporate Affairs, Philip Morris U.S.A., said: "We need the proper tools to sell — we need to hear from you about the specifics of your constituencies."

And Ms. Thomas, the publisher from Milwaukee, told the group: "Specialized marketing services are useful and they will work for you — they help to provide the conduit to get your message to the space buyers."



COMPANY STAFFERS in the Bahamas for the NNPA Midwinter Workshop included, from left, Allene Roberts, Manager of Constituency Development Programs, Philip Morris U.S.A. and Wanda W. Hopkins, Special Representative for Philip Morris U.S.A.



THE CONCENTRATION is evident during the three-day NNPA Midwinter Workshop in Freeport, The Bahamas, where black newspaper publishers met with media, business and advertising executives for discussions of "Quality and Profits" for black newspapers. Black publishers insist that their advertising from big business is not commensurate with the influence, outreach and trust black newspapers enjoy with their readers.



THE OFFICIAL WELCOME to the Bahamas was made during a breakfast speech to the NNPA's Midwinter Workshop by Baltron B. Bethel, center, Director General of Tourism, Bahamas Ministry of Tourism. With him are, from left, Cordell Thompson, a former correspondent for *Jet* magazine and currently the General Manager of Public Relations, Bahamas Ministry of Tourism, Christopher H. Bennett, President of the NNPA, Garth Reeves Sr., Publisher of *The Miami Times* and Charles Schlakman, President, Grand Bahamas Island Promotion Board.



A BRIEF WORKING VACATION. Arthur Carter, Publisher of *The Washington Afro-American* and his wife, at left, arrive for the NNPA's Midwinter Workshop at the Princess Hotel Resort Casino with Mr. & Mrs. John Murphy. Murphy is Chairman of the Board, *Afro-American Newspapers*.



THE TALK OF PROFITS, in this instance by Guy L. Smith IV, right, Vice President, Corporate Affairs, Philip Morris U.S.A., holds the attention of publishers and business managers attending the NNPA's Midwinter Workshop. Smith and other speakers told the participants how to improve on their presentations when they solicit advertising from major business corporations.



MILLION DOLLAR SMILES are flashed as the NNPA's advertising committee members congratulate one another after Stanley S. Scott, Vice President and Director of Corporate Affairs, Philip Morris Companies Inc., third from right, announced the Philip Morris increase of \$1-million in advertising to black newspapers. The committee members are, from left, William Garth, Publisher, *The Chicago Citizens Group*; Ms. Pat O'Flynn Thomas, Publisher, *The Milwaukee Community Journal*; Christopher H. Bennett, Publisher, *The Seattle Medium* and President of the NNPA; William H. Lee, Publisher, *The Sacramento Observer* and Robert Bogle, Executive Vice President and Director of Marketing, *The Philadelphia Tribune*.

Photographs by James Gilbert.