

TO: Ina Broeman

DATE: June 20, 1990

FROM: Lauren Lazinsk *L.L.*

SUBJECT: Virginia Slims Opinion Poll - Women's Groups

Had two very productive meetings with 1) Allene Roberts, PM Corporate, and 2) the NACW in Washington. We are moving forward with a program directed towards women's - I have outlined the following areas for Melanie to pull the program together in order to

- 1) PM Corporate in which Corp to target opp
 - 2) Think tanks/re
 - 3) NACW.
 - 4) Junior League.
 - 5) Additional wome opportunities w corporate invol
- Melanie to submit

Leave Melanie
Specific direction.
She found in the
proposal due to
three weeks into ~~with~~
a ~~summary~~ of
The information I
requested and even
left blanks where
she didn't have info.
See attached.
17th

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back on programs involved and hope them for '91.

ances.

prime element of

iday, June 22.

June 18.

we have questions.

Lauren

TO: Ina Broeman

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FROM: Lauren Lazinsk *LL*

SUBJECT: Virginia Slims Opinion Poll - Women's Groups

Had two very productive meetings with 1) Allene Roberts, PM Corporate, and 2) the NACW in Washington. We are moving forward with a program directed towards women's groups. I have outlined the following areas for Melanie to follow up with in order to pull the program together:

- 1) PM Corporate. For 1990, will aim to piggyback on programs in which Corporate is already monetarily involved and hope to target opportunities in conjunction with them for '91.
- 2) Think tanks/research centers/women's conferences.
- 3) NACW.
- 4) Junior League.
- 5) Additional women's groups. Also researching prime opportunities with other organizations, independent of corporate involvement.

Melanie to submit preliminary/rough plan on Friday, June 22.

June 18

Turned
in on
~~July~~
17th

Am. available
if you have
questions.

Lauren