

MEMO# 3417

January 9, 1992

LOCAL MEDIA CONTACT LIST

January 9, 1992 TO: PUBLIC INFORMATION COMMITTEE NO. 2-92 RE: LOCAL MEDIA CONTACT LIST _____ I've attached a copy of a suggested Local Media Contact List that would be used by local TV, and radio journalists to find mutual fund experts in their communities. One use I anticipate for this list will be to "localize" our video news releases (VNRs). While the VNRs provide interviews with national experts, often local stations like to include discussions with home-town folks. This list will allow them to do that. We have tried to list only members of the Public Information Committee, but in a few cases went beyond the committee to be able to list someone in cities with no representation on the committee. Please review the list, and let me know of any additions, deletions or changes that you'd like to see. Once we've developed a final list, we'll send it to the local broadcasters across the nation with whom we work most closely. Best regards, Malin Jennings Enclosure

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