

MEMO# 2983

August 2, 1991

SATELLITE TV TOUR INFORMATION

August 2, 1991 TO: PUBLIC INFORMATION COMMITTEE NO. 24-91 RE: SATELLITE TV TOUR INFORMATION _____ At the July 17 Public Information Committee meeting in New York City, several of you had questions about satellite TV tours after I described our recent utilization of this process. In short, they are a convenient, cost-effective way for a spokesperson to appear on a number of TV news shows around the country without ever leaving town. Malin Jennings, the newest member of our media relations staff, has put together the attached memo to give you a better understanding of how satellite tours work and how to arrange them. If you have further questions, please feel free to call her at 202/955-8415. Best regards, L. Erick Kanter Vice President Public Information and Marketing

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