

will be exerted since the exhibit was reported at the Dallas A.M.A. meeting in 1959.

April 4-9.—*American College of Physicians*, San Francisco. Ralph V. Ford (Baylor) paper on MER/29. Alert ACP press staff; San Francisco and Houston papers; national news magazines, Drug Trade News and American Druggist; wire service medical editors. Report from San Francisco could be mailed to internists to reinforce the press story.

April-June.—Drug trade publications services with new product information and photo-features.

April 11-15.—*Federation meeting*, Chicago. National press conference will be held to take advantage of the coverage given this meeting by the best of the scientific press. Merrell papers by MacKenzie, King and Kariya will be presented. A clinical consultant will be invited to the press conference to give clinical interpretation of the scientific papers. Complete background release will be made, with timetable of future events to guide the press.

April 12.—*American Chemical Society*, Cleveland. Palopoli paper news release to press.

April 28.—*New York press conference*, to announce publication of the Princeton Conference. Participants: Drs. Wright, Page, Wilkins, Blohm. Conference will be held at Cornell University Medical College (alternate, New York Academy of Sciences).

The New York press corps would be invited to hear a report to the nation on heart disease and MER/29. A.M.A. and American Heart Association would be invited to send public information representatives.

Special mailing of the Conference publication will be sent to *Medical School Libraries*.

May 2-4.—*Louisiana State Medical Society*, Baton Rouge. John T. Leckert (LSU) paper, Alert Baton Rouge and New Orleans papers; wire service medical editors.

May or later.—*New England Journal of Medicine*. Mellander paper to be published May or thereafter. Release from Merrell to all wire services, metropolitan newspapers, selected magazines and science writers.

June 13-17.—*American Medical Association*, Miami. Kountz (Washington University) and Lisan (Hahnemann) exhibits tentatively scheduled. Notify A.M.A. press staff for daily bulletin coverage; handout for press room.

Ruskin (Texas) has applied for a place on the program.

CHECK LIST OF PR CONTACTS ON MER/29

When NDA is effective, contacts will be made with editors, publishers and public information people to establish rapport and develop specific ideas for PR support for MER/29. Each contact represents a point of departure for a special working relationship and the PR "product" which will result.

1. Priority contacts to be made by Mantell and/or Chewing.

Modern Medicine: Interview insert, "Exclusive" interview with Princeton Conference participants.

Geriatrics: Editorial Comment.

J.A.M.A.: Special clinical communication.

U.S. News & World Report: Interview.

Time: Conference with medical editors.

Life: Conference with medical editors.

News Week: Conference with medical editors.

RN: Staff story on cholesterol.

American Druggist: Develop series of photo and news releases.

Drug Topics: Develop series of photo and news releases.

Drug Trade News: Feature stories and health column comment.

Saturday Evening Post: Feature stories and health column comment.

Look: Feature stories and health column comment.

Reader's Digest: Feature stories and health column comment.

Cosmopolitan: Feature stories and health column comment.

Ladies Home Journal: Feature stories and health column comment.

Red Book: Feature stories and health column comment.

Metropolitan newspapers: Selection guided by Princeton Conference participants list.