

4292 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

Also considered a priority job is the briefing of public information personnel at:

American Heart Association	American Osteopathic Association
American Medical Association	National Institutes of Health
American College of Physicians	Federated Societies
American Chemical Society	

2. Important outlets for MER/29 news are the following groups or publications. These contacts will be developed as the plan unfolds or after the priority contacts are completed.

Scope	Today's Health
Medical News	Argosy, Saga, etc.
MD News Magazine	Medical journals-Angiology
Medical World	New York Times (Sunday column)
A.M.A. News	Family Circle
Drug and pharmacy publications (including Medical News Letter):	
Business Week	Wall Street Journal
Fortune	McCall's
Chemical Week	Good Housekeeping
Chemical and Engineering News	Coronet
	American Weekly, Parade and other syndicated features
	FDC Reports

Syndicated health columns:

Alvarez	Dean
Berton	Herschensohn
Bauer	Hyman
Brady	Osborne
Bundesen	Steincrohn
Crane	Van Dellen

Science news editors (UPI, AP, NEA)
National Association of Science Writers

3. Special projects will be initiated at what seems to be the appropriate time. Examples:

- Visits or communications with "sensitive areas" in the government.
- Development of radio-TV coverage of the Princeton Conference press release of the monograph.
- Coordinated PP program with the publisher of the Princeton Conference monograph.
- Development of international medical meeting feedback for U.S. news release.
- Special program (perhaps a small clinical conference) if indicated for Canada.
- Insurance and industrial physician awareness of MER/29.
- Presentation of awards or other evidence of recognition to Merrell scientists who developed MER/29.
- Public education materials for MD to give to patient (perhaps a reprint from Today's Health, MD News Magazine, or a "reliable" national magazine).

PR MAILING LIST FOR MER/29

National Association of Science Writers.....	190
Medical journals:	
National	125
Local (county and State)	212
Hospital journals.....	15
Nursing journals.....	10
Drug trade and pharmacy.....	75
Newspapers	250
Canadian publications.....	42
Total	919