

Copies to: Messrs. ~~Hill~~, Darrow, Hoyt, Thompson, Goss

8/13/54

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Organization of Hill and Knowlton, Inc.

Counseling and Services for

The Tobacco Industry Research Committee

STATE HISTORICAL SOCIETY
OF WISCONSIN
Archives Division

Management Committee:

Counseling and planning functions in behalf of the Tobacco Industry Research Committee are directed by Mr. John W. Hill, president, assisted by Bert C. Goss, executive vice president, Richard W. Darrow, and other members of management, as needed. Mr. Darrow is management representative in charge of public relations personnel assigned to the TIRC.

Account Executives:

As one of his duties, W. T. Hoyt, account executive, serves as Executive Secretary of the Tobacco Industry Research Committee handling: all administrative functions and organizational details of the TIRC; liaison with members of the TIRC and representatives of their companies or organizations; liaison with the Scientific Advisory Board and the Industry Technical Committee; policy interpretation and direct liaison with Mr. T. V. Hartnett, chairman of the TIRC, and Dr. C. C. Little, Scientific Director.

Public Relations Operations:

Carl Thompson serves as director of public relations operations, directing editorial research and writing activities; coordinating all direct publicity efforts; handling press inquiries and contact; and arranging coverage of pertinent meetings.

TIRC Public Relations Staff:

Harry Haller and James White carry out assignments from Mr. Thompson

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on public relations matters or Mr. Hoyt on Committee activities as needed.

Hill and Knowlton, Inc. Staff:

The Tobacco Industry Research Committee has the advantage of availability as required of all the departments and specialists in the Hill and Knowlton, Inc. organization. Through this means, it can draw on the assistance of the Publicity Department and its specialists in such fields as magazines, newspaper syndicates, editorial writers, radio and TV, and women's magazines.

Staff personnel in field offices, on request from TIRC, can carry out assignments or gather information in Washington, Chicago, Cleveland, Pittsburgh, Los Angeles and other cities, providing geographical coverage without undue travel.

Other special services available when they are needed include the library staff, art and publications group, research department, and educational director.

The effect of this arrangement is to give the TIRC the benefit of a much larger organization with many specialized skills and types of experience without entailing the fulltime employment of this large staff.

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