

APPENDIX C

List of Media used to promote the no harm message.

Wire Service

Associated Press Debbie Mesce

United Press International Rebecca Kohlberg

Reuters Irwin Arieff

Gannett News Service Ellen Hale

Knight Ridder Scott Bosley

Copley News Service

Scripps Howard

Cox

Medill

Gillett

National Publications

Wall Street Journal Marilyn Chase

Jerry Bishop

USA Today Kim Painter

Nancy Helmich

New York Times Philip Hilts

Washington Post Sally Squires

Abigail Trafford

Washington Times Joyce Price

Los Angeles Times Marlene Cimonis

Robert Steinbrook

Chicago Tribune Nick Horrnick

Marjorie David

Time Brian Doyle

Newsweek Mary Hager

U.S. News and World Report Joanne Silberner

Business Week Susan Garland

Fortune Les Smith

Forbes Janet Novak

Newsday Earl Lane

Regional Newspapers

Long Beach Press Telegram Mike Schwartz

Orange County Register Mike Hewitt

Chicago Sun Times Howard Wolinsky

San Francisco Examiner Tom Dowling

Lisa Kreiger

San Francisco Chronicle Charles Petit

Dallas Morning News Rita Rubin

Dallas Times Herald Gary Schultz

Fort Worth Star Telegram Caroline Poirot

Houston Chronicle Ruth Sorelle

The Houston Post D. J. Wilson

Minneapolis Star Tribune Lewis Cope

St. Paul Pioneer Press Tom Majeski

Seattle Post Intelligencer Tom Paulson

Seattle Times Warren King
St. Louis Post-Dispatch Roger Signor
Denver Post Diane Eicher
Rocky Mountain News Kris Newcomer
The Arizona Republic Dave Cannella
Phoenix Gazette David Hoyer
Sacramento Bee Ellen Robinson Haynes
San Diego Tribune Susan Duerksen
San Diego Union Rex Dalton
Detroit Free Press Pat Anslett
Detroit News Dwight Angell
New York Daily News James Hairston
New York Newsday Gayle Scott
Philadelphia Daily News Mary Flanner
Philadelphia Inquirer Donald Drake
Boston Globe Judy Foreman
Boston Herald Susan Brink
Cleveland Plain Dealer Cathy Gilfeather
Atlanta Journal Constitution Mike King
Miami Herald Linda Monroe
Ft. Lauderdale News/Sun Sentinel Nancy McVicar
St. Petersburg Times Carol Gentry
Baltimore Sun Jonathon Bore
The Evening Sun Sue Miller
New Haven Register Dave Butler

Hartford Courant Frank Spencer Orlando Sentinel Delthia Ricks

Pittsburgh Post Gazette Henry Pierce

Broadcast

NBC Nightly News Bob Basell

ABC World News Tonight Dr. Timothy Johnson

Roger Sergel

CBS Evening News Eddie Magnus

Bob Epstein

CNN Andrew Holts

Rhonda Rowland

MacNeil Lehrer Newshour Suzanne Allard

The Today Show

Good Morning America

CBS Good Morning

Fox Morning News

CNBC

Nation's Business Today

Consumer Health

Longevity Kerrin Griffith

Shape Kathy Tomlinson

Prevention Lewis Vaughn

The Good Health Magazine

Health Care Allen Ryan

Health and You Tom Livingston

Health Progress Susan Hume

Health Resources Diane Price

Health World Jeff Kravitz

Hippocrates

Better Health Susan Brown

Health Facts Mary Ann Napoli

Health Science Susan Taylor

New Body Magazine Nayda Rondon

Your Health Susan Gregg

Consumer Newsletters

Harvard Medical School Health Letter Dr. Williams Bennett

University of California, Berkeley, Wellness Letter Editor

The Johns Hopkins Newsletter, Health After 50

American Hospital Association -- Outreach Editor

Better Health Editor

Health By Choice Editor

The Health Reporter Editor

Healthline Editor

Wellness Associates Newsletter John Travis

General Medical

Medical Tribune Bill Ingram

Physician's Weekly Mark Bloom

Modern Medicine Martin Stevenson

Medical World News Don Gibbons

Plastic Surgery News

Plastic and Reconstructive Surgery

American Journal of Reconstructive Surgery

Women's Magazines

Family Circle Nancy Josephson

Good Housekeeping Linda Troiano

Ladies Home Journal Nelly Edmonson Gupta

McCall's Jane Chou

Redbook Toni Hope

Woman's Day Diane Debrovner

Lear's Delia Marshall

APPENDIX B

Next are notes from spokespeople reporting to Dow where they are in their

DOW CORNING WRIGHT

SPOKESWOMEN GRASSROOTS PROGRAM

PROGRESS UPDATE

October 11, 1991

SAN FRANCISCO -- DARCY SIXT

- New York Times -- Has an interview either 10/13 or 10/14 with Jane Gross, a reporter from Berkeley who currently is covering the negative side of the story in L.A. Story is scheduled to appear in the national edition, but don't yet have date secured. Will advise. Called Darcy due to referral of San Francisco Y-Me chapter.
- Ann Landers -- Adapted a sample letter we wrote and sent in care of the San Jose Mercury News. See attached.
- KTVU -- Will do taping 10/18 with reporter Tracy Gallagher for morning show out of Oakland either at 7:50 a.m. or 8:50 a.m.

- San Francisco Chronicle -- Wrote letter to the editor. See attached.
- People Magazine -- Wrote letter in response to recent Ann Jillian piece. See attached.
- KPIX -- Wrote letter to local TV station. Awaiting response.
- San Jose Mercury News -- Will contact Donna Alvarado, Medical Editor.
- Dr. David Kessler -- See attached letter.
- Y-Me -- Making presentation to San Francisco group 10/22.

ATLANTA -- HILDA MORRIS

- CNN -- Have interview scheduled with Susan Dutchman, medical reporter, for 10/28. Will be a 2:30 piece focusing on women with breast cancer and their daughters; if implants are banned, what are their daughters left with? Will also interview Bostwick. Scheduled to air 11/1 or 11/2.
- Channel 46 -- Conducted interview on 10/10 with Karen Green for a News at 10 piece. Also interviewed her surgeon, Dr. John Bostwick/Emory University and a woman with problem-free implants for 20 years. Should air 10/16 or 10/17.
- Spokeswomen Grassroots Program
Progress Updated
October 11, 1991
- Gwinnett Daily News -- Conducted interview with reporter at Atlanta's second largest daily for this Sunday's (10/13) features section.
- Letters to the editor -- Sent to Atlanta Daily World and other suburban papers.
- Queries -- Talked to Atlanta Journal/Constitution, several suburban papers and several TV stations. Will continue pursuing.
- Letter-writing -- Encouraging group of daughters of women with implants to write to Kessler and congressional members.
- "Race for the Cure"/10/26 -- May have group of 10 from her Bosom Buddies/Top Hat Review walk in the one-mile portion carrying a banner announcing the right to informed decision. Checking with race organizers for approval.

LOS ANGELES -- SHEILA BERKMAN

- KOH -- Conducting interview with Reno Radio station satellited to mountain-area radio stations.
- Has been out-of-town for one week' pursuing media now.
- MIAMI -- MARY ANN MARKS
- 20/20 -- Reporter contacted her regarding another issue at Baptist Hospital; pitched implant story and will be conducting interview next week. Will advise as details arise.