



Crisis Communications, Media Relations & Public Affairs

Our Client

Altria Corporate Services, Inc., parent company of Philip Morris USA

The Business Challenge

JTA was retained by Altria Corporate Services, Inc. to craft and manage a high-stakes integrated crisis, media relations and public affairs campaign to raise public awareness of the need for a legislative solution to the state's outmoded appeal bond rule in anticipation of a multi-billion dollar appeal bond set by a Madison County Judge on March 21, 2003.

JTA Results

"You don't have to solve the puzzle to know there's a place where numbers have no real meaning. It's in that place you can find the \$12 billion bond that a Madison County Circuit Court judge set for Philip Morris to appeal the \$10.1 billion in damages awarded last week to plaintiffs in a class-action smoking case. In this never-never land, attorneys were awarded fees in the amount of \$1.8 billion — yes, billion." — *Chicago Sun-Times Editorial (March 27, 2003)*

Campaign Highlights:

- JTA created an integrated crisis and public relations campaign including editorial board outreach, third-party advocacy, press conferences, ongoing clip merchandising and rigorous press follow-up and support.
- JTA focused its Illinois campaign on the potentially devastating impact to state budgets in Illinois—and across 45 other states that receive tobacco Master Settlement dollars, which this bonding requirement clearly threatened—to great success.
- Our team helped generate more than a dozen supportive editorials and obtained strong Illinois media coverage on the issue, which fostered national editorial support and international press attention to our client's plight.
- We also managed an educational awareness campaign focused specifically on members of the Illinois General Assembly, in which we showcased strong support from the business community for appeal bond reform to prevent a chilling effect on the state's ability to attract economic development opportunities.