



INTER OFFICE MEMO

Communications - 9T

TO: Catherine Kelly
Media Staff (McCabe, Filipowski, Schafer)
Scott Barker

DATE: 5/13/96

FROM: Susan Towler

SUBJECT: Humana Health Digest Program

Attached for your review is the booklet that consumers can order through WJXT's Health Digest program, sponsored by Humana. This booklet is from the commercial spot that features Dr. Bomhard.

Dr. Bomhard is not featured in the booklet, but other doctors are used in stock-type shots. When I called to receive the booklet, the customer service representative was from Humana, and asked me if I knew of anyone who would qualify for their Medicare product. As you can see from the booklet, the focus of this program is to sell Humana Gold Plus Plans statewide.

They are conducting the program with stations WFLA, WFTV, WPLG and WJXT. I have still not received pricing information on this program for the entire state. I have spoken with Jim Ricks of WJXT and he is working on costs for me.

Please pass this booklet along and return it to me when all of you have reviewed it. If you have any other questions, please contact me.