To: AA Officers and Directors
Regional Vice Presidents - Sales
Sales Managers
Managers of Operations
Res. & Tkt. Officer Supervisory Personnel
Public Relations Personnel

From: Public Relations Department

Subject: "American Airlines in the News"

A large percentage of American Airlines personnel cooperate with the Public Relations Department in relaying newsworthy tips and feature story ideas or in giving special handling to passengers or cargo to help us secure publicity. But seldom do the employees see the results of their work.

The attached clipsheet is the first of a series to be distributed systemwide for posting on employee bulletin boards. It contains a representative selection of newspaper stories that have appeared recently in widely separated American Airlines cities.

We believe that our employees are interested in reading about their Company, and especially in seeing how an alert, originating at one city, results in a news picture or a story in another. "American Airlines in the News" will help to fulfill that interest.

Rex Smith
Vice Pres. - Public Relations

Attachment

Clipsheet

Distribution

Lists:  C issue 1 (1 copy only)
2B    "  57 ('"  "  "')
10    "  8  ('"  "  "')
11A   "  40 ('"  "  "')
14    "  5  ('"  "  "')