

Received: from mercury.its.state.ms.us
by governor.state.ms.us; Wed, 01 Nov 2000 08:26:16 -0600
Received: from mx1.its.state.ms.us ([192.42.4.253]) by
mercury.its.state.ms.us (Netscape Messaging Server 4.15) with
SMTP id G3COQS00.3UD for <governor@governor.state.ms.us>; Wed, 1
Nov 2000 08:40:04 -0600
Received: from mta01.usi.net (csuaim02.usi.net [209.62.128.68])
by mx1.its.state.ms.us (8.10.0/8.10.0) with ESMTMP id eA1Ee3r18721
for <governor@governor.state.ms.us>; Wed, 1 Nov 2000 08:40:03 -0600 (CST)
Received: from msubwa67.usi.net ([209.62.154.204]) by mta01.usi.net
with ESMTMP id <20001101143729.GAWF835.mta01@msubwa67.usi.net>
for <governor@governor.state.ms.us>;
Wed, 1 Nov 2000 06:37:29 -0800
Received: (from oracle@localhost)
by msubwa67.usi.net (8.8.8+Sun/8.8.8) id JAA22560;
Wed, 1 Nov 2000 09:36:12 -0500 (EST)
Date: Wed, 1 Nov 2000 09:36:12 -0500 (EST)
Message-Id: <200011011436.JAA22560@msubwa67.usi.net>
From: djwarner@excite.com
Subject: Doris Parish Wanted You To See This!
To: governor@governor.state.ms.us

You're receiving a copy of this letter generated from
PlanetFeedback.com because Doris Parish considers you
someone who should be aware of this experience with Coca-Cola.
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November 1, 2000

TO:
Mr. Daft, CEO
Coca-Cola
One Coca-Cola Plaza
Atlanta, GA 30313

FROM:
Doris Parish
P. O. Box 421
Glen Allan, MS 38744

RE: PLANETFEEDBACK INCIDENT NUMBER 294463

Commercials are a great avenue to reach people; however, they can
and do program human response. The very idea that the Coca Cola
Bottling Company would use commercials that take best friends and
tear them apart over one not bringing a coke is miserable at best,
but to take a mother and daughter on her wedding day and send such
negativity is deploring and despicable. Coca Cola Bottling
Company's advertising staff should be ashamed of themselves as
well as their executive staff. Coca Cola Bottling Company has
stooped to and all time low. The human race has already sunk to
the lowest point it has been in since the days of the Roman Empire
with its hostility, and Coca Cola Bottling Company is
leading in perpetuating it.

The image Coke had with the bears was wonderful. I would buy coke
products just because of the pleasant images this would bring to
mind. Now with this new advertisement I will go out of my way to

make sure that I do not use and product that I know is associated with Coca-Cola.

Doris Parish

CC:

Thad Cochran

Trent Lott

Ronnie Musgrove

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PlanetFeedback.com is a Web site that helps consumers focus and send their feedback directly to companies. The information enables companies to improve customer service and earn consumers' long-term loyalty.

Find out more at <<http://www.planetfeedback.com>>.

To learn more about our commitment to customer service, go to <<http://www.planetfeedback.com/manifesto>>.