

HOTEL ASSOCIATION
OF NEW YORK CITY
INCORPORATED

EST. NEW YORK N. Y. 10019

TELEPHONE AREA CODE 212 CIRCLE

TO ACTIVE MEMBERS

6 January 1965

RE: NEW YORK WORLD'S FAIR.

In the press of January 6th there is a report of a press conference conducted by Thomas J. Deegan, Chairman, Executive Committee, New York World's Fair Corporation.

Mr. Deegan, correctly, voiced deep concern with the lack of loyalty and enthusiasm for the Fair on the local level. He pointed a finger at the 'pseudo-sophisticates' who knock the Fair and stay away. He criticised the 'down-talkers' and properly stated that the image of the Fair can be benefited or tarnished by such 'againstism'.

His theme was "LET'S YAK IT UP!". I think all of us must agree that the adverse comments tossed around in such magnitude by residents and workers in the City and suburbs last year were extremely harmful to the Fair - and the attitude certainly is beyond comprehension in the face of the economic benefits the Fair has brought to our city.

I have advised Mr. Deegan that the hotels are fully behind his campaign and that our member hotels would be requested to hold a series of meetings with those employees who come into direct contact with our guests, particularly those who would ordinarily converse with the guest, and convince them of the important role they can play in "YAKKING UP THE FAIR!". It is very necessary that each employee feel that he has a part in reversing the existent image - much of the image having been constructed by a negative word of mouth approach.

We will ask that our affiliated Unions join with us in this effort, particularly through their periodicals. We also will examine the idea of 'back of the house' posters for use in the hotels.

We, who stand to benefit most, must do all in our power to "Boost the Fair".

Daniel C. Hickey

Daniel C. Hickey,
President

**HOTEL ASSOCIATION
OF NEW YORK CITY**
INCORPORATED

111 WEST STREET, NEW YORK, N. Y. 10019 TELEPHONE AREA CODE 212 CIRCLE 740000

FOR YOUR INFORMATION
FROM ROBERT MOSES

6 January 1965

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Mr. Thomas J. Deegan, President
Thomas J. Deegan Company, Inc.
Room #3570
Time and Life Building
New York, New York 10019

Dear Tom:

I read in this morning's press of your conference of yesterday on "Let's Put The Fair Over".

I believe you have hit the nail squarely on the head and, more important, I am sure a program of "Yakking up the Fair" is workable - workable to the extent that those most concerned will exert their time and efforts.

Unbelievably, it became almost a way of life in New York City and the suburbs, practically coincidentally with the conception of the Fair idea, to talk it down. Many of those who would gain economically, and that includes everybody, snarled and griped to all who could be captured to listen. It was shocking; somewhat akin to us putting the rap on the Notre Dame Football Team.

There have been plenty of problems - civil rights - poor handling of visitors in some of our hotels - greedy restaurateurs and others -- but the biggest problem, in my mind, was and is that we haven't been successful in convincing our own people that this is their Fair - a great Fair - a life-saver for our industry and that each and every one of us should feel a personal interest in its success.

Include in your list of Yakkers bellboys, room clerks, waiters and practically all other hotel workers directly in touch with the public.

What can we do? I am immediately going to request each

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Mr. Thomas J. Deegan

6 January 1965

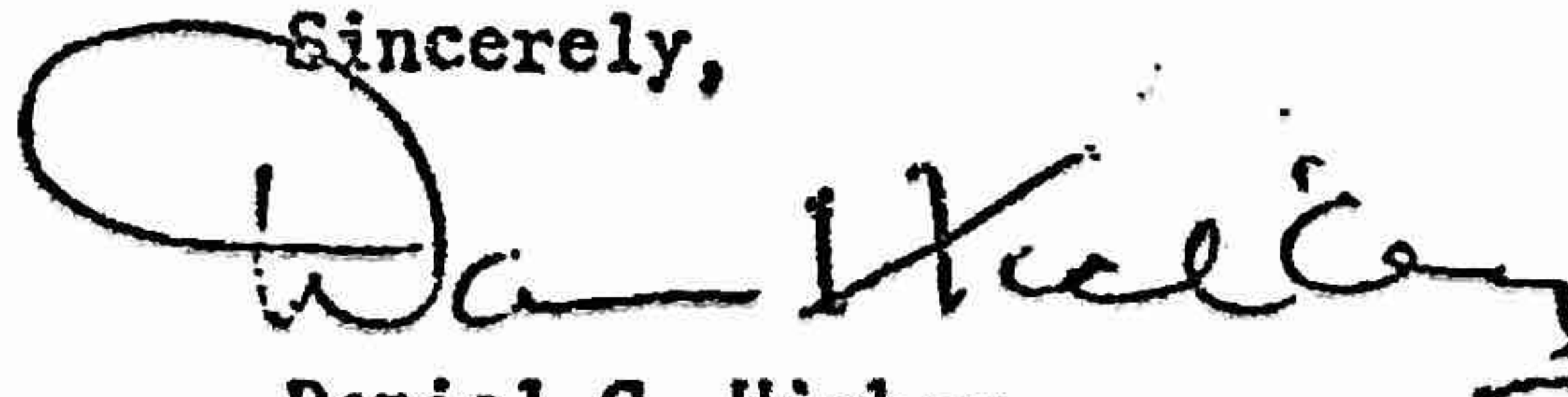
hotel to initiate a series of meetings with their employees to orient them as to their part in creating a better image of the Fair; to convince the rank and file that they can play a huge part in this campaign, not only in but off the hotel property. I am going to ask our affiliated Unions to get behind the effort and to use their newspapers to spread the word. I have asked our agency to develop 'back of the house' signs for posting to remind the employees of their importance in "yakking" it up. This is for a starter - and we pledge to keep it going.

I can remember Mr. Hearst started a campaign of "Buy American" many, many years ago. Without commenting on the merits of the campaign, I do remember that it was successful. At the end of each column in all his newspapers was the slogan in italicized type "Buy American". Would our local publishers go for "Boost the Fair" in the same way? I can't quite imagine some reporter giving vent to his venom with the knowledge that his story was going to be followed by such a slogan.

I haven't written this much since my thesis, but I am very enthusiastic about this approach on the local level. Please call me for any assistance I may be able to render.

With best personal regards,

Sincerely,



Daniel C. Hickey,
President

DCH:RCP