

Radio/720 Television/channel 9

wgn inc.

2501 West Bradley Place - Chicago 16, Illinois - LAkeview 8-2311

March 9, 1964

RECEIVED

JAL

Mr. James A. Cassin, Executive Director
Illinois Commission, New York World's Fair
160 North LaSalle Street Room 533
Chicago, Illinois 60601

Dear Jim:

As of this writing, we are 44 days away from opening day at the New York World's Fair.

A major concern at this point is the preview of the Illinois Pavilion on Monday, April 20. As of this point we have a presentation -- not what you would call a "show." Considering the NBC plans for a 90-minute color spectacular, we must make every effort to come on with the best possible preview show.

The major element missing is the color film of the Disney Lincoln figure in operation. This would give us the feature and the excitement needed for a truly outstanding show. If this is not possible, we should turn our thought immediately to other possibilities.

As we now stand, the basic elements we have to work with are (1) brief comments by the Governor and distinguished guests, and (2) a peek at the various features, except the Lincoln figure, at the Illinois Pavilion.

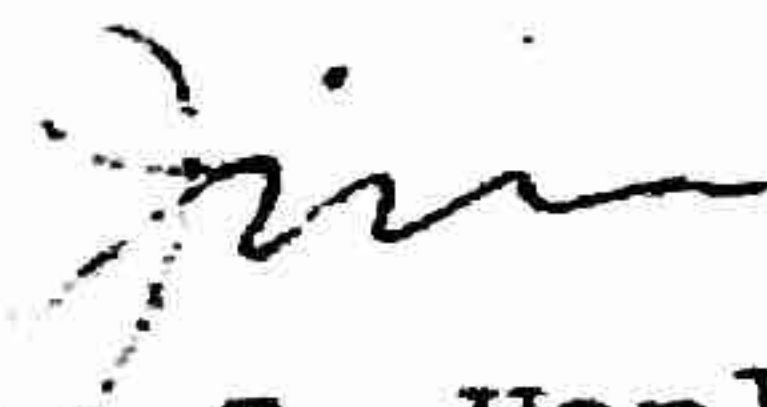
We are putting this on the air in prime time, Tuesday, April 21, 6:30-7 p.m. on TV. The radio presentation is tentatively scheduled for Tuesday also, between 7 and 8 p.m.

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Also related to this matter are the restrictions to be imposed by Disney on photographing the Lincoln figure. We are concerned at this and would appreciate a clarification as soon as possible.

These are the big ones that you and I have right now, Jim, and I stand ready to work with you on a solution at your convenience.

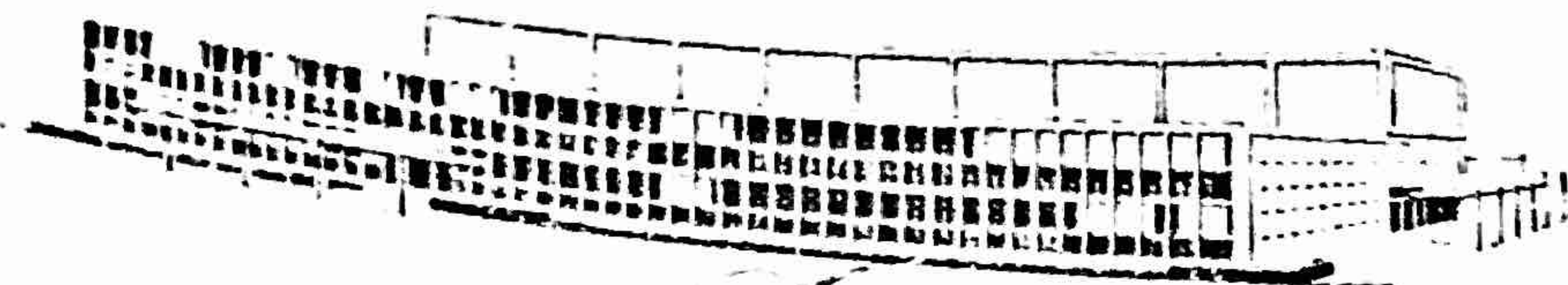
Kindest regards,



James G. Hanlon, Manager
Promotion and Research

JGH/f

cc: Mr. Ralph G. Newman
Mr. Jerry Gregoris




Radio 720 Television Channel 9

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2501 West Bradley Place - Chicago 18, Illinois - LAdevica 8 2311

March 27, 1964

TO: Mr. Ralph G. Newman
Mr. James A. Cassin
Miss Virginia Marmaduke

FROM:  Jim Hanlon

cc: Mr. Ward L. Quaal
Mr. Ben Berentson
Mr. Charles Gates
Mr. Dan Calibraro

RECEIVED APR - 1 1964

RE: New York World's Fair

1. Great Moments With Mr. Lincoln. Needless to say, we are most disappointed that no approval has been forthcoming from Mr. Disney to film or televise all or any portion of this feature. Will appreciate it if you will continue the matter with Mr. Disney.

Meanwhile, for the Preview show, April 20, we are proceeding without this feature. If approval should be received at the last minute, we will be able to cover, black and white.

2. Terrace Club membership lineup for WGN. In addition to Mr. Quaal and myself, please add the following names: Ben Berentson, Charles E. Gates, Edward R. Gerken, Robert Innes and Carl J. Meyers. We may make some changes in this lineup once the operation gets under way.

3. Special Events. We have now reached the point where we need specific details. This is especially important to the service we will be providing other stations. Would appreciate anything that has been firmed in, the date, the participant, background, etc.

4. RE: Section 315. Attached herewith is copy of a

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brief on this subject from the legal department of the National Association of Broadcasters. We have requested additional information from our law office and will forward to you upon receipt.

5. The Preview and Dedication. Need the latest up-to-date time table and details including major dignitaries. Also need a list of those to whom WGN Lincoln plaquettes will be presented. Also your thoughts as to when, where and how they will be presented.

We understand dress for all Preview events will be informal.

6. Gettysburg Address in foreign languages. We have already started on this project, working with John Jansson. We will record as many of them as possible at our studios in Chicago, and Virginia Marmaduke is set up to audio-tape them at the Illinois Pavilion. Meanwhile, I am obtaining a proper release form which we must have signed by each person participating in this program.

We should have a most unique library by the end of the Fair.

7. Town and City Days. Need all the specific information available at this time on the various Illinois groups scheduled to visit the Pavilion. Have also discussed with Virginia Marmaduke setting up a standard of procedure to feed this information direct to my attention as each new group is booked. This will enable us to follow through from this end in contacting and servicing other stations.

8. The WGN Lincoln Plaque. Roger Heim of Medallie Art Company, advises delivery of plaquettes will be on or about the 15th of April. Five hundred will be shipped directly to the Pavilion and 500 to Chicago.