

CHICAGO TRIBUNE,

OCTOBER 14, 1963

## W-G-N, WGN-TV to Aid World's Fair

CHICAGO'S AMERICAN,

October 14, 1963

## W-G-N, WGN-TV Get World's Fair Rights

Stations W-G-N and WGN-TV have been chosen Illinois' official radio and television stations for the Illinois-Lincolnia exhibit at the 1964 World's fair in New York City.

WGN, Inc., owner of the stations, will sponsor the speakers' program at the fair and have exclusive radio and television rights to use of speeches, interviews, and other program materials.

Arrangements for the stations' role at the exhibit were made at a meeting between Ward L. Quaai, executive vice president and general manager of WGN, Inc.; and James A. Cassin, executive director of the commission handling Illinois participation in the fair. Ralph Newman, Lincoln scholar, is chairman of the commission.

A feature of the exhibit, designed to encourage fair visitors to tour Illinois, will be a life-sized, animated figure of Lincoln, which will "deliver" excerpts from Lincoln's speeches. The figure will cost about 1.5 million dollars.

Discussion of Lincoln by prominent national and international figures will be presented an hour each day in the 500-seat exhibit theater. The fair opens April 22 for 6 months, then will reopen in the spring of 1965.

Stations W-G-N and WGN-TV will serve as Illinois' official radio and television stations for the Illinois-Lincolnia exhibit at the 1964-65 world's fair in New York City, it was announced yesterday.

WGN, Inc., owner of the stations, will sponsor the speakers' program at the fair. It will have exclusive radio and television rights to the use of speeches, interviews, and other program materials at the exhibit.

Agree on Arrangements  
Ralph Newman, Lincoln scholar and chairman of the commission handling Illinois participation in the fair, said arrangements for the two stations' participation were completed at a meeting between Ward L. Quaai, executive vice

president and general manager of WGN, Inc., and James A. Cassin, the commission's executive director.

### Plan Lincoln Discussions

A feature of the exhibit will be a life sized, animated figure of Lincoln, which will "deliver" excerpts of Lincoln's speeches. The cost of the figure is estimated at 1.5 million dollars.

While the fair is open next year for six months beginning April 22, the 500 seat theater in the exhibit will be used one hour each day starting at 11 a. m. for presentation of discussions of Lincoln by prominent national and international figures.

An objective of the exhibit is to encourage fair visitors to tour Illinois.

CHICAGO TRIBUNE, MONDAY, NOVEMBER 11, 1963

THE FIRST chapter of "The Land of Lincoln" story will be told on WGN-TV and W-G-N radio news specials Tuesday, Nov. 19, when station crews cover the Gettysburg address centennial luncheon in Washington. The radio show will be at 6:30, the TV shows at 8:05 p. m.

The story will be told more fully at the Illinois Pavilion of the New York World's fair starting in April. W-G-N and channel 11 are to serve as Illinois' official radio and TV stations for the Illinois Lincolnia exhibit at the exposition.

Speakers to be heard on the radio and TV shows on Nov. 19 will be Walt Disney, who created the Lincoln show for the fair; Robert Moses, president of the fair; Ralph Newman, Lincoln scholar; Judge James Parsons of the federal District court, co-chairman of the Illinois commission; and Gov. Otto Kerner.

Look this  
up!

# WBBM

*CBS Radio—A Division of Columbia Broadcasting System, Inc.*

630 NORTH M'CLURG COURT, CHICAGO 11, ILLINOIS • WHITEHALL 4-6000

E. B. STONG

*Your President and General Manager*

October 15, 1963

Mr. Ralph Newman  
Chairman  
Illinois Commission on  
the New York World's Fair  
c/o Abraham Lincoln Bookshop  
18 East Chestnut Street  
Chicago, Illinois

Dear Mr. Newman:

In the Monday, October 14th, issue of the Chicago Tribune a statement was made that "as Chairman of the Illinois Commission on the New York World's Fair, the committee had given WGN and WGN-TV exclusive rights to broadcast speeches, interviews and other program materials originating at the Illinois Lincoln exhibit at the 1964-1965 World's Fair in New York City."

I would like to state on behalf of WBBM Radio that WGN and WGN-TV have an excellent audience; however, they do not cover all radio listeners and TV viewers in the State of Illinois. Your giving them exclusive permission to originate from the Fair will deprive many thousands of Illinois listeners and viewers varied and informative information originating from the Fair.

Very truly yours,



EHS/sm

12 November 1963

Dear Mr. Shomo:

It is unfortunate that the October 14 issue of the Chicago Tribune inadvertently conveyed an erroneous impression of the arrangements between the Illinois Commission for the New York World's Fair, 1964-66, and WGN and WGN-TV.

First, I would like to state that any radio or television broadcaster in the State of Illinois has the right to come to the Illinois exhibit area to cover any news event, to interview visitors to the Pavilion, and to originate programs, provided we have sufficient space.

In fact, we welcome such coverage and regret that our appropriation did not provide sufficient funds so that we might offer facilities for the broadcasters. Any broadcaster originating a program from our Pavilion must provide his own equipment for that particular broadcast, at his expense. If they require any space on a permanent or semi-permanent basis, we must charge a proportionate share of rent for this because of the resulting increase in our own overhead.

WGN is sponsoring a special public events program, "In the Lincoln Tradition." This came about as a result of their contacting this Commission and offering to (1) pay a sponsorship rental fee for this purpose and (2) pay all expenses relating to this special project. Under the sponsorship of WGN and WGN-TV, outstanding speakers on the national and international scene, both political and cultural, will be invited to come to the Illinois exhibit to speak on the Lincoln theme. WGN will pay all expenses incidental to the appearance of these personalities in our building, and will provide all of the equipment required for live or taped broadcasts. This is a program which would not otherwise exist, since the Commission's funds are not sufficient to cover a feature of this magnitude.

This is not a news-type program but WGN and WGN-TV realize, however, that there will be occasions when the personalities appearing in the Illinois exhibit will be persons who are generating news, or who are in the news. In that event, they will make their tapes and facilities available to other broadcasters, merely charging them a proportionate share of the costs for that particular presentation.

Once again, I want to state, and I cannot be too emphatic on this point, we welcome all news coverage and all broadcasters are most welcome to come to the Illinois pavilion and cover all such events taking place in our area.

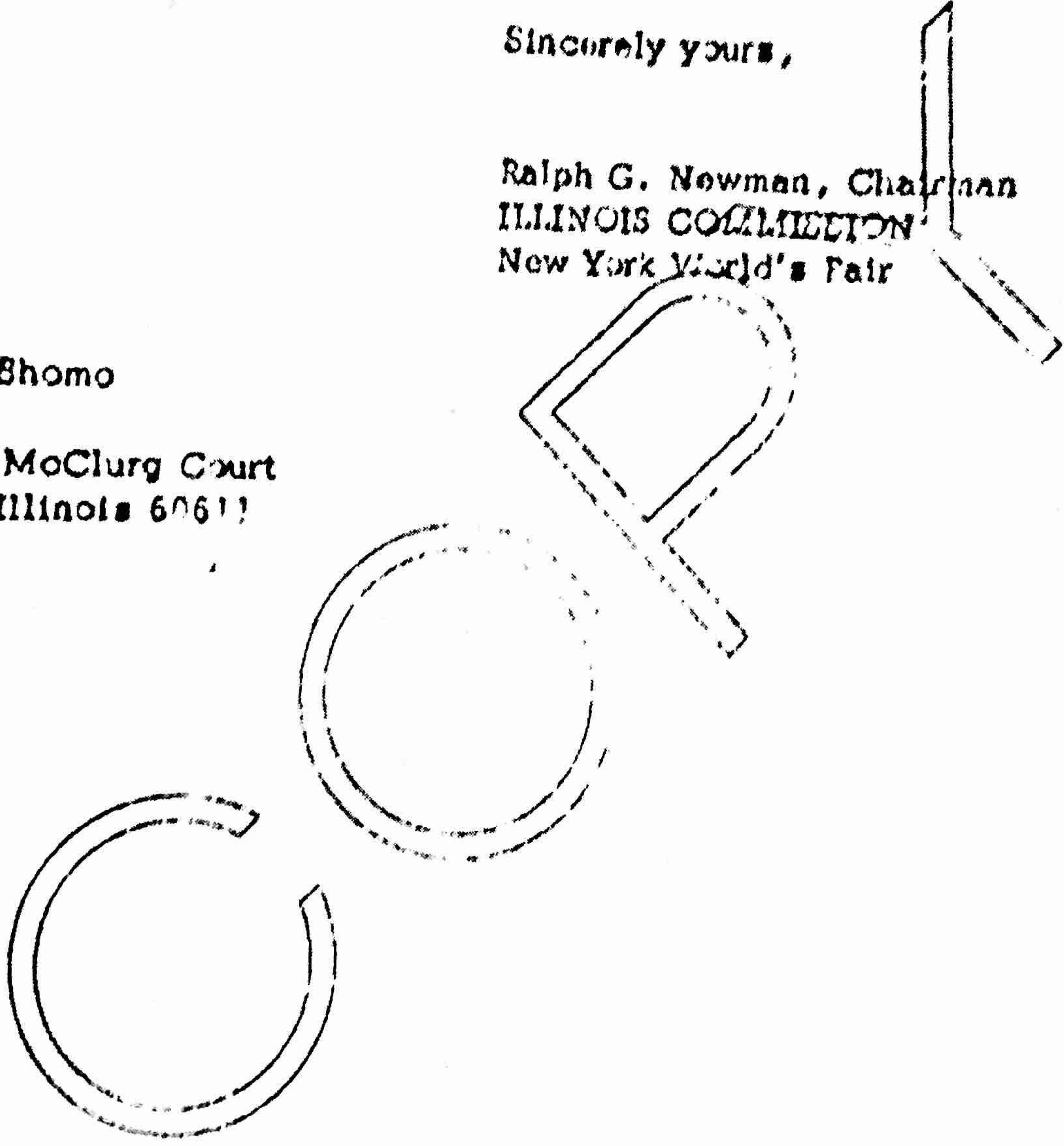
We would like to invite the radio and television broadcasters of the State of Illinois to attend a meeting which we propose to hold, where we can spell out our policy and invite their comments, criticisms, and suggestions.

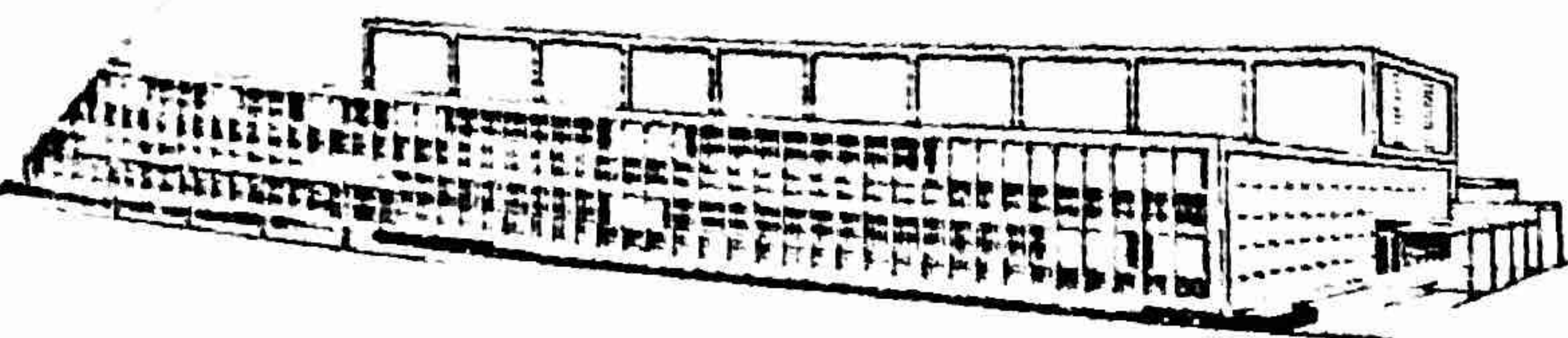
I trust that this letter helps to clarify our situation. I look forward to meeting you so that we can discuss this further.

Sincerely yours,

Ralph G. Newman, Chairman  
ILLINOIS COMMISSION  
New York World's Fair

Mr E. H. Shomo  
WBBM  
630 North McClurg Court  
Chicago, Illinois 60611





Radio 720 Television channel 9

**wgn inc.**

2501 West Bradley Place • Chicago, Illinois 60618 • LAkeview 8-2311

October 16, 1963

**WGN AND WGN-TV TO SERVE AS ILLINOIS' OFFICIAL STATIONS  
AT 1964-65 WORLD'S FAIR**

WGN, Inc., will sponsor the speakers program of the Illinois-Lincolnia exhibit at the 1964-65 world's fair in New York, Ralph Newman, chairman of the Illinois participation commission, announced earlier this week.

Plans were finalized at a meeting with Ward L. Quaal, executive vice president and general manager of WGN, Inc., and James A. Cassin, executive director of the Illinois commission.

Newman, Lincoln scholar and consultant to Governor Otto Kerner, said he is proud that WGN and WGN-TV have joined Illinois in this civic venture as the state's official radio and television stations.

"We are confident that the speakers' program on Lincolnia will be one of the major elements of the Illinois exhibit," said Quaal. "WGN will have exclusive radio and TV rights to the use of speeches, interviews and other program materials, plus syndication rights, during the course of the fair."

Carl J. Meyers, vice president and manager of engineering, WGN, Inc., will coordinate power requirements with the Radio Corporation of America, official world's fair television communications center, for a remote color truck, three-camera pick-ups and power for lights around the speakers' area.

(more)

Add 1. WGN in Illinois exhibit

Meyers said the RCA exhibit building, located behind the Illinois pavillion, will have a color camera "See Yourself Exhibit," plus extensive broadcast and taping facilities and closed circuit feeds (both audio and video) to other buildings and prominent locations around the fairgrounds.

"Visitors to the Illinois exhibit," said Newman, "will see a life-sized, animated figure of Abraham Lincoln, standing 6 feet, 4 inches and dressed in authentic costume, and hear excerpts from Lincoln speeches issued from it."

The animated figure, constructed by Walt Disney at an estimated \$1.5 million, will speak in Lincoln's words on such subjects as civil rights, freedom, the meaning of America, and his farewell to Illinois on assuming the presidency.

In the Illinois-Lincolnia exhibit, besides a 500-seat theater where performances of the Lincoln figure can be seen, will be the sight and sound presentations of Lincoln's life during his residency in Illinois.

"During 1964, the year of a general election," said Newman, "we plan to suspend the Lincoln replica speeches at 11 a.m. each day and use the theater for one hour to present eminent national and international figures discussing Lincoln." The speakers will be selected by the Illinois commission.

The New York fair opens next April 22 and will remain open for six months in 1964 and a similar period in 1965. Overall theme of the Illinois-Lincolnia exhibit is to promote tourism throughout the state.