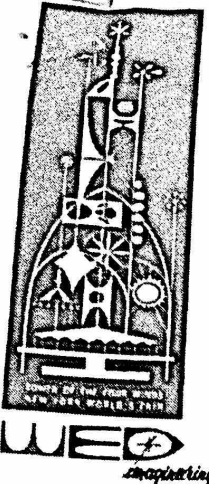


1964



WED ENTERPRISES, INC.
800 BONDRA AVENUE • GLENDALE 1 • CALIFORNIA • CH 8-0951
97-43 QUEENS BLVD. • FOREST HILLS 74 • NEW YORK • IL 9-1300

December 31, 1964

Mr. John Sattler
Northeastern Regional
Public Relations Manager
Ford Motor Company
477 Madison Avenue
New York 22, N. Y.

Dear John:

First, let me tell you how pleased all of us at WED are to learn that you are heading up the PR program for the Wonder Rotunda during its second Fair season. We are looking forward to working with you and wish you every success.

I apologize for the fact that my first letter to you in so long a time must bring to your attention a breakdown in communications that has occurred somewhere along the way. In view of your new responsibilities at the Pavilion, I feel that you are the one who can help mend this break.

Primarily, this problem relates to an exchange of clearances between the two PR offices of any material planned for distribution to the news media and general public. I am sure you know that the Ford-WED contract stipulates that all attraction and corporate display ideas contributed by WED remain WED's exclusive personal property. This stipulation, along with the letter and spirit of the total contract, leads to the understanding that we will be given the opportunity to review all press releases, photos, captions, advertisements, brochures, and motion pictures of the WED-designed areas of the attraction.

Please understand that, on many occasions, especially in the early part of the Fair season, such material has been submitted to us for approval. I believe everyone will agree that we have been expedient

* im·ag·i·neer'ing, n. Imaginative concept in Design, Architecture, Engineering and Entertainment. - Syn. See DISNEYLAND

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PROGRAM

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in responding. I do not recall our failing to grant approval to any of those items, except perhaps, where two or three unflattering photos were concerned.

However, in the past few months there have been occasions where such approval was not requested. The most recently prepared press packet is a case in point, although we found nothing objectionable about any of its contents.

This morning's mail brought a press release from WCBS-TV in New York regarding a program to be aired next Tuesday. General Electric Company contacted us about their participation several weeks ago, and we were pleased to work with Gordon Hyatt, the producer, by providing information and clearing film clips and scripts. I did not know, however, until I read the release that Ford was included.

Because of Walt's television commitments and other arrangements, it is especially important that TV participation be carefully coordinated. The "Eye on New York" show poses no problems, but others have. Therefore, it is most important that we know about all proposed TV and film coverage, regardless of the area and size of the audience, before plans are finalized for participation.

Again, I promise speedy handling of such requests for approval, and we will not withhold permission without very good cause.

I shall be grateful to you if you will see to it that all such material is sent to me prior to release from now until the Fair closes. And, of course, I shall clear these items with you, although we very rarely distribute anything of that nature to the press.

Such cooperation will not only help protect copyrights, but will also keep us from "crossing wires" with the news media.

Thanks very much for your attention to this matter.

Best regards,



Robert Jackson
Public Relations Director

RJ:ma