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Working Press and General Press Preview
Ford Motor Company New York World's Fair Pavilion
Sunday, April 12, 1964

Invitees

Four specific press groups are included in our plans for this particular preview:

1. Members of the so-called "hard core" working press specifically assigned to the World's Fair beat, or with sufficient interest or compelling reasons to cover an event of this type. This would include all media. (To be invited by New York office.)
2. Members of the national automotive press who will be invited by Ford Division to arrive in New York a day early for its Mustang unveiling. Including this group in the Pavilion press preview plans, gives them a two-fold reason for making the trip. (To be invited by Ford Division.)
3. Members of the National Press Club and wives from Washington, D. C., who will be visiting New York on that day and have indicated an interest in a Fair tour and an opportunity to preview one or two of the principal Pavilions. (To be arranged through the World's Fair office.)
4. General press guests from the New York area, as well as select press from within a radius of 150 miles of the Fair. This will include invitees from Philadelphia, Albany, Hartford, New Haven, Bridgeport and Providence. The families of these press guests would be included, as would the families of the working press group, if they choose to bring them. (To be invited by New York office).

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Program

11:00 A. M.

Brunch at the Plaza Hotel in downtown Manhattan for working press group and national automotive press.

12:15 A. M.

Board chartered buses for trip to Ford Pavilion at the New York World's Fair.

1:00 P. M.

Newsmen arrive at Ford Pavilion and begin inspection of International Gardens, theme area, up-ramp show and manufacturing exhibits. Company hosts will be Mr. Ford, Mr. Patterson and Mr. Mecke. Walt Disney will also participate.

1:45 P. M.

Group assembles on second floor of building in the crowd control area adjacent to the loading ramp for the Magic Skyway Ride. Mr. Mecke will preside and will introduce Mr. Ford for appropriate remarks. The official party will then move to the ride loading ramp for appropriate start-up ceremonies and photography by still and TV cameramen. After the photography, the entire group will ride the Magic Skyway, inspect the remainder of the exhibit areas and end up in the Product Salon.

2:15 P. M.

Food and beverage service will begin including service from trays in the International Gardens and buffet and bar service in the Product Salon.

2:30 P. M.

National Press Club members and their wives arrive for preview of the Ford Pavilion.

3 P. M. to 5 P. M.

General press guests and their families preview the Ford Pavilion.

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Press Materials

A general press kit on the Ford Pavilion and its contents is being written and assembled at the present time. It will be ready for mailing during early March. This kit will be up-dated periodically.

A special press kit will be prepared for the April 12 press preview. It will include a cover story, a statement by Mr. Ford and still photos. This material will be distributed nationally on Friday, April 10, for release Sunday evening, April 12. Major placement efforts, however, will be made on Sunday, April 12. We will have our own photo staff covering with still and TV equipment, and will back up the working press with copy and photo delivery and placement with all of the major network, wire, syndicate and other news services in New York City, as well as with the daily papers. The commercial PR Newswire, teletype, and other similar news transmission services will be utilized, as required.

Attendance

We anticipate an attendance of approximately 1,500 persons, as follows:

Working Press	50
Automotive Press	200
National Press Club	500
General Press	750

Since we will stagger the arrival times, and our Magic Skyway Ride can accommodate some 4,000 persons each hour, attendance will pose no problem in a building that offers so much space and dispersed entertainment and activity.

Each member of the working press groups will be identified with a badge indicating name and organization.

Transportation

We will provide bus transportation from a central point in Manhattan to and from the Pavilion for all press guests requiring it.

We will have a fleet of cars and drivers at the Pavilion to meet special press needs or to pick up stragglers. For those who provide their own transportation parking space will be available in the parking lot adjoining our Pavilion.

Participation by Mr. Ford, Mr. Patterson and Mr. Disney

Guides will be assigned to meet the official hosts as they arrive at 1:30 p. m., and accompany each of them from the building entrance to the ride-loading area where a podium and p. a. system will be available.

At 1:45 p. m., Mr. Mecke will call the group to order and introduce Mr. Ford, who will welcome the group and introduce Mr. Patterson, Mr. Disney and Mr. Welton Becket. He will comment briefly upon the Company's participation in the Fair and the roles of Mr. Disney and Mr. Becket in creating the Ford Pavilion and show. Mr. Mecke will then explain the ground rules for photographers in view of the problems of starting and stopping the ride. He will then invite the group to move over to the loading ramp with Mr. Ford, Mr. Patterson, Mr. Disney and Mr. Becket for the start of the official test ride through the show.

When they have completed the ride through the show areas, the group will continue through the exhibits to the Product Salon. They should then mingle with guests in the Product Salon and the International Gardens as long as their schedules will permit.

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Food and Beverage Details

Beginning at 11:00 a. m., brunch will be served in the Terrace Room of the Plaza Hotel. An appropriate food menu plus breakfast drinks will be served.

Service at the Ford Pavilion will begin at 2:15 and will continue throughout the afternoon until guests have departed at 5:00 p. m. Service will include Barquettes Filled with Curried Chicken, Tartar Steak, and Deviled Crabmeat with various stuffings to be passed on silver trays by waiters in the International Gardens and in the Product Salon. Also in the Product Salon will be buffets featuring cold meat platters of Roast Turkey, Beef Tongue, Corned Beef and Paked Ham, and a selection of cheeses from across the nation. Complete bar service for cocktails and highballs will also be available in the Product Salon.

To accommodate the youngsters who will accompany our general press guests from 3 to 5 p. m., there will be a Young Peoples' Bar and Buffet in the International Gardens and another one in the Product Salon. They will dispense soft drinks and special punch along with miniature pizza pies, hamburgers and hotdogs.