

From: Cynthia Gray (3/18/94)

To: David Birks, Jim Carnes, Carmen Catanese, Jim Clingham, Al Cornish, Michael Isnardi, K Jonnalag

CC: Phyllis Grimm, Joann Marchiano, Carole Pritchard, Dorothy Sadley

BCC:

Priority: Urgent

Date sent: 3/18/94 12:44 PM

**OFFICE MEMO**

**Subject:**

Time: 12:31 PM

GA Press Briefing

Date: 3/18/94

The Grand Alliance will have a press briefing on Monday afternoon, March 21 at 2:00 P.M. There is a special room designated for briefings and we are trying to determine the room number right now. That will be provided to you as soon as I get it (some time this afternoon).

We have scheduled a rehearsal on Sunday afternoon, immediately following the GA Progress Report panel. It will take place in the Sarnoff Suite (Executive Suite #577) at 1:00 P.M. on Sunday, March 20. Those included in this rehearsal should be J. Carnes, G. Reitmeier, R. Rast, P. Bingham, R. Cerbone, W. Luplow.

We have circulated Glenn's suggested text and agreed that we like the content and form. This document should provide the foundation of the press briefing presentation. I have enclosed the document in case you don't have it. At Sunday's rehearsal we will decide who will play what role. The PR Committee is currently drafting potential questions that we expect from the press. We will all work on unified responses at Sunday's rehearsal.

Since this is being pulled together at the last minute, you should plan to make the rehearsal on Sunday the focus of your attention from 1 PM on. We need to have everyone concentrating on the issues and our presentation.

We will have press kits available.

I will be the point person of the PR activity. If you have any questions, please call me on x3038. I am leaving for Las Vegas early tomorrow morning and will arrive mid-afternoon. If you need to reach me after business hours today, please leave a message for me on VoiceMail. I am staying at Treasure Island 702-894-7111.

Thanks,  
Cynthia

Printed By: Glenn Reitmeier 3/18/94 4:54 PM  
From: Cynthia Gray (3/18/94)  
To: Glenn Reitmeier  
CC:  
BCC:  
Priority: Urgent

Page: 1

Date sent: 3/18/94 4:35 PM

**OFFICE MEMO**

**Subject:**

Grand Alliance Press Conference

Time: 4:38 PM

Date: 3/18/94

The Grand Alliance press briefing will take place on Monday, March 21 at 2:00 P.M. in the room next to the Press Room (N116-117). We have a one-hour time slot for this briefing.

We will have a press briefing rehearsal on Sunday, March 20 at 1:00 P.M. following the Grand Alliance Progress Report. This rehearsal will take place in the Sarnoff suite, which is Executive Suite #577 in the Hilton.

I am attaching a draft from Glenn Reitmeier that will serve as the basis of the briefing. We will have an opportunity to fine tune this and review Q & A at the press rehearsal.

If you have any questions, you may reach me by VoiceMail (609) 734-2700 or you can reach me at my hotel, Treasure Island (702) 894-7111.

Distribution:

P. Bingham  
J. Carnes  
R. Cerbone  
W. Luplow  
R. Rast  
G. Reitmeier  
J. Taylor



Copy J E Carnes

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DATE: March 18, 1994

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cc: R. Citta  
P. Snopko  
J. Taylor

FROM: W. Luplow, Zenith 708-391-8555

SUBJECT: Grand Alliance HDTV Digital Signal Feed

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