

CBS ENTERTAINMENT

A Division of CBS Inc.
Television City, 7800 Beverly Boulevard
Los Angeles, California 90036
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Steve Sonmer, Vice President
Advertising and Promotion

Dear Mr. Donovan:

August 2, 1979

Your telex to Bill Leonard of CBS News has finally bounced over into my court.

It seems to fall within my area of concern. On the basis of your telex, I can only say that I would be glad to hear more about your proposal.

I hope you realize that there are many strictures here in the United States regarding the use of programming for promotional purposes. However, I do not wish to throw up barriers where none might exist.

As to your request that your proposal be treated in the strictest confidence, I see no problem with agreeing to that. If you desire to arrange a meeting with me, you might ask your legal people to send me some ground rules -- which I could supply to our legal people and, at the same time, invite them to attend the conference.

The main purpose of this letter is to tell you that the door is open, but the next steps are up to you.

I look forward to hearing from you in the near future.

Best regards,


Mr. John Donovan
Don Marketing Management Ltd.
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Hornchurch,
Essex
RM11 2JX
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cc Mr. Donn O'Brien, CBS NY
Mr. David Fuchs, CBS NY