

LEAD INDUSTRIES ASSOCIATION, INC.

222 MADISON AVENUE

NEW YORK, N. Y. 10017

TELEPHONE - AREA CODE 212
OR 6-0000

March 1, 1966

SUBJECT: THE LEAD MATRIX

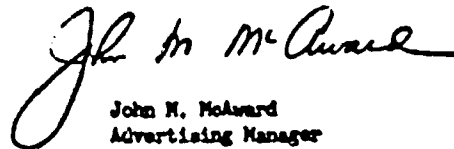
To Members of the Lead Industries Association, Inc.:

Attached is a list of possible Television bookings for "The Lead Matrix." These Advance Notices, as they are called, are not a basis for billing, they only indicate a possible telecast.

The correct way to use these is for you, or an associate of yours within the broadcast area of the stations, to telephone the station, speak to the contact listed and confirm the date and time of the telecast. This will avoid situations where people you alert will watch a station only to be disappointed because "The Lead Matrix" does not appear. The explanation for this is usually that after giving Sterling Movies (our film distributor), a date and time for telecast, the station has sold the time slot and pre-empted "The Lead Matrix." Usually the station will reschedule for a later date.

I trust that this information will be helpful in giving each and every member of your organization an opportunity to view the film.

Very truly yours,

John M. McAward
Advertising ManagerJMM:ms
Attach.

Look Ahead with Lead

ADVANCE TV NOTICES

<u>Station</u>	<u>Location</u>	<u>Telecast Date</u>	<u>Time</u>	<u>Name of Contact</u>
WQEM	Quincy, Ill.	Wk. of 3/7		C. Stewart
WLOX	Biloxi, Miss.	3/7		B. Collins
WHP	Harrisburg, Pa.	Stand By		C. Shearer
KFVS	Cape Girard, Mo.			D. McKeely
KHOL	Kearney, Nebr.			M. Irwin
KHOP	North Platte, Nebr.			V. Wansley
KORN	Mitchell, S.D.			M. Graham
KITV	Springfield, Mo.	3/10	6:30 AM	F. Rains
KSOO	Sioux Falls, S.D.			M. Heath
WCCB	Charlotte, N.C.			E. Brancefiel
WYRD	Southfield, Mich.	Wk. of 3/7		H. Zuckerman
WTVS	Milwaukee, Wisc.	Wk. of 3/7		J. Lenke
WXYE	Southfield, Mich.			K. Wilhelm
WAGM	Presque Isle, Me.			H. Churchill
WATR	Waterbury, Conn.			A. Curtis
WJAR	Providence, R.I.	3/13	11:00 AM	W. Covall
WOCK	Washington, D.C.	Wk. of 3/7		R. Noble