



FAIR NEWS

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FAIR'S PRESS BUILDING DEDICATED TODAY

PRESS BUILDING FEATURES ULTRA MODERN FACILITIES

(Excerpted from "Editor & Publisher," April 20)

The Fair's 19,000 sq. ft. Press Building, designed by Eggers & Higgins, architects, will display today the finest in accommodations for the edification and eventual use of its most important tenants, news personnel representing magazine, radio and television, in addition to the daily press.

The building provides a press room, interview rooms, dark rooms, radio facilities, private offices, a lounge and a conference room for television and newsreel coverage. The New York Telephone Company, Western Union and RCA overseas communications will insure quick transmission of news and pictures nationally and internationally.

This most modern of communications buildings resulted from a series of consultations held by the Fair Vice President William Berns, his staff and consultants, with representatives of the leading newspapers, magazines, radio and television networks, wire and photographic services.

Bill Berns, a former news and program executive with NBC and RCA, avers that out of the joint conferences emerged a building expected to combine convenience and comfort with functional perfection for all branches of the news gathering profession. (continued on page 2, col. 1)

Pierre Salinger to Participate in Official Opening Ceremonies

Presidential Press Secretary Pierre Salinger and representatives of newspapers, magazines, radio and television, wire and photographic services join the Fair's Communications and Public Relations team today in ceremonies marking the official opening of the World's Fair Press Building. For the first time today, the dateline "World's Fair" will be utilized as, from press headquarters, the "Peace through Understanding" message of the international exposition will be sent around the globe by printed, broadcast and televised word and picture.

Speaking from the rostrum of the building's ultra-modern press conference room, Fair President Robert Moses will present the Fair's silver commemorative medallion to Mr. Salinger who is making his initial visit to the Flushing Meadow Park site in honor of the occasion.

Also addressing the distinguished gathering will be Thomas J. Deegan, Jr., chairman of the Fair's executive committee, and William Berns, vice president in charge of communications and public relations. Mr. Berns will introduce William J. Donoghue,



A typical day in the life of Presidential Press Secretary Pierre Salinger, honored guest at today's dedication of the World's Fair Press Building, as he accompanies President John F. Kennedy on a recent trip. The President visited the exposition in December to break ground for the Federal Pavilion.

the Fair's consultant for publicity and press relations, members of the Donoghue office, the staff of the Thomas J. Deegan Co., Inc., consultants to the Fair on public relations policy and promotion, as well as members of his own department, headed by Greg Dawson, director of special projects, and other key advisors working closely with the communications program.

Newsmen, guests of the nation's top media and exhibitor representatives will then have a first look at the complete and most modern facilities now available for those assigned to cover the Fair.

A World's Fair Working Press Advisory Committee, organized to serve as a clearing house for working press problems, will also be revealed at today's ceremonies. It will be composed of a representative of the Press Photographers Association of New York, the Newspaper Reporters Association of N.Y.C., the Radio-Newsreel-Television Working Press Association, United Press International and Associated Press.

Following a tour of the site where more than 40 of the exposition's largest pavilions are well under way, a buffet luncheon will be served in the Press Lounge. ●



William Berns, Fair vice president in charge of Communications and Public Relations, at work with (left) Robert Moses, president of the New York 1964-1965 World's Fair, and (right) Bob Considine, narrator for the international exposition's second preview film, already viewed by over ten million people.



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NEW YORK WORLD'S FAIR 1964-1965

Flushing 52, N. Y. • Tel.: 212-WF 4-1964
ROBERT MOSES, President

FAIR QUOTE OF THE MONTH

"We tell the world our Fair story in current printed reports and by films, radio and television. We have called upon those who operate all the newest and most ingenious avenues of communication to help us, and they have responded generously and magnificently with every quaint device of the Age of Invention.

"Without you, the abstract and brief chroniclers of our time, the task of reaching millions of potential visitors near and far would be unthinkable. You carry the myriad voices of the Fair throughout the metropolis, to the hinterland and to the four corners of the shrinking globe. When you go out of business even temporarily, enterprises of great pit and moment lose the name of action..." Fair President Robert Moses, speaking at the Annual Dinner of the Radio-Newsreel-Television Working Press Association, one year to the Fair's opening, April 22, 1963. ●

PRESS BUILDING

(continued from page 1, col. 1)

The Press Building will insure complete freedom of movement without interfering with private and semi-private work areas. It has been so designed that it can cope even with sudden rushes of reporters for special events and absorb the expected steady stream of visitors and dignitaries—all without confusion and without causing difficulties for the 50 to 75 newsmen expected to be assigned to the Fair on a regular basis.



NEWS AND PRESS CONFERENCE ROOMS

The center of press activity within the building will be a 2,000 sq. ft. news room with desk accommodations for the regular reporters and those on special assignments or features. Also in this room will be accommodations and facilities for visiting press on temporary duty at the Fair.

Adjoining the news room will be an interview room with a two-story ceiling, raised platforms for speakers and a tiered arrangement in the rear, so that television, newsreel and still cameramen can work without interfering with each other or with reporters.

These rooms for working press, interviews and the lounge can be merged into a giant 4,500 sq. ft. area by sliding sound-proof walls into recesses. Conversely, the three individual areas are acoustically treated enabling them to be used for various purposes without noise interference.

PHOTOGRAPHIC SERVICES

The photographic section of the Press Building will be across from the news or press room. Seven small rooms will be available for changing film and a dark room will be installed for developing and processing. The area will be set aside for United Press International, Associated Press and other photographers. The commercial division of UPI, awarded the contract as official Fair photographers, will work with the staff of the William J. Donoghue Corporation, consultants to the Fair for publicity and press relations.

Darkroom facilities provide on-the-spot photo service for news cameramen.

DONOGHUE OFFICE

To handle news releases and act as an auxiliary arm of the media covering the Fair, the Donoghue firm will have offices and a city room next to the press room. Staffed with 35 or 40 reporters and feature writers, the Fair's city room will be under the personal direction of Mr. Donoghue, who has assigned to the Fair Peter J. McDonnell as director of publicity and Jerome Edelberg as assistant director.

Bill Donoghue, a former New York Journal reporter, served as secretary to John J. Bennett, New York State Attorney General from 1935 to 1942. After World War II, where he served as war correspondent with the Merchant Marine in the North Atlantic and Mediterranean, and later as chief of Public Information, Censorship and Security for the Maritime Service and the War Shipping Administration, he returned to New York City and became executive secretary to Mayors William O'Dwyer and Vincent Impellitteri. He organized his own public relations firm in 1951.

DEEGAN COMPANY

Thomas J. Deegan Co., Inc., consultants to the Fair on public relations policy and sales promotion, is staffing an office under the direction of Howard Johnson, vice president of the Deegan firm. Chairman of the Fair's executive committee, Mr. Deegan has been active in corporate public relations since leaving The New York Times staff 21 years ago.

Tom Deegan became associated with the late Robert R. Young, railroad financier and developer, as vice president and director of the Chesapeake & Ohio Railway Company, vice president of the New York Central and vice president and director of the Allegheny Corporation. He began operating his own firm in 1957, assuming chairmanship of its board last year when Lou Guylay was installed as president.



Thomas J. Deegan, Jr., chairman of the Fair's executive committee.

TELEVISION-RADIO INTERVIEWS

Television and radio networks covering the Fair will have a 1,320 sq. ft. area in the Press Building with an interview room, control booths and offices. On the Fair grounds, they plan at least 26 origination points, where live telecasts can be presented through color mobile units. The number of origination points is likely to be increased by exhibitors desiring to participate in telecasts. The TV-Radio Industry Committee to the World's Fair worked out the coverage plans with Fair officials during a two-year study.

Included in the Press Building will be the telephone information service with 40 operators under the direction of Greyhound Corporation, a fully equipped processing room for releases, a mail room for quick handling of press correspondence and a VIP guide service for news executives and other press contacts.

D. Fortunato, Inc., won the contract for construction of the Press Building after competitive bidding among more than 15 contractors. ●

Foreign dignitary, on the occasion of his country's special day at the Fair, answers reporters' questions in the Press Building's modern conference room. Sketches are artist Lee Gregori's interpretation of Press Building activities once the Fair opens.



Members of the fast-moving news team necessary to cover the New York World's Fair have little time to rest, but when they do, this modern lounge awaits them.



The busy Working Press Room where local and out-of-town papers perform the many tasks necessary to stay on top of fast-breaking World's Fair activities.

BERNS DEFINES DUTIES OF FAIR'S COMMUNICATION TEAM

Highlighting the functions of the Fair's Communications and Public Relations team at the recent meeting of the Board of Directors, William Berns said:

"Since we are working for a master builder, who is more interested in public service than he is in public relations, we've geared our program accordingly. As a matter of fact, the same team which started out three years ago is now sharpened up, working together; and this is the way it stacks up.

"Our 'architects and designers' have been the Deegan Company in public relations, and continue to do that job. The 'engineers and construction crew' of the public relations program are representatives of the Bill Donoghue Company in our working Press Building. The public relations tools are produced under the direction of the J. Walter Thompson Company, who also handle our advertising, specifically abroad, where we have needed it. The printed brochures are designed by Dick Guthridge and our films are produced

by Jack Campbell. "We know that all of our public relations program is in the public interest. Circus superlatives are unnecessary. You see the evidence today and you hear the sounds of the Fair beginning to take shape. Working with the cooperation of the Press, we'll be ready to receive the public when we open the gates and the count-down hits zero." ●



Bill Donoghue, Fair consultant for publicity and press relations, handling late news from his new office in the Fair's Press Building.

244 WORKING DAYS TO OPENING DAY

FAIR'S PUBLIC RELATIONS STAFF

William Berns, Vice President, Communications and Public Relations — WF 4-2221

Gregory Dawson, Assistant to William Berns and Producer, Special Projects — WF 4-2248

Bob Essex, Production Coordinator — WF 4-2323

Henry Lienau, Public Relations Expediter — WF 4-2376

Ray Tarkman, Press Building Manager — WF 4-2563-64

Public Relations Policy and Promotion Consultants:

Thomas J. Deegan Company, Inc., Time & Life Building, Rockefeller Center, New York 20, N. Y. — PL 7-7070

L. Richard Guylay, President

At the Fair:

Howard S. Johnson, Senior Vice President — WF 4-2501

John Spellman, Director, Publications — WF 4-2513-14

John O'Keefe, Director, Radio-Television — Promotion — WF 2511-12

Fred Weaver, Special Projects — WF 4-2515-16

Langeland Van Cleef, Director, Speakers Bureau and Community Relations — WF 4-2520

New York Office:

Ray McCarthy, Director, Ticket Sales Promotion

J. J. Wuertner, Ticket Sales Coordinator

Europe:

William Humphreys, 29 Rue Cambon, Paris, France — OPer 89-31

Press Relations and day-to-day News activity:

William J. Donoghue Corporation, 10 Columbus Circle, New York 19, N. Y. JU 2-7060

At the Fair:

William J. Donoghue, President — WF 4-2537-38

Edward V. O'Brien, Vice President — WF 4-2534-35

Peter J. McDonnell, Director, Publicity — WF 4-2531-32

Jerome Edelberg, Assistant Director, Publicity — WF 4-2541-42

Joyce M. Martin, Magazine Coordinator — WF 4-2534-44

John Sweeney, Assistant to the Director, Publicity — WF 4-2547

Joseph A. Boyle, Liaison for Special Guests and Fair Corporation — WF 4-2545-46

Al Simon, Liaison with Donoghue Corporation for official Fair Photographers: United Press International — WF 2548-49

Far East Representative:

Antonio de Grassi, Jr., Tokyo, Japan — 401-9181/5

Advertising:

J. Walter Thompson Company, 420 Lexington Avenue, New York 17, N. Y. MU 6-7000

Edward F. Royal, Account Supervisor

Graphics:

Richard C. Guthridge, 2 West 45th Street, New York 36, N. Y. Austin Francis — YU 6-0420

Films:

John Campbell Films, Inc., Post Office Box 3443, Greenwich, Conn. Area Code: 203-3223443



Donoghue Office Conference



Deegan Office Conference