

Mar. 16

GMA shoot

April 4

Air date

Done

on tape
JB has it.

Hydrogen Chloride ✓

(3) 1000 cc

1000 cc of Hydrogen Chloride
1000 cc of Water

1000 cc of Hydrogen Chloride

1000 cc of Water

1000 cc of Water

Cunita Moss

977-6287

GMA

~~air Nov. 5~~

NCA-
Sept.

Wed. Aug.

25 Am

taping

11:30 Am

Deborah 12:35p
Jo Ann -

Anita at WFAA TV
in Dallas called and said
that in the tape that was
sent to Good Morning America
has too much said in it, please
call Fran Dillard at
212-456-6383

And she will tell you what she
needs.

Jo

Betty ^{ceika}
977-6256 chaka

Amita

Fran Dillard - Nita ad

Ch. 8 - can shoot it? 214-748-9631
- let Fran know.

Alex - 214-977-6287

Betty will talk to Fran re: dates + get
back to me.

Michelle Freeman - FACES request
977-~~6256~~ 6582

Clyde Chappell - Prod. Mgr.
214-977-6246

- see if schedule will allow a re-shoot
- see if Alex can shoot.

Deborah Knight - HCA

5-10 Amita: said she sent criteria by mail. (we didn't receive)
said prod. crews are booked -
can't do this of.

Melinda 7051



Laura Vito
GMA Fran
Billard
147 Columbus
Av.



Ny 10023
212-456-
5900
Fax-456-
7257

make file +
give to me.
Good Morning
America.

WFAA-GMA

Deborah at HCA

Anita ^{mon} 214-977-6257

7-10 seconds
10 people
outside w/ obvious landmark

3/4 pre-
or Beta
Denton Convention & Visitors Bureau
PO Drawer P • Denton TX 76202
8 1 7 • 3 8 2 • 7 8 9 5

I worked through my local ABC
get a welcome on TV from Denton
Texas Special Olympics. By
anniversary of Special Olympics
t no slots were available during

later this year to say hello from
DENTON, TEXAS. Please contact me regarding this request.

Sincerely,

Jo Ann Ballantine

Jo Ann Ballantine
Vice President



May 14, 1993

Fran Dillard

Ms. ~~Laura Viola~~
Good Morning America
147 Columbus Ave.
New York, NY 10023

Dear Laura:

Please help us! We want to get our group on Good Morning America's
FACES segment. However, we goofed and didn't know to get in touch
with our local affiliate, WFAA-Channel 8 in Dallas before now.

?
Next week, May 18-21, Texas Special Olympics is holding their
Summer Games in Denton, Texas. This is the second largest Special
Olympics contingent in the United States and Special Olympics is
currently celebrating its 25th anniversary.

We have been trying to connect with someone, anyone at your office
to showcase several of our athletes and highlight the week of Texas
Special Olympics. I know it is very late to be asking but I
thought that since it's next week you might be able to slip it in
sometime late next week. We would be extremely grateful.

I spoke with the promotions office at Channel 8 in Dallas and was
advised that if you agreed to schedule our segment, the station
would come to Denton to tape our athletes.

I know you have just returned from Australia and probably have lots
to do but please consider our request. Call me or fax me with an
answer as soon as possible. My telephone number is 817-382-7895
and my fax number is 817-382-0040.

Sincerely,

Jo Ann Ballantine
Vice President

09-10-93

Post-It™ brand fax transmittal memo 7671		# of pages • 2
To Joanne Ballantine	From Anita Moss	
Co. Denton Cham. Comm	Co. WFAA-TV	
Dept.	Phone # 977 6257	
Fax # (817) 382-0040	Fax # 977 6574	

1. What is a "FACE?"

A "Face" is the greeting in GOOD MORNING AMERICA that opens the 7:30 and 8:30 half hours. The piece features a group or organization wishing viewers a "Good Morning America."

2. How can I have a local group participate ?

When an organization approaches you with a request for a face, you, the promotion manager, decide, based on the guidelines, if you'd like to produce the face. Call Fran Dillard before you do a thing. Secure an airdate. It is not uncommon for faces to be booked 12 months in advance, so book early.

3. Who can be in a face ?

Any non-commercial group or individual. THIS IS NOT HOWEVER, A PUBLIC SERVICE FORUM. GOOD MORNING AMERICA will not be positioned as an advocate or supporter for any event, group or activity. As of 1991 we are NO LONGER ACCEPTING FACES FEATURING MORE THAN 10 PEOPLE. The best "face" is a lone face. This is a chance to show us your town and it's personality.

4. What copy is acceptable ?

~~The spokesperson of the group should identify himself/herself, the group, the city followed by "Good Morning America."~~
~~References that will not be cleared for air include:~~
 anniversaries, charity events, tourist events, public service campaigns, or any commercial references either specific or subliminal. And please, no commercial clients dressed in wolves clothing. All copy needs prior approval from Fran Dillard at GMA.

5. How long should my "face" be ?

Under no circumstances should a "face" run longer than :10 with the best ones coming in at about :07.

6. Where should I shoot my "face?"

The best "faces" are shot outside with a landmark or some location setter in the background. Please do not allow any banners in your frame as they detract from the subjects' faces, which should be the focal point. Hence the segment's name.

7. How many takes should we record and on what tape format ?

Always record your "face" on 3/4" U-Matic or Betacam professional

video tape. Send us the shooting cart and include several (at least 5) takes. We'll pick the best one. We will not accept tape that has been shot by anyone other than the affiliate such a production houses or cable companies.

8. Once I have my "face" shot, how do I get it to New York ?

At least three weeks prior to air, take your "face" and label it with your name, your station call letters, scheduled air date, and the group featured on the tape. Then send it via overnight express service to Fran Dillard, Good Morning America, 147 Columbus Avenue, NY, NY 10023.

9. If I send my "face" to New York, does that guarantee that it will air ?

Occasionally a "face" will be preempted due to a major international events, unforeseen remotes, etc. If we book a "face" and it is preempted, we will make every effort to reschedule it...but unlike death and taxes, "faces" are not guaranteed.

What's the best way to ensure that your "face" will air ? By Producing it , not simply dispatching a news room shooter who has never read these guidelines and expect him or her to come back with network quality video.

Remember to have some fun and be creative !

Frances Dillard
Assistant to the VP of
Advertising and Promotion

212.456.6383

September 22, 1993

Ms. Michelle Freeman
WFAA-TV
606 Young St.
Dallas, TX 75202

Dear Michelle:

I am writing to request a "FACES" segment for Good Morning America. It is my understanding that WFAA will schedule this slot with GMA, notify the parties involved and have a Channel 8 crew handle the taping.

For your information I taped such a segment recently. I was working with Anita Moss (Channel 8) and Fran Dillard of GMA. However, I was informed that GMA could not use the segment due to the particular wording. The problem could have been avoided if the criteria for the taping had been received by my office.

I want to re-tape the segment and have it aired on GMA either later this fall or in early 1994. Please contact me as to the procedure to follow on this request. You may call or write me. I hope to hear from you soon.

Sincerely,

Jo Ann Ballantine
Vice President



WFAA-TV GUIDELINES FOR GOOD MORNING AMERICA "FACES" SHOOTS

WFAA-TV production department crews shoot the "faces" segments as a courtesy to our viewing public and to ABC. The following guidelines are intended to make production of the faces segments as simple as possible for all involved.

- 1) Any group wishing to participate in a GMA "faces" shoot should make contact with WFAA-TV's Community Relations department. ABC and WFAA guidelines for the shoot will be given to the group. WFAA will require the name and phone number for a group spokesperson and easy-to-follow directions to the shoot.
- 2) WFAA-TV will make every attempt to schedule the shoot at a suitable time for all parties. However, scheduled production activities will take precedence over scheduling for GMA "faces" shoots. Any unforeseen broadcast emergency can force cancellation of a shoot.
- 3) WFAA-TV does not provide producers for "faces" shoots. We expect the group to fully understand and follow ABC's broadcast guidelines. WFAA-TV will not re-shoot a segment that has been rejected by ABC due to failure to follow guidelines.
- 4) WFAA-TV's production crews will make every attempt to arrive at the location on time. We ask that the group be assembled and ready to record at the agreed upon time. Please make all decisions regarding spokesperson, copy, etc. before arrival of our crew.
- 5) Any questions regarding air-date or change of air-date for your segment should be directed to Fran Dillard at Good Morning America. (212-456-6383)
- 6) WFAA-TV does not provide dubs (videotape copies) of the GMA broadcast to individuals or groups.

We hope your group will enjoy the exposure that ABC and WFAA-TV provide through the "faces" segments. Smile and have fun...the whole country's watching!

ABC GUIDELINES FOR GOOD MORNING AMERICA "FACES"

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3. What copy is acceptable?

The spokesperson of the group should identify himself/herself, the group, the city, followed by "Good Morning America." References that will not be cleared for air include: anniversaries, charity events, tourist events, public service campaigns, or any commercial references either specific or subliminal. And please, no commercial clients dressed in wolves clothing. All copy needs prior approval.

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7. What's the best way to ensure that my "face" will air?

Read and follow the guidelines carefully, but remember to have some fun and be creative!

09-10-93

Post-It™ brand fax transmittal memo 7071		# of pages >	2
To	Joanne Ballantine	From	Anita Moss
Co.	Denton Cham. Comm	Co.	WFAA-TV
Dept.		Phone #	977 6257
Fax #	(817) 382-0040	Fax #	977 6574

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