

alan klein communications



MEMORANDUM

TO: Carl Killingsworth, WNBC-TV Promotions, Rm. 607
FROM: Alan Klein
DATE: June 1, 1994
RE: The AT&T *TrueVoice* Laser Spectacular "Roker Challenge"

Carl, attached is info on the giant Laser Light Show we're bringing to the American Museum of Natural History's Celebrate 125 festival this weekend (Special Media Preview Friday 6/3). In the past few years, our laser show has been used as the video backdrop for many News 4/Al Roker weather segments. (Enclosed is a B-roll tape of some of those segments.) We would like to do a live remote with News 4 and Al Roker this Friday evening. We are able to project the News 4 logo, the network logo, "Al's Weather" and just about anything -- 4-stories tall -- behind Al, onto the facade of the Museum. This could be combined with a short taped package by Al about lasers. (We can project our multi-colored laser almost anywhere, onto virtually anything, or anyone! We can even miniaturize the beam to project it onto Al's forearm -- with prior notice). Also, the show's creator, Dick Sandhaus, is a great on-camera interview.

Please call me with questions or for more info at (212) 674-1384. Thanks.