
Jan - June

Correspondence 1948

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02/11/1948 Letter from the Lewiston-Auburn Broadcasting Corporation

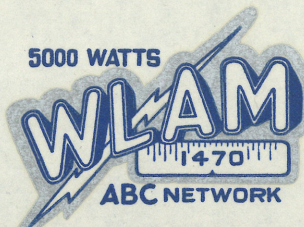
William Finkeldey
Lewiston-Auburn Broadcasting Corporation (WLAM)

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Lewiston-Auburn Broadcasting Corporation

129 LISBON STREET • LEWISTON, MAINE

February 11, 1948

Honorable Louis P. Gagne
City Building
Lewiston, Maine

Dear Mayor Gagne:

Thank you very much for your interest of the Safety Campaign and this letter will serve to acquaint you with the various details.

Beginning Sunday, February 15th, WLAM is presenting a 13 week safety campaign on the air. This "Save a Child's Life" campaign is supported by safety-minded citizens of Lewiston-Auburn, and is being presented as a contribution to the National Safety Council's nationwide program of public safety. The WLAM campaign is being actively supported by local and state officials.

Each week during the campaign there will be a Sunday afternoon "Safety Show" from 3:00 - 3:15, a half hour broadcast Wednesday evenings at 8:30 entitled "Rhythm And Reason", and a minimum of 13 spot announcements will be aired each day of the campaign. In addition to the radio drive, there will be a supporting schedule of newspaper advertisements.

One outstanding feature of this safety series will be a contest for every school child in Lewiston-Auburn, conducted on a school-by-school basis. Over \$390.00 will be distributed in cash prizes for various safety projects.

Confirming our conversation in your office last week, we will be expecting you as a guest on our first program, Sunday, February 15, at 3:00 P. M. I will make it a point to see you regarding the interview before then.

Sincerely yours,

Bill

William Finkeldey
Program Manager

WF:LS

"ABC'S MOST POWERFUL VOICE IN MAINE"