

HENRY W. GRADY SCHOOL OF JOURNALISM
THE UNIVERSITY OF GEORGIA
ATHENS

March 25, 1957

Personal and Confidential

Mr. Danny Kaye
1103 San Ysedro Avenue
Beverly Hills, California

Dear Mr. Kaye:

It is with pleasure that I, on behalf of our Board, advise you that "The Secret Life of Danny Kaye" -- UNICEF has been chosen for the George Foster Peabody Television Award for the Most Outstanding Contribution to International Understanding during 1956.

The award is to be presented at a luncheon meeting of the Radio and Television Executives Society of New York, Grand Ballroom, Hotel Roosevelt, Tuesday, April 16, noon. The program pattern is a little like the conferring of an honorary degree. The citation is read by the Peabody Board Chairman (Bennett Cerf), the award is presented, and the recipient says "Thank you". In your case, we want the "Thank you" to be a response of about five to ten minutes in whatever vein you think appropriate to the occasion.

This letter is marked "Personal and Confidential" because no public announcements are to be made of the 1956 Peabody winners until the time of the luncheon. Your press representative may, however, send out such publicity material as he chooses under a release date of April 16, 1 p.m. We must, however, insist that there be no premature releases.

At the request of the Radio and Television Executives Society, I am enclosing a self-explanatory letter regarding tables at the April 16 luncheon. You will, of course, be the RTES luncheon guest, and there will be a place for you on the dais. Some of your associates, however, may be interested in the arrangement suggested by this letter.

Also enclosed is a pamphlet giving background information about the Peabody Awards and previous winners.

With congratulations, and looking forward to your presence and participation in the program on April 16,

Sincerely yours,



John E. Drewry
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