

IMPORTANT MEMORANDUM

TO Warren Cowan cc: Dan Jenkins DATE June 10, 1985
FROM Sonia Stathes SUBJECT DANNY KAYE - HOLLYWOOD BOWL

I spoke with Marlisa Monroe, the young lady who works with Norma Flynn, Director of Publicity and Promotion for the L.A. Philharmonic, and who was present at the meeting we had here last Thursday and reminded her that the Danny Kaye announcement story was targeted for Thursday, June 13th.

They have called the L.A. Times, Herald and Daily News and asked that they release the story on Thursday.

Meantime, release was hand-planted with a photo with the following press:

L.A. Times - Martin Bernheimer
Marc Shulgold
Danny Cariaga
Fred Crafts

Herald Mark Swed

Daily News - Rick Ginell

Release is being mailed to Marcia Borie and Jeffrey Rissner at the Hollywood Reporter with a photo; and to Henry Schipper, Daily Variety - also with a photo.

Release is being mailed to 360 press outlets including newspapers, magazines, all radio and TV in the Los Angeles and Orange County. Also being sent to Bridget Byrne at Entertainment Tonight.

At our meeting on Thursday, we discussed the possibility of "Danny Kaye week of Films" on Channel 13. The L.A. Philharmonic is following up on this with a formal letter after a receptive telephone conversation.

Also discussed at meeting was "Danny Kaye Week of Films" at theatres coinciding with the Hollywood Bowl concert. Should we work this out, or should the L.A. Philharmonic (they have a good relationship with Sam Laemmle who always calls them for ticket requests). PLEASE ADVISE ON THIS SOONEST.

L.A. Philharmonic is also trying to do Kodak tie-in with card-board binoculars and will send me a sample as soon as they are able to get it.