

AMERICAN TELEPHONE AND TELEGRAPH COMPANY

195 BROADWAY, NEW YORK, N. Y. 10007

AREA CODE 212 393-9800

Schisler
Cameraman and Director

June 16, 1964

1. Shoot Ladybirds' arrival
2. Shoot people in lobby

Mr. E. C. Shepherd, III
General Supervisor - Public Relations
The Chesapeake & Potomac Telephone Co.
1710 H Street, N. W.
Washington, D. C.

Dear Shép:

Attached are two copies of the proposed script for the Bell Telephone Hour Picturephone commercial.

While there may be a minor change or two, I am sure that we will end up shooting pretty closely to this. The New York and Chicago scenes, plus scenes 9-13 will be shot this week or on the day of the call, but they will not involve you in any way.

There will be six in my "crew" who would need to be right up around the booth during the call. All told, there could be as many as eleven in our party who would need access to the lobby at one time or another.

The commercial will be aired on the Bell Telephone Hour scheduled for June 30, 10-11 PM, EDT. This show stars Robert Goulet, and was taped on June 2, when we were pre-empted by a political broadcast.

Certain footage of the actual call will be made available to the New York and Illinois Companies for inclusion in similar commercials they are producing for local use.

Thanks for your help in making arrangements for us.

Sincerely,

John

John G. Schisler
Advertising Supervisor - TV

AMERICAN TELEPHONE & TELEGRAPH COMPANY

BELL TELEPHONE HOUR

SHOW DATE: JUNE 30, 1964
TITLE: PICTUREPHONE (REVISED 6/16)
THEME: INFORMATIVE
LENGTH: 120-SECOND COLOR TAPE
NUMBER: 2-603 FOR APPROVAL

VIDEO

1. OPEN ON SHOT OF EXTERIOR OF WASHINGTON, D. C., PICTUREPHONE CENTER.
2. ZOOM IN OR CUT TO CLOSER SHOT OF CENTER.
3. CUT TO SHOT OF EXTERIOR OF PICTUREPHONE CENTER IN NEW YORK CITY.
4. CUT TO SHOT OF EXTERIOR OF PICTUREPHONE CENTER IN CHICAGO

AUDIO

1. SOUND: LOCATION SOUNDS
ANNCR: (V.O.) This was the scene last Wednesday in the National Geographic Society Building in Washington, D. C.
The Occasion:
2. an unveiling of one of the most dramatic developments in modern communications progress -- a Picturephone service that lets you see as well as talk with the person you're telephoning.
3. Simultaneously, similar unveilings took place in New York City's Grand Central Station
4. and in the lobby of the Prudential Insurance Building in Chicago. A historic Picturephone call was then made between Washington and New York.

VIDEO

AUDIO

5. CUT TO PERSON IN WASHINGTON
 6. CUT TO PERSON IN NEW YORK, JUST PRIOR TO TALKING.
 7. FOOTAGE OF BOTH ENDS OF ACTUAL PICTUREPHONE CALL.
 8. CONTINUE FOOTAGE OF CALL, OR GENERAL SHOT OF NEW YORK BOOTH.
 9. DISS TO CU OF PICTUREPHONE & WOMAN'S HAND DEMONSTRATING (FROM "WORLD'S FAIR" COMML).
 10. CUT TO SHOTS OF TWO WOMEN TALKING ON PICTUREPHONE (FROM "WORLD'S FAIR" COMML).
5. In the booth in Washington, Mrs. Lyndon B. Johnson, the Nation's First Lady.
 6. In New York, _____.
 7. ACTUAL PICTUREPHONE CONVERSATION
 8. CUT VOICES
 9. Well, you simply press the "video" button on the Picturephone set and then place your phone call in the usual manner. You and the person you're calling will see each other only after you press a button to bring in the picture.
 10. This natural step forward in communications, combining picture with voice, is now being introduced to the public through these three Picturephone centers, just opened for commercial use.

VIDEO

11. DISS TO SHOT OF FAMILY
APPROACHING NEW YORK CENTER.

12. CUT TO SHOT OF INTERIOR OF
BOOTH. ATTENDANT IS
INSTRUCTING FAMILY HOW TO
MAKE CALL.

13. DISS TO SERIES OF QUICK CUTS
OF HAPPY PEOPLE TALKING ON
PICTUREPHONE (FROM "WORLD'S
FAIR" COMML).

AUDIO

11. Now, when you're in New York,
Chicago, or Washington, you
and your family can come in,
by appointment,

12. to one of these family-size
booths and place your own
Picturephone call to friends
or relatives in one of the
other two cities.

13. Picturephone service -- a pace-
setting example of the kind of
Bell telephone research and
development that provides you
and your family with the most
progressive communications in
the world.