

night call

A NATIONAL RADIO TELEPHONE CALL IN SHOW ON VITAL ISSUES

NELSON PRICE, Executive Producer
BEN LOGAN, Producer
EDWARD M. JONES, Director of Programming
DEL SHIELDS, Host

475 Riverside Drive, Suite 420, New York, New York 10027 Telephone: 212/663-8900

August 27, 1968

Mr. Dan Sweat
City Hall
Atlanta, Ga.

Dear Mr. Sweat:

The Urban Coalition cooperates with three other national organizations in presenting a national radio program five nights each week. In Atlanta, Night Call is heard on station WAOK (1380 kc) from 11:30 PM to 12:30 AM.

Night Call is a national, telephone call-in program. A guest of national or international prominence is featured each night. Persons listening to Night Call in 60 cities across the country may telephone collect, talk with the guest and host, Del Shields, about the issue of the night. Most of the issues revolve around the urban crisis. I am enclosing a packet with full information.

Would you consider doing a couple of things?

Help build audience for the program by promoting it through your channels: We will be glad to furnish posters to you in quantity, weekly information regarding guests and issues, and a demonstration tape of the program for use in meetings or with individuals.

Support the station in its presentation of Night Call? Since the program does deal with controversial issues and at times presents controversial guests, stations need support from community leaders. The person with whom we have been working at WAOK is Ken Goldblatt.

*Copies of letter
mailed to
Steering
Committee
9-3-68*

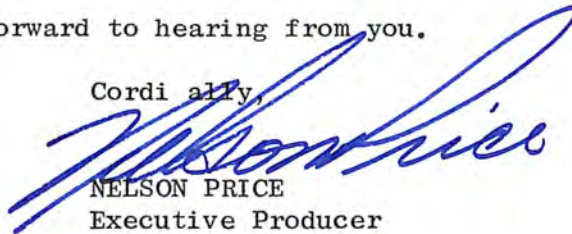
Continued, Page two, Mr. Sweat

Night Call is based on the premise that Americans are willing to listen and discuss any idea; that people from different backgrounds and with different attitudes and ideas must speak and listen to one another before they can accept each other and work together in solving the problems of our nation. Night Call provides this opportunity. It demonstrates that problems are pretty much the same everywhere and that the search for answers in Pittsburgh or Watts are relevant to just about every part of the nation.

We'll also be glad to have suggestions on issues and guests. If a problem or a success program can be helped by national exposure, we'd like to know about it.

I will be looking forward to hearing from you.

Cordially,

A large, stylized handwritten signature in blue ink, which appears to read "Nelson Price". The signature is written over the typed name and title.

NELSON PRICE
Executive Producer

NP: mj
Enclosure