



White Columns ON PEACHTREE

1601 WEST PEACHTREE ST., N. E., ATLANTA, GA. 30309 • PHONE 892-3456

March 14, 1968

Col. Malcolm Jones
Atlanta Housing Authority
City Hall
68 Mitchell Street
Atlanta, Georgia

Dear Malcolm:

John Cone, who is our Public Service Director, has offered to produce television spots for all three stations in town which would encourage private firms - and especially churches - to venture into sponsorship of non-profit housing projects.

Could you be good enough to give us - not a great wealth of rules and regulations - but a capsule page or so of what you think are the most important points to encourage such participation. We'll take it from there with visuals, etc.

I've dabbled on this far too long, so I hope you'll move swifter than I have. Thanks so much.

Cordially,

Ray Moore,
Director of News
WSB-Television

RM:sj

cc: John Cone
Don Heald
Rusty Bruton

