

*File - Media  
Secret*

ASSIGNMENTS

1. Press kit - B & S, Atlanta Braves
2. Press invitations - B & S, Atlanta Braves
3. Press tours - Sports Committee, Georgia Press Association
4. Press party - Atlanta Braves
5. Today Show - WSB-TV (Mayor to Leonard Reinch)
6. Press wire service stories - B & S
7. Regional press offices (Time, Newsweek, etc.) - B & S
8. Industrial editors - B & S, C of C
9. Negro market - Sports Committee (with help from B & S)
10. College editors - B & S, C of C
11. Traffic handling - Atlanta Transit System
12. Convention and Trade Shows - C of C
13. Half holiday - Mayor (with help from B & S)
14. State Chamber - C of C (Atlanta)
15. Celebrities - B & S, Atlanta Braves, Forio
16. Political invitations - Mayor, Governor (with help from C of C)
17. Baseball invitations - Atlanta Braves
18. Business invitations - C of C
19. TV personalities - TV stations (urged by Mayor)
20. Pittsburgh delegation - Sports Committe, Mayor

Assignments

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21. Mayor's dinner - C of C
22. Easter Parade - B & S
23. Professional clubs - B & S, C of C
24. Braves sponsors - Atlanta Braves (with help from B & S)
25. Parade - (parade committee headed by Frank Fling)
26. Radio and TV support - Sports Committee (with help from Mayor)
27. Georgia Press Association - B & S, Atlanta Braves
28. Advertising - Tucker Wayne and Sports Committee
29. Reverse to New York - C of C, Mayor
30. Season tickets - Mayor, B & S, Atlanta Braves
31. Atmosphere - Sports Committee
32. School participation - Mayor, Sid Scarboro
33. Budget - B & S, C of C, Atlanta Braves, Mayor
34. Supporting advertising - Tucker Wayne
35. Braves Days Sales - Sports Committee
36. Radio and TV promo spots - Tucker Wayne
37. Hotels, motels, restaurant support - Sports Committee
38. Private clubs - Sports Committee (perhaps mayor)
39. Ticket sales - Atlanta Braves