NBC NEWS
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DANIEL O'CONNOR
Director
Special Programs

July 25, 1969

Mrs. Arthur Rubinstein
La Rueda
Marbella
Malga, Spain

Dear Mrs. Rubinstein:

I apologize for the delay in a final response to your proposal about the making of a feature film ... a holiday in Maine put me off schedule.

After thorough discussions on the subject with our Enterprises people in the Network, I became convinced we were pursuing a futile goal. And for good reason, from their point of view.

NBC is primarily in the television business and all else is secondary. This is where our main thrust exists and where our resources are directed. Everything else must be judged on the basis of the risks and the necessary effort involved. We are simply not set up for this kind of operation: the finding of a distributor and the chance of success in an admittedly, speculative area. So NBC, reluctantly, had to turn it down. I'm sorry we couldn't work it out, but I must follow the lead of our business people in this area.

After my telephone conversation with your husband in Rome, Eric Rochat called me and asked again about the same proposal ... from the point of view of Midem. I told him that any theatrical screenings of the film prior to our air date on September 5th (8:30 to 10:00 p.m.) would completely destroy NBC's investment. He assured me they would protect any date we might schedule. But, of course, once the program has been on the Network, Midem has the

right to release theatrically in this country, and I believe they are hoping to do that and also enter the French version in a film festival here in New York. I presume they have discussed this with you.

On another subject -- the press and promotion people in the Network have asked if Mr. Rubinstein might be available for some interviews and appearances in connection with the program. I've told them you are both resting after the long tour and your present plans will not bring you to New York prior to the air date. I'm wondering, though, if your husband would be willing to come to New York for perhaps one appearance and one or two interviews at the end of August or the first few days in September. NBC, of course, would pay all expenses for both of you and the whole business could be accomplished here in one or two days. This would give us the best possible opportunity for promotion of the program.

I've told representatives of our press department that phone interviews to Marbella are possible, but they are instructed not to attempt these before early August. These interviews would not be necessary if you were to come to New York later. Please let me know if you can make the journey; I'll be happy to phone you and discuss it if you like.

The program now has a sponsor, the Borg-Warner Corporation. It's a diversified company which manufactures air conditioners and electronic safety devices for use in ships, automobiles and aircraft. This is the first time Borg-Warner has sponsored anything on television, so we're all happy with this initiation.

Please give my very best wishes to Mr. Rubinstein, and I hope you are both enjoying a good rest in Marbella.

Cordially,

Dan O'Connor

Daniel O'Connor