

Nov. 20, 1979

MEMORANDUM

TO: George, Larry and Michael

FROM: Nancy

RE: Commercials -- dubbing and cataloguing

I would like to get this process started as soon after Thanksgiving as possible. With three year's worth of tapes, it will be a very time consuming project. We also should keep it as simple a process as possible.

Information about the commercial will be recorded in two places -- the running log of all commercials and product-related sheets. Each commercial in every program will be listed in the following log sheet.

<u>Program Name</u>	<u>Pgm ID</u>	<u>pgm type</u>	<u>time</u> <u>bdcast</u>	<u>tape mark</u>	<u>product</u>	<u>duration</u>	<u>Comm</u> <u>ID</u>
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After a commercial has been recorded on the master log, it will be recorded on the appropriate product sheet. This information will include a description (as full as possible) of the commercial, and will be used to keep track of the number of times a commercial appears. Separate product sheets will be used for this stage of the process because it will make it easier to keep track of the small changes in commercials of the same products -- for example, the 20, 30 and 60 second versions. The following set of products will be isolated (any additions???)

Automobiles and tires, Restaurants - fast food chains, pet products, health products (aspirin, drugs, etc.), personal hygiene, clothing - stores, appliances, insurance and banks - credit, male cosmetics, female cosmetics, staple foods, junk-snack foods, toys, public service announcements, gasoline, beer-wine-alcohol, home cleansing, home building products, transportation - tourism, sports products, corporations- PR, other media (movies, magazines, etc.), television - same and other day,

These product categories will probably be refined as the cataloguing gets underway. These sheets will pick up the following information.

<u>Comm. ID</u>	<u>Full Description</u>	<u>Pgm id</u>	<u>tally</u>
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At the completing of the cataloguing procedure the commercial will be dubbed onto a "commercial-filled tape.

I have located one person who will be able to start after Thanksgiving. This work will have to be conducted in the evening because regular CI training coding operation will be using the machines during the day. I also think that the job can be done by one person. I am concerned about the overall cost and insuring that we have sufficient funds to conduct the actual coding. As it is, the whole procedure will probably cost about \$1,000.00.