



7100 McCormick Road Chicago, Illinois 60645
(312) 672-3000

January 18, 1980

TVTV
c/o Tom Weinberg
1444 N. Greenview
Chicago, Illinois 60622

Dear Mr. Weinberg:

Your videotape Adland has been selected by The Chicago Editing Center and Bell & Howell to be included in a collection of independently produced video programming for test in the consumer video marketplace.

We hope the test will show a high viewer interest in this kind of production and demonstrate to prospective video marketing companies the interest and economic viability of offering this product. The test is being conducted jointly by The Chicago Editing Center and Bell & Howell Company and will include 50-60 home VCR owner's. Each participant will be provided with 10 free hours of programming with a wide range of subject matter. In exchange, the viewer will have agreed to provide us with feedback and appraisal of the individual selections viewed, which will be available for your inspection.

We are asking your permission to use this program in the test package. As there is no income from sales, we can pay only nominal \$50 honorarium for each tape. We do want to emphasize that we are not seeking to acquire any rights to this tape other than for the test purposes.

Enclosed is a simple release form we would like you to fill out and return as soon as possible. We are anxious to see the results and, hopefully, begin to develop a solid relationship for those artists who wish to distribute to this market.

Sincerely yours,

A handwritten signature in cursive script that reads "Chelin Satherlie".

Chelin Satherlie
Program Coordinator