

SIDDALL, MATUS & COUGHTER INC.

March 1, 1983

Ms. Marsha McDevitt
RESTON CABLE
324 Victory Drive
Herndon Industrial Park
Herndon, Virginia

Dear Marsha,

Good talking with you again today. As indicated, attached please find our suggested script and visual treatment of the Bloomingdale's model homes in Reston.

We are awaiting final word on Paul Mosconi's schedule as we are suggesting he would be an integral part of this presentation.

In that Paul did not design the Deck House, we would like to suggest you consider having Bill Florio articulate the features of that home. Bill will be here from Stamford, Ct., where he heads Bloomingdale's Design Services department, this Saturday and would be available should that meet your production schedule.

Otherwise we do not feel the large volume of traffic through these recently-opened homes would indicate taping the rest of the five pieces over the weekend.

Please contact me as soon as you have reviewed these proposed scripts.

Also, have you had a chance to investigate sources of transferring all six pieces to a continuous loop 3/4-inch cassette?

We will have to discuss your production schedule as it relates to Collaborative Phase One. That home will not be complete with furnishings until about the third week in March. Obviously we do not want to hold back your production until that time. Perhaps that home could be treated via a later piece?

The first of the Bloomingdale's special events begins this weekend in Reston, though the design houses will remain open the rest of the year. I have enclosed copy for the calendar of events we are offering in Reston. Perhaps they would relate to this project or be treated as a separate feature.

Regards.


Andrew Bergstein
Vice President

cc: Mike Was, Stan Matus, Peter McCandless

ADVERTISING AND PUBLIC RELATIONS

THE TYSONS INTERNATIONAL OFFICE BUILDING, 8150 LEESBURG PIKE, SUITE 1200, VIENNA, VIRGINIA 22180
TELEPHONE (703) 790-9033. RICHMOND OFFICE (804) 788-8011.