

# WAR OF THE WORLDS™

## PROMOTIONAL OPPORTUNITIES

### An Overview

Building show awareness is a multi-faceted plan that extends beyond your episodic promotion. Given the name recognition of this science-fiction classic, WAR OF THE WORLDS offers a number of promotional opportunities in addition to your advertising and promotion efforts. Presented here are some ideas that will help you tailor a custom promotion to your market.

### HALLOWEEN

In commemoration of the original 1938 radio broadcast, October 31, 1988 will mark the 50th anniversary of this chilling WAR OF THE WORLDS event. The original radio broadcast is traditionally aired across the country on Halloween. A contest in conjunction with a local radio station's airing of this broadcast should generate considerable interest in the WAR OF THE WORLDS television series.

This would also be a prime opportunity to sponsor a WAR OF THE WORLDS party, perhaps in connection with a local dance club and college campus. Since Halloween is the time for trick or treaters, try printing the show logo and your station logo on trick or treat candy bags and distribute them at local fast food outlets.

### WAR OF THE WORLDS COMMEMORATIVE SOCIETY

On October 27-30th, Grover's Mill, New Jersey, the site of the fictional Martian invasion in the 1938 radio broadcast, celebrates the 50th anniversary of the WAR OF THE WORLDS. This organization, the War of the Worlds Commemorative Society, is planning a unique media event complete with parades, special appearances and panel discussions. This is a great opportunity for a contest with a local radio station that would result in a winner flying to Grover's Mill, NJ to participate in the festivities. For more information on the Society's event, contact:

Douglas R. Forrester  
Box 716  
Princeton Junction, NJ 08550  
(609) 799-8844



## **CONVENTIONS**

Many science-fiction/fantasy conventions are very active around the country, and we expect that the WAR OF THE WORLDS television series will develop a loyal following of fans. One of the largest, the World Science Fiction Convention, will occur on September 1-5 in New Orleans, and Paramount will use this opportunity to kick off WAR OF THE WORLDS to the national press.

When one of these conventions visits your area, try setting up a booth, or sponsor one of the convention's events in exchange for printing your station logo and the WAR OF THE WORLDS logo on their poster and tickets. In some cases you may be able to trade the cost of the sponsorship in exchange for running some on-air spots for the convention.

You can keep up on current convention activities around the country by subscribing to Starlog Magazine at the following address:

STARLOG MAGAZINE  
Starlog Communications  
475 Park Avenue South, 8th Floor  
New York, NY 10016

Starlog Magazine will also publish periodic articles on WAR OF THE WORLDS throughout the season.

In addition, one of the largest sci-fi/fantasy convention organizers, Creation Conventions, can be contacted for their convention schedule at the following number: 516-SHOWMAN.

## **PERSONALIZED PROMOS**

Personalized promos are a great way to customize your promotional image for WAR OF THE WORLDS. At various times throughout the year, the actors on WAR OF THE WORLDS will be available to record on-camera promos using your station's call letters and campaign lines. We would be happy to produce these promos for you and request that you send a written script with your shot requirements and tape format to your Paramount show manager.

**MERCHANDISING**

Enclosed in this kit is a complimentary copy of the Simon & Schuster novelization of the WAR OF THE WORLDS two-hour premiere movie titled "The Resurrection." This paperback is available as a premium item for any station promotions involving WAR OF THE WORLDS, and can be obtained at a discount by contacting:

**SIMON & SCHUSTER  
1230 Avenue of the Americas  
New York, NY 10020  
(212) 698-7000  
Contact: Gina Centrello**

Additional premium items with the WAR OF THE WORLDS logo will be available for purchase. Current planned items include T-shirts, sweatshirts, posters, further novelizations and sleepwear. These and other items will be hitting retail stores in the near future, but may be purchased when available at a discount direct from the manufacturers for your station parties or giveaways. Contact your Paramount show manager listed on the enclosed rolodex card for more information.