

**MEMORANDUM**

From: Bob Le-Roi

To: All Staff & Helpers

Subject: Launch Roadshow

Date: 20th September 1997

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This is a personal thank you, for the terrific work you all did to make our public launch such an incredible success.

Despite quite a few obstacles, i.e. the postponement, two hours loss of electricity to the transmitter site on the eve of the day, a disappearing P.A. (Public Appearance) and some in house niggles. The whole team, including those at our "Moving Picture Studio Cafe" pulled together and made it happen.

You will not be aware that we had visitations from all our main competitors. Those who were honest enough to make themselves known, were knocked out by our professionalism and the sheer scale of what was happening and on show.

Occasionally, we may not always rub along as we'd like, but remember most families are the same! I'm enormously proud of what you achieved this weekend, and am confident that the momentum we've gathered has put us on course to becoming a big name in the industry.

Once again, very well done and thanks to everyone.



Programme Director