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2001 - Hollywood

To: Jim Wilkinson

From: Dan Bartlett *What Hollywood is doing so far*

6-6180

CATALOG OF "WAR ON TERRORISM" PROJECTS

COMPANY

PROJECT

NATO

Chuck Workman Trailer (3:00 minutes) goes into theaters in late December.

Dreamworks

Distribute "Shrek" on home video/DVD to all bases and troop ships (Germany, Turkey, etc.); Allison Barber, Pentagon.

CBS

Garth Brooks music special filmed on the USS Enterprise is being donated to Armed Forces Radio and Armed Forces Television.

Requested all network shows to record holiday greetings from their stars to the U.S. servicemen and women. Have proposed this to ABC, Fox, WB and UPN.

CBS, Sony

CBS and Sony are joining forces with Circuit City and the U.S. Department of Defense for a campaign to send messages from Americans to troops overseas. In Circuit City stores, people can tape 30-second messages to the troops. Messages will be taped using Sony camcorders, then burned onto DVDs by Circuit City and shipped overseas by the Department of Defense. Some of the messages will be edited into vignettes by CBS and aired as PSAs hosted by CBS sports and entertainment personalities.

Disney

USO World Sponsor 2001-2002.

40,000 videotapes and cassettes to domestic bases.

Drew Carey/USO PSA running on ABC.

ESPN Magazine distributed to overseas bases.

Military "Who Wants to be a Millionaire" aired Veteran's Week on ABC.

Los Angeles ABC Radio Group and Voice of America joined by Army Broadcasting Service to send electronic holiday greeting to U.S. troops overseas.

Thousands of copies of the illustrated children's book, *Across America, I Love You*, were sent to children's public libraries around the country.

Hollywood

COMPANY

PROJECT

NBC

"The Tonight Show with Jay Leno" presented a special Thanksgiving Day telecast that was broadcast to United States servicemen and women around the world on Armed Forces Radio and Television Services (AFRTS). In addition to the military personnel stationed in 175 countries and aboard 150 Navy ships, "The Tonight Show" entertained troops at home by filling the audience with servicemen and women.

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Warner Bros.

December 7 & 8, Jerry Weintraub is taking Ocean's Eleven director Steven Soderbergh along with cast members George Clooney, Brad Pitt, Matt Damon, and Julia Roberts to the U.S. military base in Turkey to spend two days with the troops there.

News Corp./Fox

20th Century Fox hosted a special premiere of "Behind Enemy Lines" (Nov. 17th) at the Naval Air Station North Island in Coronado, California for more than 1,500 naval officers and sailors and featuring members of the film's cast, including Owen Wilson.

20th Century Fox hosted the International premiere of "Behind Enemy Lines" over Thanksgiving weekend on the aircraft carrier USS Carl Vinson on active duty in the Arabian Sea. More than 3,000 men and women are stationed on the carrier, where portions of the film were shot earlier this year. David Keith, one of the film's stars traveled with the film and spent the holiday aboard the Carl Vinson.

MTV

MTV has put together an MTV anniversary U.S. show (at an undisclosed military base) scheduled for January 1, 2002. Scheduled celebrities are Jennifer Lopez, Kid Rock and Ja Rule. The broadcast is called "An MTV USO Special."

Blockbuster

Blockbuster will donate more than 3,600 videos to 30 of the USO's overseas centers, as well as DVD players, DVDs and VHS movies to six of its stateside centers to provide entertainment for thousands of American troops. In addition, the chain is sending DVD players, DVDs and VHS movies to the aircraft carrier USS Theodore Roosevelt for its crew of more than 5,000.