

While working at WLIW Channel 21 in their auction department, I initiated an idea for a celebrity auction. The following is my idea for the auction as well a partial list of all the celebrity items I was able to collect by using my own resource books from my home. The full celebrity list is available upon request.

WLIW CELEBRITY AUCTION

Several years ago I attended a fund-raiser for the town of Sayville. The town of Sayville had been vandalized by arson with several different fires within a short period of time. Although the arsonist was caught, the town was left devastated by the fires destruction. A local lawyer, Edward Vaczy, whose son was born and breed in Sayville, contacted his son to help out. His son was Rich Vaczy, producer of The Golden Girls. Rich donated a walk-on part to The Golden Girls to the highest bidder as part of Sayville's Fund-Raising Campaign to restore itself. The walk-on part generated \$50,000. Amazing!

This gave me the idea for an all **Celebrity Auction** for WLIW.

PHASE I

WALK ON PARTS IN TV:

We contact various shows, sitcoms, dramas, soap operas, etc. and get them to donate a small walk-on part on their shows.

WALK ON PARTS IN FILM:

We contact films in current or soon to be productions and get them to donate a walk-on part in a scene of their film.

WALK ON PARTS IN THEATER:

We contact various theater companies and get them to donate a walk-on part in a scene in one of their productions.

CO-HOSTING IN RADIO:

We contact radio stations and have them commit to having a co-host on a weekend day when it wouldn't interrupt regular hosts.

COMMERCIALS ON TV:

We contact advertisers who regularly advertise on TV and get them to donate a walk-on part in one of their commercials.

COMMERCIALS ON RADIO:

We contact advertisers who regularly advertise on radio and get them to donate a bit part in one of their commercials.

CELEBRITY DINNER:

We contact celebrities and get them to donate their time to taking a person or groups out to dinner.

PHASE II

We contact celebrities of the various shows and get some of them to help auction-off the walk-on parts.

PHASE III

Working closely with the publicity and marketing department, we contact all talent agencies, professional acting organizations, etc. to get the word out about our **Celebrity Auction**. This will not be a televised auction but rather a silent one.

Item #	Donor's Name	Value of item
40	Heartbeat Restaurant	\$375
108	National Review	\$100
109	New York Rangers Hockey Club	\$100
111	Arnold Palmer Enterprises	\$100
112	Dharma & Greg	\$100
113	Dawson's Creek	\$100
114	Party Of Five	\$100
120	G. B. Trudeau	\$100
122	90210	\$100
125	All My Children A B C	\$100
129	Frasier	\$100
131	Bill Cosby	\$100
132	Touchstone Television	\$100
134	New York Islanders	\$100
135	New York Islanders	\$100
138	As The World Turns Televest	\$100
139	Guiding Light Televest	\$100
141	N Y Giants	\$100
144	D D C Lab	\$100
145	D D C Lab	\$100
146	Children's Television Workshop	\$100
147	The Young And The Restless	\$100
152	Michael Sterling Publicist	\$100
1017	Tile By Porcelanos	\$3900
3242	Doral Palm Springs Resort	\$900
3243	Doral Palm Springs Resort	\$900
3246	Kitchen Aid	\$999
3252	Best Western Suites & Resort Hotel	\$995
3264	Mont Blanc	\$550

TELEMARKETER PROMISED LIST

Raymond Palma

DONOR	CONTACT NAME	TELEPHONE	DONATION	AMOUNT	DONATION RECEIVED	GC	VISUAL
4/39 CHILDREN'S TELEVISION	JASON GATTINI	212-595-3456 212-875-6114	autograph photo big bedford father autograph photo eline	celebrity 5/20	✓		✓
4/32 Behind The Stars	TERRI DEWITT	212-465-5901 212-465-6024	wait fast-t autograph photo ball	celebrity			
4/36 CAPITAL KITCHEN ABC	LEAH HOGAN	212-456-6258 212-456-6896	Auto. script All my children	celebrity			
4/36 MAD ABOUT YOU	PATTY TSILIDAKIS	310-202-1234 310-202-4981	celebrity celebrity	celebrity			
4/36 Doubletree Hotel	SARA KITTER	760-322-6893 760-322-6854	five dollars autograph	41800	✓	5/22	✓
4/36 Gane & Co	GAIL	248-0700 248-6480	autograph stationery	4200	✓	4/26	✓
4/27 Sempire Winch Restaurant	VINCENT	435-1737 435-0023	G.C.	460			
4/27 Niedersterns	MC. REINER	718-326-0718 718-326-0945	G.C.'s	#25 ea. 475 total	5/1999	✓	✓
4/27 SPELLING TV	RENATE KANE	323-965-5700 323-965-5808	T-shirt H.T. net signed people	celebrity	4/27		
4/27 Philip Muir	JOHN SZAUER GREGG	212-242-6200 212-242-1278	6x50 G.C.	4300	✓	4/27	✓
4/27 Mirepelt Restaurant	MARY MURPHY	671-2498 757-1156	6x50 G.C.	4300	✓	4/27	✓
4/27 Piccolo Restaurant	DEAN	424-5593 421-5555	4x50 G.C. 28 each restaurant	4200	✓	4/20	✓
4/29 Grandma's Candy Kitchen	JOHN PICCIONE	447-785-9064 785-2750	gift boxed chocolate	4300	✓	5/14	✓