

**7260 News, Spring 1997**

## **7260 Opposes Smedra Westwood Project**

7260's Board has voted unanimously to oppose the Ira Smedra project, because it would add 4,600 movie seats to Westwood thus inviting more Westwood crime and traffic problems.

Ira Smedra recently fired his original public relations firm and hired Carl Terzian Associates to create the illusion of public support. Terzian is the firm Fox studios hired to sell its controversial expansion campaign.

A replay of Fox's scenario has begun.

- Telephone pollsters, who don't disclose the name of the client commissioning the poll, conduct a poll on about Westwood.

- Smedra publishes a folksy news-letter from his "support group". Note that the newsletter address matches Smedra's offices on Glendon and Weybum. But the zip code belongs to Terzian.

- People from the Terzian group, Friends of Fox, write letters supporting the Smedra project to the editors of community newspapers. So far none of the letters are signed by authors who live in Westwood.

- A pro-Smedra "speakers bureau" books speakers for schools, churches, and civic groups, etc.