

December 28, 1962

To: Dean Goodrich
 From: Mr. Edward Bernays

NATURE OF PROPOSAL

This is a proposal for a series of talks by ~~the~~ official representatives of foreign countries in the United States, preferably ambassadors or cultural attachés. at Suffolk University The talks are to be given as a series under some such title as "Contributions of Foreign Countries to the Civilization and Culture of the United States". This memorandum outlines the objectives of such a series, ~~the method of presentation of each talk, the~~ ^{arrangements for} publicity before and after each talk, ~~the arrangements of securing the speakers, and the results to be achieved.~~ ^{how to} ~~be achieved.~~ ^{hope for and the budget}

OBJECTIVES

The objectives of ~~such a series of talks~~ ^{this series} are to project to the people of ~~Boston, and vicinity,~~ ^{Greater} Boston, the leadership of Suffolk University in dealing with ^{discussion of} a vital question, the relationship of foreign nations to the United States, ^{this should bring about} in a manner that will secure favorable reaction from ~~all these constituents.~~ ^{many constituents of Suffolk University.} It should ~~also~~ ^{too} be kept in mind that ~~the important groups~~ ^{the} in this country that stem from foreign nations discussed will ~~undoubtedly~~ feel greater good will towards the University ~~than at present when they hear the contributions of their country discussed.~~ The objectives, ^{In addition to} ~~the~~ favorable publicity and ^{greater} good will, ~~should also result in pamphlets embodying the talk of the individual ambassador or foreign representative.~~ ^{should prove a valuable means of good will building.} These pamphlets ~~may~~ be given wide-spread distribution ^{of good will.} The talks might also result in a ~~published work~~ ^{series} which should receive favorable comment from ~~the mass media~~ ^{various publications} and ~~should~~ ^{Boehl} add considerable kudos to the University.

~~It is also our feeling that~~ knowledge of these talks as it is received by people through ~~the~~ press, radio and other media, should tend to build up ~~the~~ ^{the reputation} image of the University.

Arrangements for talks

~~METHOD OF PRESENTATION OF EACH TALK~~

~~It is recommended that after agreement has been reached on this general series of lectures,~~ ^{the decision to give this series of lectures, is made} ~~that the following steps should be taken:~~ ^{as indicated:-}

1. ~~A committee of~~ ^{standing} outstanding citizens representing ~~the various~~ ^{the} important groups that make up the Boston community ^{should} be invited as a sponsoring committee for ~~this~~ ^{the} series. On such a committee should ~~be~~ ^{be} the presidents of ~~the~~ ^{the} leading ~~by-~~ ^{BI-} national societies, such as the Alliance Francaise, the English Speaking Union, the Pan American ~~Group,~~ ^{Society,} and, of course, ~~the various~~ ^{of} economic, trade, finance, ^{etc.} and labor groups ~~that are interested in the~~ ^{etc. leaders in} of international affairs ^{and} as well as outstanding members of the ^{Boston} academic community ~~who~~ ^{are} stand for ~~top~~ ^{interested} in international relations. ~~The names of this committee should be placed on a~~ ^{spread} letterhead ~~which is gotten out by the University for the purpose of this series.~~ ^{should be printed} ~~carrying the name of the~~ ^{committee and name of lecture series. These should be used in correspondence on series.}

2. The talk ^{should} be arranged ~~for~~ ^{at} a time when a student body audience can be assured. The numbers ^{sh} would depend upon whatever room is chosen, from 100 to 250 capacity.

3. ^{The public} An outside audience should be invited. It is believed that some of the members of the ~~honorary~~ ^{want to be present.} committee will ~~be present as a matter of status for themselves.~~ The public should be invited through publicity ~~in different channels.~~ ^{and by personal letters from university officials.}

4 The talk ~~itself~~ ^{itself} should be taped, or if not taped, advance copies procured from the speaker. 5. The President of the University, the Dean, and other officials of the University should sit on the platform.

PUBLICITY BEFORE AND AFTER

This series lends itself, ~~of course,~~ ^{in advance} to ~~admirable~~ ^{it} publicity before and after. The publicity before should be ~~carefully~~ ^{carefully} scheduled ~~at intervals~~ ^{at} and should cover all media in ~~the immediate~~ ^{Boston} and surrounding community; ~~that is~~ ^{the} the press, monthly and weekly publications, radio, and television, ^{etc.} A schedule should be ~~carefully worked out so that all club interests~~

of the population would be taken care of, such as for instance, ^{Publicity should be angled for the} the business and financial sections of ~~the newspaper,~~ ^{the} stressing that angle of approach, ~~the~~ society sections of newspapers, stressing the ^{sponsors, etc.} patrons who are sponsoring the series. Radio should be ^{tried for,} ~~either~~ solicited for/broadcasting the speech, ^{live,} or taping the speech and then broadcasting, ~~and,~~ of course, T.V., ^h which should be invited to take shots of the speaker and Suffolk officials before or after the talk. Painstaking attention should be paid to inviting newspapers and other media to send representatives to the talk, ~~and~~ ^R releases should be carefully prepared abstracting the talk, ^(secured in advance) for newspaper and other publications use. After each talk, ~~an~~ ^{an effort} attempt should be made ~~to make~~ ^{for} arrangements with the government represented to reprint the talk in pamphlet form for distribution by the University ^{and by} ~~as well as~~ foreign government, ~~for foreign groups.~~ Each pamphlet should contain a forward by the President of the University. ^{After the series is} ~~finished~~ ^{done,} an effort should be made to interest a book publisher in publishing ~~the~~ ^a volume ^{of the talks there} which should then be ~~redistributed~~ ^{redistributed} to book reviewers and others who might comment on the book, ~~and~~ ^{and} when and if the book comes out, fitting news ^{worthy} ceremonies should be held, so that publicity may be reaped on the occasion of its publication.

^{How} ^{The}
ARRANGEMENTS TO SECURE SPEAKERS

Further deliberation ^{Decision should be made by university authorities as to} should be given ^{to} to decide upon ~~the~~ exact nature of this series. It might ~~for instance~~ cover only Europe or ~~it~~ might be extended to cover other sections of the globe. Decision ^{might} should be made ~~to a certain extent~~ on the basis of the ^{presence} ~~instance~~ in the Boston area of American ^{different} Nationals of foreign ethnic background. One might for instance, include ^{Ireland, Italy, England, France, Portugal,} ~~countries of the Middle East,~~ such as Israel, Turkey, etc. One might ~~even~~ go further afield to the Orient and Africa. ~~That is a matter that the University group can well come to a decision on.~~ After this decision has been made, a schedule should be drawn up ^{TO} ~~that would~~ represent the ideal ~~series,~~ ^{The university authorities might plan} again ~~much would depend upon the predilection of the University authorities.~~ They might schedule fifteen talks in the 30 week school year or they might ^{plan more.} ~~have them more often than that.~~ ^P Since ~~the~~ costs involved are ~~so~~ negligible and the publicity ~~would~~ depend ^{both} on ~~the~~ cumulative effect of the talks as well as their coming at shorter intervals, the University authorities might

decide on the ~~more the better~~. ^{a greater number.} After this decision has been made, a schedule should be drawn up of the speakers. ~~Their names~~ ^{of prospective speakers may} can be secured from the World's Almanac list of ambassadors in the United States. At this point, ~~allowing~~ ^{then} at least two to three months leeway, ~~the ambassadors should be invited on a letterhead, specially prepared with the names of the advisors committee on it.~~ ^{the} The letter should, of course, stress the national importance ^{audience kind} of these talks, the result in publicity ^{to} would be achieved and the ^{timeliness} significance of the talks at this time. Before ~~all~~ ^{they} letters are sent out, at least one or two ^{BELLWETHER} ~~bill~~ ^{secured} leaders should be ~~procured~~ and their names should be used in the letters ~~to the others.~~ ^{of invitation.}

Whenever ~~we~~ ^{not yet} get a turn down, ^{comes in} another ambassador will be substituted, either one who has been invited or one who has accepted, ^{and he will be added} An attempt should be made to change his date. It is believed that an intelligent young woman, provided with a diary and some good form paragraphs, will be able ^{to handle} ~~alone~~ the paper work in connection with the ~~dating of~~ ^{invitations} these people ~~to come.~~ As ambassadors accept, their names, ~~of course,~~ will be ~~inserted~~ ^{added} in subsequent letters of invitation.

THE RESULTS ~~TO BE ACHIEVED~~ ^{Hoped For.}

It ~~is~~ ^{is} believed that the objectives outlined above should be achieved by ~~such a~~ ^{these} series of talks. ~~This should come through the publicity, that will eventuate from these talks.~~ ^{From the} It should come from the pamphlets and, ~~of course,~~ ^{the} should be given a more permanent form ^{of a} in the book ~~contemplated.~~

Certain ~~important~~ ^{valuable} collateral results should ~~also~~ come about. Many of the sponsoring committee will for the first time be exposed to the University and its ~~meaning~~ ^{scope and function} and should have a better idea from conversations with some of the University officials ~~as to~~ ^{of} its goals, hopes and desires. It ~~should also~~ ^{may} lead to possible donations of time, interest and even money to the University.

Another corollary would be that the visit of the ~~ambassador~~ ^{speaker} to Boston would offer an opportunity for some individual connected with the University to entertain him at luncheon, ~~or an~~ ^{provide the} afternoon reception or dinner. This in turn would mean that it would provide an opportunity to invite potential friends of the University to ~~these~~ ^{such} occasions.

GENERAL COMMENTS

It is believed ~~that~~ the coincidence of interest between the representative of the foreign country ~~seeking the platform in the United States~~ ^{seeking a platform} ~~and~~ ^{and} the interest of the University in providing ~~such a~~ ^a platform would lead to the success of this undertaking.

BUDGET

~~It is believed that~~ ^T the budget ~~would~~ ^S be minimal since the foreign representatives would pay their way ~~and~~ ^T the publicity and paper work could be done by Suffolk University staff without much additional expense.

New sheet of paper

SUGGESTED LETTER FOR MR. BLOOMFIELD to send out on University paper to Presidents of Universities and Colleges listed in World's Almanac.

My Dear Dr. _____

As a Trustee of Suffolk University, I was deeply impressed recently with a credo ^{adopted} ~~set forth~~ by the University to govern it in its relationship with students, faculty, and the community. I believe you too will be interested in reading this credo which seems to me ^{to} stress effectively the democracy of our institution and the essential democracy of higher learning in the United States.

Because I know you are yourself deeply interested in these matters, I should be delighted to have your frank comment on this statement of principles. May I hear from you ?

When responses come in, another letter should go to the individuals who make favorable responses, telling them that the writer has been ~~so~~ impressed with the response ^{that he} would like ^{to} have permission to print it together with statements from other leaders in education ^{and} to serve as a beacon light to higher education in the United States.