

MEMORANDUM

December 28, 1962

TO: Dean Goodrich
FROM: Mr. Edward Bernays

NATURE OF PROPOSAL

This is a proposal for a series of talks at Suffolk University by official representatives of foreign countries in the United States, preferably ambassadors or cultural attaches. 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, arrangements for talks, before and after publicity, how to secure the speakers, and the results hoped for, and the budget.

OBJECTIVES

The objectives of this series are to project to the people of Greater Boston, the people of the United States, and the academic world generally, the leadership of Suffolk University in discussion of a vital question, the relationship of foreign nations to the United States. This should bring about favorable reaction from many constituencies of Suffolk University. It should be kept in mind too that groups in this country that stem from the foreign nations discussed will feel greater good will towards the University. In addition to favorable publicity and greater good will, pamphlets embodying the talk of the individual ambassador or foreign representative should prove a valuable means of good will building. These pamphlets should be given wide-spread distribution. The talks might also result in a book which should receive favorable comment from varied publication media and add considerable kudos to the University.

Knowledge of these talks as it is received by people through press, radio and other media, should tend to build up the reputation of the University.

ARRANGEMENTS FOR TALKS
BEFORE AND AFTER PUBLICITY
HOW TO SECURE THE SPEAKERS
THE RESULTS HOPED FOR
BUDGET
GENERAL COMMENTS
SUGGESTED LETTER

(For Mr. Bloomfield to send out on University paper to Presidents of Universities and Colleges listed in World's Almanac)

ARRANGEMENTS FOR TALKS

After decision to give this series of lectures is made, the following steps are indicated: -

1. Outstanding citizens representing important groups that make up the Boston community should be invited as a sponsoring committee for the series. On such a committee should be the presidents of leading bi-national societies, such as The Alliance Francaise, the English Speaking Union, the Pan-American Society, as well as leaders of economic, trade, finance, ethic, labor groups, etc., leaders in international affairs and outstanding members of the Boston academic community interested in international relations. A special letterhead should be printed by the University, carrying the names of the Committee and name of lecture series. These should be used in correspondence on series.

2. The talks should be arranged at a time when a student body audience can be assured. The numbers should depend upon whatever room is chosen, from 100 to 250 capacity.

3. The public should be invited. It is believed that some of the members of the committee will want to be present. The public should be invited through publicity and by personal letters from university officials.

4. The talk 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.

BEFORE AND AFTER PUBLICITY

This series lends itself to publicity, before and after. The publicity before should be scheduled in advance at intervals. It should cover all media in Boston and surrounding community; press, monthly and weekly publications, radio, and television, etc.

Publicity should be angled for the business and financial sections of newspapers, society sections of newspapers, stressing the sponsors, etc. Radio should be tried for broadcasting the speech live, or taping the speech and then broadcasting. T.V. 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. Releases should be carefully prepared abstracting the talk (secured in advance) for newspaper and other publications use. An effort should be made for arrangements with the government represented to reprint the talk in pamphlet form for distribution by the University, and by foreign government. Each pamphlet should contain a forward by the President of the University. After the series closes, an effort should be made to interest a book publisher in publishing a volume of the talks. These should be distributed to book re-

viewers and others who might comment on the book. When and if the book comes out, fitting newsworthy ceremonies should be held, so that publicity may be reaped on the occasion of its publication.

HOW TO SECURE THE SPEAKERS

Decision should be made by University authorities as to exact nature of the series. It might cover only Europe or might be extended to cover other sections of the globe. Decision might be made on the basis of the presence in the Boston area of Americans of different foreign ethnic background. One might ~~for~~ instance include Ireland, Italy, England, France, Portugal, Israel, Turkey, etc. One might go further afield to the Orient and Africa. After this decision has been made, a schedule should be drawn up to represent the ideal ^{series}. The University authorities might plan fifteen talks in the 30 week school year or they might plan more.

Since costs involved are negligible and the publicity depends both on cumulative effect of the talks as well as their coming at short intervals, the University authorities might decide on a greater number. Names of prospective speakers may be secured from the World's Almanac list of ambassadors in the United States. Allow at least two to three months leeway. Then the ambassadors should be invited on the special letterhead. The letter should, of course, stress the national and international importance of these talks, the result in publicity to be achieved and the timeliness of the talks at this time. Before letters are sent out, at least one or two Bellwether leaders should be secured and their names used in letters of invitation.

Whenever a turn-down comes in, another ambassador will be substituted, either one who has not yet been invited or one who has accepted, and he will be asked to change his date. It is believed that an intelligent young woman, provided with a diary and form paragraphs, will be able alone to handle the paper work in connection with these invitations. As ambassadors accept, their names will be added in subsequent letters of invitation.

THE RESULTS HOPED FOR

The objectives outlined above should be achieved by this series of talks, From the publicity, the pamphlets and the more permanent form of a book.

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

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

BUDGET

The budget should be minimal since the foreign representatives would pay their way. The publicity and paper work could be done by Suffolk University staff without much additional expense.

GENERAL COMMENTS

It is believed the coincidence of interest between the representative of the foreign country seeking a platform and the interest of the University in providing a platform would lead to the success of this undertaking.

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 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?

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