

AZC-PR

Mr. Ted Comet

MEMORANDUM

To All Department Directors

Date November 29th, 1962

From Rabbi Jerome Unger

Beginning immediately and extending through April 30th, 1963 we have engaged Mr. Ernest Barbarash to conduct the "internal public relations" activities of the AZC. To a large extent this means our publicity and promotional activities. I am confident that his association with us will prove most productive and useful, and look forward to your cooperation with him and me in this phase of our work.

The engaging of Mr. Barbarash does not mean that we must start an expanded publicity program but we should engage in this effort judiciously and with as much economy as possible. At the same time we want to project the image of the total Council program, in which each department's activities plays a part. Please be guided in your approach to your own department's publicity arrangements by the concept of the AZC as a whole.

You may submit your material and requests directly to Mr. Barbarash or channel them through my office, as you desire. I caution you, however, that we shall not be able to cope with constant "emergencies". I suggest that you confer with Mr. Barbarash as soon as possible to lay out any plans respecting your own department, so that we are not confronted suddenly late in an afternoon with the need for immediate releases or other matter. It is rare that we are concerned with this kind of need suddenly. Careful planning will result not only in economy but the best possible use of Mr. Barbarash's service.

Kindest regards.

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