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September 15, 1944

Mr. Saul Cohn
City Stores Mercantile Co., Inc.
132 West 31st Street
New York, N.Y.

Dear Mr. Cohn:

I have read with interest the "Functional Plan" submitted on September 7th. In submitting this plan I presume you had in mind outlining the various activities in which the Advisory Committee could advise and assist us. It is a pleasure to know that we have your cooperation.

There is no question that public relations must be related to the activities of the School. It should also develop financial support. Since this plan covers a number of projects which have been under way at the School for some time, I thought it would be helpful to outline the present details of each item. You may be sure that if your committee can help us accelerate the work on these projects, we shall welcome your assistance.

1. OPEN HOUSE: Invitations are being printed and will be mailed this week. Details of program, refreshments, etc. are in the hands of Miss Cartier.

2. DINNER SERIES: Funds have been allocated for this purpose by the Board. I understand that the advisory committee has obtained a number of special names from the School and the faculty members. Miss Cartier also has this program in hand and I believe she will be free to work on it as soon as the Open House Reception is over.

3. MEMBERSHIP PLAN: The complete file of some 30,000 names has been especially prepared for this purpose. As soon as a definite plan is submitted, I shall be glad to discuss it and, if possible, give it the fullest approval and cooperation. Work on this should begin at once.

4. BROCHURE: We have been at work for some time on a new edition of the Post-War Booklet which has been highly successful. It is used in connection with the New York School, the Extensions and the Home Study Course. This new edition has views of the entrance hall, student's room, auditorium and a classroom as well as other features which were described in the plans submitted by you, except for the financial statement which seems to be out of place in this booklet. It may be advisable to publish a financial statement but to include it in this booklet would, in our opinion, impair its general usefulness. The booklet will be read by prospective students who are not particularly interested in the financial status of the School. Perhaps we should discuss this at greater length.

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5. SPECIAL GROUPS: This project has always been worthwhile and we have found the clergy very helpful in organizing outside classes. Experience has shown, however, that many post-war planning groups are too fanatically devoted to some little enterprise of their own to listen to any other ideas. We have also found that many of these organizations are more interested in obtaining money than in donating it. Any assistance you can give us in obtaining money the cooperation of these groups will be welcome. A dinner series as outlined in item 2 may be effective here, or we might invite some groups to attend forums at the School. A meeting of this kind is scheduled for the near future. Others are being arranged.

6. CLIPPING BUREAU: Miss Madelberg and Miss O'Shaughnessy have been working on a clipping program for some time, mainly in conjunction with the Henry George News. It was our thought to form a committee to go through current publications. To this end we have obtained the assistance of Mr. Dreyfuss, Mr. Butler and Mr. Royal as members of the committee which, so far lacks a chairman. We shall welcome assistance on this. The clipping bureau should be useful for the purposes outlined in your "Functional Plan".

7. GRADUATES: Yes. This should be done. The Clipping bureau, the speakers' bureau and the Henry George News offer many opportunities for graduates to join in the promotional work.

8. ALUMNI: An organization of this kind may be extremely helpful to the School. We should approach such organization with due regard to past experience but with a view to the possibilities of obtaining new students and assisting in all activities of the School. We hope the assistance of your committee on this will bring good results.

9. SPEAKERS' BUREAU: This is a useful activity from which we have always had good results. We shall be glad to give your committee access to the files of speakers, subjects and locations in the hope that this branch of our activities may be made even more useful.

10. ADVERTISING: We maintain a complete record of cost and returns on radio, newspaper and direct mail advertising. It has always been our aim to get a greater return for less money. We shall be glad if you can help us do this.

11. HENRY GEORGE NEWS: The Henry George News was designed for the purpose of keeping our faculty, students, graduates and friends informed as to the progress of the School. The paper has been well received, and through it, quite a number of contributions have been obtained. Some changes in the format and appearance are under consideration. The paper is, undoubtedly, useful in maintaining satisfactory public relations. I am sure that those who are presently responsible for the paper will welcome constructive suggestions.

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12. MOTION PICTURES: We have, for some time, devoted attention to this phase of advertising and public relations. Our opinion is that slide films would be much less expensive and would be just as effective as moving pictures, at least until we have experimented as to the subjects suitable for presentation and most acceptable to audiences. We were fortunate, recently, in obtaining the promise of sufficient funds for the purpose of making a series of slide films. The introductory film of this series will be made just as soon as the minor details are completed. If the funds you have offered for a movie projector could be used for two or three slide projectors, this would greatly facilitate the program. In any case, we appreciate the generous offer you have made.

13. LUNCHEONS: See notes on number 8.

I hope the above may be helpful to you. Thank you again.

Yours sincerely.

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Margaret E. Sateman,
Director