

KENNEDY WRITERS BUREAU
247 EAST 60th STREET
NEW YORK 22, N. Y.

acknowledged

September 14, 1960

August 11, 1960

Dear Leo,

I never did get to see you because 48 hours after you, in true Hungarian style, tracked down Harrison at my house, I had a little baby girl and my whole attention has centered on her ever since until about a week ago when I went to work for Senator Kennedy.

Next week you will receive an official letter about what I am doing, which is running the Kennedy Writers Bureau. I did a similar job in 1956 for Stevenson. The Bureau is a working force of top editors and writers and idea people who prepare pamphlets, speeches, radio and TV scripts and formats, movie scripts, feature articles, special research, etc., in addition to ideas, anecdotes, figures of speech, paragraphs, and other raw materials for the speeches of the candidate himself.

We will be working directly under Professor Archibald Cox who, as you doubtless know, is one of Kennedy's top aides and more or less coordinator of all brain trust activities. The Bureau's steering committee consists of John Fischer, Charles Bolte, and Thomas Morgan. Our office is on the first floor of my house where my husband has his office and where he has kindly given us space.

The official letter will invite you to join with us in this work. I am sure you are popping with about a hundred political ideas a day and if you would like to use us as your channel of transmission we would be honored. I can assure you that nothing will get lost in the shuffle.

It is my impression that you are not totally confined to the hospital. If this is true, and as we are so near, and if you are bored with the concoctions of the hospital dietician, we would love to have you and your wife here for dinner at your convenience.

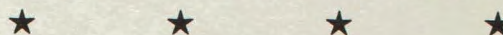
As ever,


Chloe Zerwick

U. S. SENATOR...



JOHN F. KENNEDY
FOR PRESIDENT



KENNEDY WRITERS BUREAU
247 East 60th Street, New York 22, New York
TE 8-1442

August 18, 1960

Mr. Leo Szilard
Memorial Hospital
444 East 68th Street
New York, N. Y.

Dear ^{Leo} ~~Mr. Szilard~~:

Senator John F. Kennedy and Governor Adlai E. Stevenson have suggested that we invite you to become a member of the Writers Bureau. The Bureau was organized during the 1956 Democratic campaign and was a volunteer working force of some of the best writing and editing talent in the country. We prepared, both for local campaigns and for the national campaign, brochures, feature articles, speeches, movie scripts, letters to the editor, newsletters, radio and TV scripts, etc., in addition to research, anecdotes, figures of speech, paragraphs, and other raw materials for Stevenson himself.

You will be notified of a meeting soon. We hope you will accept our invitation and will give generously of your time and talents in working with us toward those ends which are not only dear but vital to us all.

Please return the enclosed postcard or call us at the above number to let us know of your willingness to serve. You may also want to suggest other names for our consideration.

Sincerely,

Chloe Zerwick
for the Steering Committee

Sent D

file

August 31, 1960.

Chloe Zerwick,
Kennedy Writers Bureau,
247 East 60th Street,
New York 22, N.Y.

Dear Chloe,

Many thanks for your very kind letter of August 18. I appreciate Senator Kennedy and Governor Stevenson suggesting that I become a member of the Writers Bureau, and also your personal letter which I received prior to this official communication.

I doubt that I would be able to make any constructive suggestions on what ought to be said during the election campaign in order to increase the chances of the election of Senator Kennedy. By temperament I am more inclined to ponder what Senator Kennedy ought to think than what he ought to say. If, after November 7, you should get around to organizing a Thinkers Bureau rather than a Writers Bureau, would you then let me know?

With kind regards,

Sincerely,

Leo Szilard

M. B. ZERWICK

Public Relations

247 East 60th Street

New York 22, N. Y.

Phone: TEmpleton 2-8950, -1, -2, -3

Chloe Te 27761

November 7, 1960

Dr. Leo Szilard
Memorial Hospital
Room 812
444 East 68 Street
New York, N. Y.

Dear Leo:

At Mr. Stulman's request I am sending
you the following:

- 1.- a copy of his brochure, "The World
Institute", which was published in 1949
- 2.- a "special" Worldwide Press Service
Report, "Plan For Middle East Prosperity", dated
September 3, 1956

He has read "The Voice of the Dolphins"
material. I now have it and look forward to reading
it.

All the best.

Sincerely,

M.B.

M. B. Zerwick

MBZ:ta
encls.: 2

MO 4 - 3470

Lanny Holton

Fund Raising

~~Currett~~

399 East 72nd St.
New York 21, N. Y.
March 26, 1962

Dr. Maurice Fox
445 East 65th St.
New York 21, N.Y.

Dear Maurice:

As you know by now, I am eager and willing to help Szilard and to devote a substantial amount of time and effort to the preliminary administrative problems of launching the Council. I also expect to be in touch in the next 24 hours with the woman I mentioned, Alice Baker, to see if she is available and interested in sharing the responsibility with me, particularly during May. If she is available and interested, then of course Szilard would have to decide if she is a good choice; I personally have every confidence in her.

In the meantime, without any clear knowledge of what this responsibility would consist, I have been thinking of what some of the immediate practical chores might be, how much time and labor they might involve, and how much they would cost.

1) FUND-RAISING : It is my understanding that, at the time the Council is announced, letters to the 1000 people who have written to Szilard would be sent out, asking them for 1% of their income now for seed money. Presumably they would also be asked to enlist further supporters and be given a progress report.

As we would need letterheads for this mailing, an additional supply might as well be ordered. A simple letterhead and envelopes would cost about \$150 for 2500, about \$250 for 5000.

Depending on how impressive Szilard thinks these letters should look, they could be done a) by a method called Hoovenizing which produces an individually addressed letter written on an automatic typewriter which is indistinguishable from a personal letter, or b) they could be multilithed with the individual name typed on afterwards. One thousand one-page Hooven letters with addressed envelopes, stuffed, sealed, and mailed, would cost \$311.75 plus postage. It would take a letter house about seven working days to complete such a mailing. One thousand multilithed one-page letters and addressed envelopes would cost \$147.50 plus postage and would take five working days. Of course, you don't have to

individualize the letter, and it could even be mimeographed, all for substantially less, but it seems to me that when you are asking for a substantial sum of money you have to make the appeal at least seem personal.

Of course, a neat mailing list, either on cards or a flat list, would have to be prepared for the letter house.

Am I correct in my understanding that any other solicitation of funds and supporters would await a decision by the Council?

2) PUBLICITY: I don't know how much newspaper coverage Szilard will be aiming at in connection with the announcement of the Council. If he is aiming at any substantial coverage, I would imagine that he would want to do some, if not all, of the following things:

- a) Hold a press conference in Washington with some of the Council members at which they would answer questions and a press release would have to be distributed.
- b) Mail the release in advance to the major newspapers throughout the country, to the news services, to magazines, to the broadcast media, and perhaps to the foreign language press.
- c) If he wants international coverage, mail the release to the foreign news agencies, the U.N. press corps, and the foreign broadcasting agencies which have offices in this country.
- d) Mail the release to college newspapers throughout the country and try to arrange for follow-up on those campuses where he and other Council members have contacts.
- e) Mail release to newspapers of Council members' university towns and the publications of their learned societies; such releases should have attached notes pointing up the local slant.
- f) Send release to headquarters and publications of all organizations likely to be interested.
- g) Arrange for broadcast interviews for appropriate members of the Council.
- h) Set up apparatus to make available to free-~~lance~~ magazine writers information about the movement as possible article topic, perhaps using the framework of the old Stevenson Writers Bureau which is available to me.

A press release and the mailing lists would have to be

prepared well in advance of the announcement because it takes time to process such a mailing. So long as a release is being prepared, incidentally, you might as well have a big supply mimeographed because they can be useful subsequently as a piece of literature.

To give you an idea of cost, 5000 two-page releases would cost \$98.50. Envelopes are addressed at the rate of \$14.50 per thousand. It would take a letter house about three days to get out a mailing of several thousand.

3) COMMUNICATION WITH SUPPORTERS: While I am assuming that the apparatus for communicating with Council members, preparing meetings, sending notices, etc., would come out of Washington even in the beginning, there would still have to be an apparatus here to communicate with the supporters of the movement. We would have to supply them with literature, policy statements, perhaps pledge cards, etc., for their missionary activities.

If the movement meets with any kind of substantial initial response, we would have to have a means of answering inquiries and, indeed, a means of receiving inquiries, i.e., a post-office box. We would need literature, office supplies, a telephone (on which a deposit of several hundred dollars would have to be made), a few volunteers, rented typewriters, etc. And, really, a place to work, as you know that my apartment would not be adequate once any substantial work or more than one or two persons are involved.

4) LITERATURE: Some piece of literature setting forth the basic elements of the speech in digest form and including the names of the council members would, I believe, be desirable.

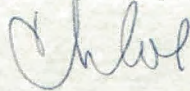
If it were decided to run an ad in the Times or other newspapers, reprints of the ad might serve this purpose. I am told, incidentally, that a full-page ad in the Times costs \$5760 weekdays and \$7008 Sundays. ^{Twenty} Five thousand (25,000) reprints of such an ad on newsprint would cost about \$350.

If there is to be no newspaper ad, and I am neither for nor against it, perhaps the policy statement which I presume would be issued by the Council could be reproduced in some economical form.

These are all rather mundane problems, but they do take careful preparation, time, and some money. And afterall,

as Alfred North Whitehead has said, the practical affairs of men do not belong in the kingdom of evil. I suppose Szilard has thought of all these things, but it seemed well to me to spell out on paper the very first tasks that might confront me or whomever Szilard designates to undertake this responsibility in New York.

Sincerely,

A handwritten signature in cursive script, appearing to read 'Chloe'.

Chloe Zerwick