

TO: Hosea Williams

CC: Junius Griffin July 10, 1965

FROM: Kit Clarke

Date: July 10, 1965

RE: SCOPE Public Relations

There are several possibilities for covering PR from now on. As for personnel, the immediate needs are for some detail work to be done on Hometown Releases (this I have detailed in attached outline), some investigation of Negro newspapers in SCOPE project counties, and college newspapers, and perhaps some simple writing of releases on SCOPE staff and personnel.

The above could be handled beautifully by either Susan Williams, or by Mary Swope, p - both new volunteers who will be staying in the Atlanta office. Susan majored in creative writing, and Mary is an older, recent college graduate who is planning to teach English.

I'm sure either could handle PR at least for the next 2 weeks.

As for long-term possibilities, I talked with Kay Segal before her departure for Houston County, Georgia. She is a lady with at least 7 years Public Relations and Writing experience and seems like the ideal person. She is willing to come back to the Atlanta office to do this at the end of this week, if you ask her to. She would be available for the entire summer, with the exception of 2 days off around August 1st, when she must go back North to have her cast removed. She would be most interested in doing PR for SCOPE after she gets a taste of the county project for 5 or 6 days.

She will await a call from you.

Suggestions for Future SCOPE Public Relations:

1. List of Negro newspapers in states where we have projects should be compiled. (Perhaps some of these are already on the SCLC addressograph list.)
Selected (white) county newspapers where we have projects should also be picked out of list already made.
2. A list of college newspapers for colleges which have SCOPE chapters which are working in counties should also be compiled. Some, if not all, of these are publishing this summer.
3. Items of interest about particular SCOPE projects should be fed to both Negro papers, certain local white papers, and to specific college papers. To begin with, a general story on each project, introducing the volunteers there and their particular work in the county, and also introducing the local Negro leadership directing project.
4. Original & more expansive home-town releases should be written on SCOPE staff - beginning with one on Gwenn Greene, who should be interviewed and written up for the Los Angeles & other Calif. newspapers.

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Perhaps a special story could be written on the Savannah people on the SCOPE staff - George Shinhoster, Ben Clarke, Charles Clarke, Lenore Clarke, Lester Hankerson, Henry Brownlee, Willie Bolden, Eula Hicks, Barbara Williams..

A good story could be written on the travels & work of the evaluating teams.

Attached is list of other staff people who might be written up for their home-town papers.

5. General story written up by Aug. 1st on progress to date in SCOPE projects - numbers of people registered so far, kinds of classes conducted, effects in various communities. --Such a story might be done in conjunction with passing of Voting Bill, if this occurs.
6. A special effort should be made to report on the activities of the large SCOPE chapters -- such as:
 - Brandeis University -- in Richland County, S.Carolina
 - Columbia University -- in Orangeburg County, S.Carolina
 - Johnson C. Smith Col.-- in Bertie County, North Carolina
 - Amherst College -- in Martin County, North Carolina
 - U.C.L.A. -- in Bibb County, Georgia
 - St. Mary of the Woods-- in Dougherty County, Georgia
 - Univ. of Minnesota -- in Peach County, Georgia
 - the 2 Univ.s of Illinois-- in Green County, Alabama
 - Carlisle, Pa., Chapter- in Barbour County, Alabama
 - Immac. Heart & Loyola - in Geneva County, Alabama
 - U. of Calif at Berkeley -- this is split up between 4 counties: Charleston & Berkeley in South Carolina, and Clark & Richmond onties, Georgia.

An attempt should be made to get one person from each of these groups to write up events in these counties, send them in to SCOPE & SCLC PR, who will in turn send them on to both local papers in South, national papers, but especially to the college newspaper concerned. This reporting from the county project to the college paper should be particularly important for the long-range aims of SCOPE.

It might also be a good idea if the traveling documenting teams hit some of these county projects first.

The counties with chapters made up of individuals or of split-up college groups will have to rely on traveling teams for reporting, unless a unusual events occur, or unless a person emerges who is able & interested in writing accounts of project activities.

Summary

7. I don't believe there will be a need for someone to receive and distribute the documenting teams reports (written, tape, etc) for at least 2 weeks. By this time there should be a functioning PR person at SCOPE who would have taken care of

the preliminary PR work outlined above, and would have an idea of some outlets for the reports & stories that are sent in.

These are just a few suggestions, not a complete outline, for SCOPE P.R. I hope they might be a starting point, at least, for whoever takes over the job.