EDITION OF THE RICHMOND NEWS LEADER
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MINUTES OF THE LAST MEETING:
Integration Leaders Work Busily to Influence Public Opinion

About two and half years ago, we are advised by the Association Press, a group of newspapers in New York, a national organization quietly established the Consultative Conference on Desegregation in the South. It is comprised today of about 10 national newspapers. Its purpose is to coordinate activities in support of integration. The AP's source declined to name the newspapers.

The Consultative Conference met in New York on February 4. A copy of the minutes recently came into our hands. It is reproduced verbatim below. Readers will find the minutes an absorbing account, I believe, of how a pressure group works. Editorial comment appears at left.

--EDITOR

The next meeting of the Mass Media Committee will be held on Wednesday, March 18, 1959 at 9:30 a.m. at 12 noon of the N.A.A.C.P., 20 West 40th Street, New York, N.Y.

Putnam to President Eisenhower last Fall, following its publication in the Richmond News Leader. The letter was distributed widely around the country. Subsequently, a group of Alabamaans formed a committee to arrange for publication of the letter. Mrs. Putnam, who is associated with newspapers, (James E. Simpson, Attorney, 317 North Twentieth Street, Birmingham, Alabama) was instructed to talk with officials of the NAACP to arrange for publication of the letter in the New York press and in Southern newspapers.

The AP's source declined to name the newspapers.

Several special assignments were made at the February 4 meeting. Mr. Putnam is to arrange for publication of the letter in the New York press and in Southern newspapers. Mrs. Putnam is to arrange for publication of the letter in the New York press and in Southern newspapers.

There is much for the Southern traditionalist, believing in essential separation of the races, to learn from the minutes of this New York committee. Two points especially bear emphasis:

First, this is a coordinated effort. Nine different organizations sent representatives to the committee meeting.

Second, this is a professional effort. The committee is made up of professional people, pro's and con's, in public relations. They are pro's, full-time people, and when the committee met on West Fortieth Street in Manhattan they met within a few minutes' taxi ride of the top men in the communications industry.

What does the white South have to match this? Let us attempt an answer in the language of the New York Times.

Organizations that believe in the constitutional right of the States to operate separate but equal institutions have no co-ordination of any sort. Conservative, right-wing groups as a matter of routine, circulate articles and letters which they will not circulate in public relations. They are pro's, full-time people, and when the committee met on West Fortieth Street in Manhattan they met within a few minutes' taxi ride of the top men in the communications industry.

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