

THE PHILIP LESLY COMPANY

PUBLIC RELATIONS COUNSEL

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Original in the  
Howard Gottlieb Archival  
Research Center  
Boston University

December 3, 1969

Mr. D. Parke Gibson  
D. Parke Gibson & Associates  
475 Fifth Avenue  
New York, New York 10017

Dear Parke:

Work is getting under way on a major redevelopment for a Fourth Edition of my Public Relations Handbook. Prentice-Hall is planning a major venture that will assure continued leadership of the book throughout the '70s.

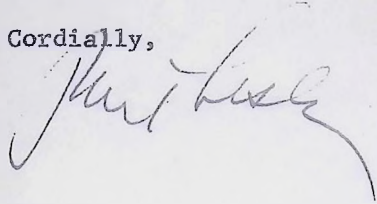
I am planning to give increased attention to various aspects of public affairs, including a chapter specifically on Working with Minority Groups. This would, of course, include information about the various major organizations representing Negroes in the United States plus Mexican-Americans, Puerto Ricans, American Indians and, possibly, Chinese and Japanese. The thrust of the chapter would be providing the information needed by the practicing public relations man to know how to work with and communicate with these groups and their constituents.

I feel you are best qualified to do this, and hope you will accept the invitation to prepare this chapter. Fortunately, we have a liberal timetable. I am setting a target date of March 16 to have the material in, including the biography and photo of each author that will precede his chapter.

Enclosed is a background memorandum that will provide guidelines. After you have reviewed this and considered the invitation, please let me know. If you have any questions or points to discuss, please write or call.

Thanks and best regards.

Cordially,

A handwritten signature in dark ink, appearing to read "Philip Lesly", written in a cursive style.

Philip Lesly  
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Enclosures

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Howard Gotlib Archival  
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Boston University