

September 27, 1974

Dear Mr. Rosenthal:

As you know, the Office of Communications has been carrying on a program of placing Op-Ed pieces from the various departments and agencies.

It is my observation in the short time that I have been handling the placement of such articles that the pieces coming from the departments and agencies are primarily feature or information articles rather than opinion or editorial writing.

While it may be possible to place feature or information articles in various newspapers, the fact remains that large newspapers, particularly, want opinion pieces rather than pieces that are purely informative.

I would like to continue to receive information pieces but I would also appreciate it if you would make every effort to send me opinion or editorial pieces.

Opinion or editorial pieces from you would be valuable not only for placement in newspapers but, alternatively, may serve as a basis for Presidential position papers, speech inserts, or talking papers to be made available to cabinet officers and sub-cabinet officials throughout the Executive Branch.

Please do what you can to meet this request. It will be very much appreciated, not only by me but by the President.

Sincerely,

Paul A. Miltich
Special Assistant to the President
for Public Affairs

Mr. James Rosenthal
Director of Public Information
Securities and Exchange Commission
Washington, D.C. 20549

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