ZIONIST ORGANIZATION OF AMERICA 145 E. 32nd St. N.Y. 16, N.Y.

MEMORANDUM

To: ZOA DISTRICT AND REGIONAL LEADERS Date: Nov. 25, 1958

From: HAROLD P. MANSON

Subject: PUBLIC RELATIONS GUIDE

U.S. Public Officials and Z.O.A. Functions

As the newly-elected Federal and State officials prepare to take office, we are alerting you to a highly important piece of work to be done without delay. This is both an opportunity and a challenge, and I urge you to give the contents of this memorandum your close and prompt attention.

Throughout the years the Z.O.A. has created excellent opportunities for pro-Zionist and pro-Israel declarations by U.S. public officials. A good recent example of this type of activity was the New York Metropolitan AZF Dinner held Monday evening, November 17. One of the major speakers at the dinner was Senator-Elect Harrison A. Williams Jr., of New Jersey, who delivered a strong and well-publicized address in support of Israel, of the Zionist movement generally and the Z.O.A. in particular. This can and should be duplicated throughout the country.

In the course of the recent election campaign, many of you were active in securing statements of support from the various candidates on a strictly bi-partisan basis, in accordance with the tradition of our Organization. It is even more important that the elected or re-elected Members of both Houses of Congress, Governors and other important governmental leaders be encouraged to identify themselves actively with our cause. This can be achieved through the natural processes of District and Regional functions -- if intelligent planning and imagination are applied to their implementation.

Specifically, you are now planning -- or should already have launched -- your local public events in behalf of AZF, Membership and the major activities of the Z.O.A. We trust that you are also setting up a calendar of District-sponsored meetings in your community. You can perform a vital service for Israel and the Zionist movement -- and at the same time assure the success of these events -- by obtaining the participation of your recently-elected Senators, Representatives, Governors, etc. In this way, you can once again be instrumental in registering strong and influential support for Israel.

The positive effects of such expressions of support on public opinion generally are enormous. A great chain of public relations

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