

December 19, 1963

Dr. Alan Scott  
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Dear Alan:

The people of Dallas--newcomers and old timers alike--have with patience and forbearance waited for the heaps of abuse that have been poured upon their head for the assassination of President Kennedy to diminish in the light of sober reflection, honest judgement of the past record, and careful analysis of all factors.

It has not been easy. Nobody could be more regretful than the citizens of Dallas for the tragedy that happened here.

I think it is pretty well accepted that whenever an editorial is reprinted without comment, such editorial accurately reflects the attitudes and opinions of the publication involved.

Accepting that premise let me go on to state that I deplore your reproducing in the TEXAS P.R. TALK, that bit of vileness from the P.R. REPORTER, issue of December 9, 1963.

I grant that you and I--as does every reputable and sincere public relations man in Dallas--earnestly wish that a concrete program would be adopted. The PRSA Chapter has already recommended that. Why not simply say that, rather than reproduce that editorial without comment?

Let us go back to an old-fashioned principle of communication called reasoning or objectivity--something that seems to be rapidly vanishing in this era of opinion and emotional manipulation.

The term "editorial" lends an unwarranted dignity to this perverse diatribe, but I must identify it by some means in order to quote its more odious passages:

"...Dallas, head bowed in shame, image ugly for all the world to see...needs to be "investigating tragedy and multiple ineptness with honesty of purpose."

....."But Dallas does nothing, and America waits for moral reassurance with diminishing hope and rising resentment toward a hitherto respected community whose profile of courage cannot be discerned."

The Dallas Police Department has done a magnificent job of apprehension, and accumulating of evidence against the suspect and did it in an amazing short period of time. The FBI is conducting its own investigation, Congress is conducting an investigation, and the State of Texas is postponing its Court of Inquiry so as not to conflict with the findings of the other two investigations. Further, there already has been a great deal of criticism against too much already having been said about facts that have been developed.