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FIELD
MESSAGE

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FROM: USIS CANEERRA

TO: USIA WASHINGTON

52
MESSAGE NO.

REF:

March 15, 1967
DATE

SUBJECT USIS Sydney Secures Wide Coverage of
Warren Commission Report

AGENCY USE

ACTION

177F

Through a combination of fortituous circumstances connected with the publication of the William Manchester book, "Death of a President", by the Sydney Sun, USIS Sydney was able to organize the reprinting of the entire text of the one-volume edition of the "Warren Commission Report" in a rival afternoon newspaper, the Sydney Daily Mirror.

INFO

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When the Sun (circulation 326,630), the afternoon newspaper published by Associated Newspapers Ltd., announced that it would bring out the Manchester book on a series of four-page lift-outs and gave this feature a large publicity build-up, the Daily Mirror, (circulation 323,020), the rival afternoon paper in Sydney, obtained a copy of the Warren Commission Report from USIS Sydney and launched a campaign featuring this account of President Kennedy's assassination as the "Official" version.

Beating its rival to the punch, the Daily Mirror began its serialization of the Warren Commission Report a day before the first issue of serialization of "The Death of a President" appeared in The Sun. The Mirror reprinted the entire text of the Warren Commission Report in a series of five four-page lift-outs and gave the book a very strong promotional effort through news-stand sales, posters and radio advertising.

USIS Sydney, taking advantage of the intense circulation rivalry between these two Sydney afternoon newspapers thus was able to get the entire Warren Commission Report widely publicized and read by Sydneysiders and throughout Australia.

STATE
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LeVan Roberts
LeVan Roberts
Public Affairs Officer

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OFFICE OF LEGAL COUNSEL

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