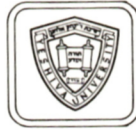


YESHIVA UNIVERSITY



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DEPARTMENT OF PUBLIC RELATIONS

April 13, 1967

Rabbi Norman Lamm
The Jewish Center
131 West 86th Street
New York, N.Y. 10024

Dear Rabbi Lamm:

I have just finished reading your excellent article on Dialogues in the National Jewish Monthly. While I subscribe to your thesis, I must take issue with your repetitive utilization of the expression "public relations" as an adjective for "flamboyant expositions of rhetoric" or dishonest or insincere presentations. You are not the only victim of this disease. A public relations man is a professional--some with more ability than others--who carries forth the policy of his superiors, generally the head of an organization. For the sake of parnassa he may even eat crow on a given occasion, no less than a rabbi.

Why not put the blame where it belongs--with the agencies directly, with their boards and their professionals. In every other part of the article you courageously call a spade a spade.

Best wishes and kindest regards.

Sincerely,

A handwritten signature in blue ink, appearing to read "Sam Hartstein".

Sam Hartstein
Director