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THE MUSEUM OF MODERN ART

11 WEST 53RD STREET, NEW YORK

TELEPHONE: CIRCLE 7-7470

April 16, 1937

TO ART EDITORS
TO CITY EDITORS
TO PICTURE EDITORS
TO SPECIAL EDITORS

Dear Sirs:

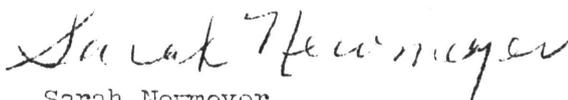
For nearly four years I have been in charge of publicity at The Museum of Modern Art. Last Spring I was elected Chairman of the Public Relations Section of the American Association of Museums. This year the Association holds its annual meeting at New Orleans May 3, 4, and 5, and I have been asked to give a talk on publicity. I have selected as my subject Museum, Press, and Public.

I am asking your help in this matter because I feel it would be of great value to museum officials (who will attend the meeting) as well as the public relations personnel to get some idea of what the press individually thinks of publicity people and their methods. I am, therefore, asking you as a great favor to mark the enclosed post card ballot and mail it back to me as soon as possible.

On the post card I have listed publicity sins and virtues. Will you please check the one in the former list that has caused you the most trouble and the one in the latter that you consider the most desirable. Or, if you feel like naming more than one, will you please number the qualities in each list in your order of preference. You will note that I have also allowed space for you to name your own pet failing or virtue in publicity people.

I should appreciate a response from you as soon as you can conveniently give it to me. Thank you for your courtesy.

Sincerely yours,



Sarah Newmeyer
Publicity Director

P. S. If I receive enough replies I shall make a digest of them and send all who "vote" a copy of it. PLEASE BE SURE TO WRITE YOUR NAME, NEWSPAPER, AND CITY IN THE SPACE PROVIDED. (Your anonymity will be preserved if you request it.)