

Office Memorandum • UNITED STATES GOVERNMENT

TO : T JM Code 3-220

DATE: 2/14/55

FROM : M.S. Code 3-226

SUBJECT: Publicity on Bldg 815

" The time has come---" when we'd better git up and git, not sit up and sit. Some weeks ago Jim Howard from Business News Bureau called to say that TIME and LIFE would be interested in news of our new Laboratory, but would need it ahead of time.

This afternoon Lawrence McDonald, Editor of PC&E PROGRESS called to ask for a story. He realizes that much is classified, but would like to write up the building and anything else that is available. He saw a write-up in the Chamber of Commerce BAY REGION BUSINESS (S.F. Progressograms) and is interested in an article for his paper that goes into all No. Calif. homes. Would also like a picture, preferably NOT the artist's conception. (I've requested copies of BAY REGION BUSINESS.)

His April issue is ready for the press, so anything we give him will appear in May or June -- or, I suppose, any release date we give him. How would it be to take portions of the article I'm writing for the HOL REPORT and send to him for release (also would this suffice for other publications that work ahead of time for their material?) If they did not want to print it the way we write it, they could submit their articles for clearance.

If we get a realistic date for release, open house, etc etc, we can get some good national publicity, but if we spring it suddenly, the whole thing will be a fizzle, and we'll make some enemies in the bargain.

What's the good word??

Tat