April 13, 1978

The week of May 4th will soon be upon us and I would like to remind you and your staff, regarding any events which may be deemed worthy of media coverage that week, that Kent State University has never objected to any speech or gathering on the campus at any time so long as it was peaceful and did not interfere with the daily ongoing activities of the University. However, I wish to call to your attention that one of the unfortunate effects of the widespread coverage we have received in the past, which as you know has concentrated on the "newsworthy" portion of the events, is that it has caused a number of parents of prospective students--and prospective students themselves--to decide against attending Kent State University because of the fear that it was in constant turmoil, that there might be danger of injury on the campus, or that students would become "radicalized" by attending the University.

You are well aware, of course, that the events referred to above have occurred only four times, then only on weekends, have lasted only a few hours, and have had essentially no impact upon 99% of our student body. However, the image left on impressionable parents and prospective students was significant and is seriously hurting our enrollment prospects for next fall.

While this request is of course not intended to suggest that you in any way limit appropriate news coverage, we at Kent State University urge that you consider a more balanced perspective on the events (or non-events as the case may be) and not give them any more prominence than your usual reports of the events at other universities in your vicinity.
April 13, 1978

Thank you for any consideration you may be able to give this request. I will happily discuss this further with you, if you wish, offering background for my comments or answering any questions you may have regarding our perception of the role the news media has played in the recent affairs of the University.

Cordially,

Brage Golding

BG: jd
April 26, 1978

To facilitate news coverage of the memorial events surrounding May 4, 1978, we will be providing passes to the news media.

The passes are blue and signed by Robert Malone, KSU police chief, and James T. Lawless, manager of media relations.

We believe these passes will make it easier for you to get the story you need to get. Further, they will help the police to identify media representatives.

For your convenience, we are preparing media kits for background and if you feel you need this information early, please contact me.

One other point: the site of the gymnasium annex--fenced off--is still under court order and anyone entering that area is subject to arrest.

Thank you for your cooperation. The passes and media kits will be available in the office of the University News Service at 109 Merrill Hall at Kent State.

If you have any questions, please contact me.

Yours sincerely,

James T. Lawless
Manager of Media Relations

JTL/1m