

# Carnegie Endowment for International Peace

April 12, 1978

Professor Matthew Meselson  
The Biological Laboratories  
Harvard University  
16 Divinity Avenue  
Cambridge, Massachusetts 02138

Dear Professor Meselson,

I want to outline for you the plans I have for promotion and publicity of Chemical Weapons and Chemical Arms Control. As you will see, I am promoting Opportunities for Disarmament at the same time to save money.

## 1. Complimentary copies.

I plan to use a list of members and associates of the Arms Control Association as the basis for the complimentary distribution. That list includes people in government, the media, and academia. When the list is produced, I will send a xerox of it to you and you can add as you wish.

In addition I will send complimentary copies to all the participants in the conference, the board of trustees of the Carnegie Endowment, and twenty-five copies to the Academy of Arts and Sciences. I'll see that you have a dozen copies for distribution to friends and family.

## 2. Book review distribution.

Copies will be sent to the following magazines and journals:

Chemical and Engineering News  
The Peacemaker  
Daedalus

Choice  
Friends Journal  
Journal of Peace Research  
Peace Research  
Survival  
Unitarian Universalist World  
The Interdependent  
Kirkus Reviews  
Journal of Conflict Resolution  
Friday Review of Defense Literature  
World View  
Current Books for Academic Libraries  
American Scientist  
Foreign Affairs  
Aussenpolitik  
Bulletin of Peace Proposals  
International Security  
Instant Research on Peace and Violence  
Arms Control Today  
The Bulletin of the Atomic Scientists  
Nature  
Nation

Letters have been written to the following magazines and journals asking if they wish to receive a review copy of Chemical Weapons and Chemical Arms Control:

Environment  
Science  
American Journal of International Law  
American Political Science Review  
International Development Review  
International Organization  
Journal of International Affairs  
Naval War College Review  
Orbis  
Political Science Quarterly  
International Journal  
Annals of the American Academy of  
Political and Social Science  
World Politics  
Perspective  
World Encounter  
American Scientist  
Scientific American

Military Review  
Center for Ethics and Social Policy  
Current  
Parameters  
The Washington Review of Strategic  
and International Studies

3. Promotional campaign

Promotional literature (proofs attached) will be sent to the following during the last week of April.

Political Science Professors	2223
Professors of military, naval, aerospace sciences	2488
* <u>Bulletin of Atomic Scientists</u> subscribers	3000
Carnegie Endowment book buyers	8500
* <u>Foreign Policy</u> subscribers	3000
* <u>Science</u> subscribers with special interest in chemistry	5000
<u>International Security</u> sub- scribers	3300
<u>War-Peace Report</u> subscribers	4000

Those lists marked with an asterisk will be tested with a small mailing to see if the list is successful. The results will be tallied and the lists that work well will be used in their entirety.

The Center for Peace and Conflict Studies of the Detroit Council for World Affairs will include our promotional piece in one of their mailings to their 800 members.

Advertisements will be placed in the following magazines and journals:

Nature (weekly) April 27, 1978 (This is a special  
book issue.)  
Environment (monthly) June, 1978  
Foreign Affairs (quarterly) July, 1978  
Journal of Conflict Resolution (quarterly)  
June, 1978  
International Studies Quarterly (quarterly)  
June, 1978

The following have not been included for the reasons given:

SANE -- their mailing list is not available until July.  
Chemical and Engineering News -- their mailing list is not for rent and their advertising rates are too high


I have written to the following organizations and periodicals asking for information on their mailing lists and advertising rates but have not yet received any reply:

Institute for Policy Studies  
Union of Concerned Scientists  
Federation of American Scientists  
New Directions  
Peace and Change  
Center for Teaching about Peace and War  
Direct Action for a Non-Violent World  
Sane World

I hope to do another promotional mailing in June. <sup>Then</sup>  
can pick up some of the organizations that have not <sup>we</sup>  
responded yet and mail to the remainder of the lists of  
the successful tests.

Please let me know if you have any suggestions about this plan. It has been rather difficult for me to know how to promote these books because they cut across so many areas of interest: environment/ecology, arms control, international affairs, science, organizations promoting non-violence, military strategy, and so on. You can see that I have tried to reach out in some way to all those interest groups. But I do feel that this plan for promotion and publicity lacks the coherence that I would like it to have. We will see how it works.

Sincerely,

  
Diane B. Bendahmane  
Assistant Director  
Publications

cc: Bill Kincade