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Letter to Madeleine Traynor Regarding Wiggins' Article

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The Asia Foundation

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December 3, 1973

Mrs. Roger J. Traynor
2643 Piedmont Avenue
Berkeley, Calif. 94704

Dear Madeleine:

Thanks for your nice note and the article by Wiggins. I have read it with interest and am returning it herewith. I hope he is right about credibility being the major criterion for a newspaper's survival. Personally, I believe the so-called "gimmicks," the columnists, advice to the lovelorn, sports and comic pages, have much to do with a person's buying a paper. And in a monopoly town, what choice has one got?

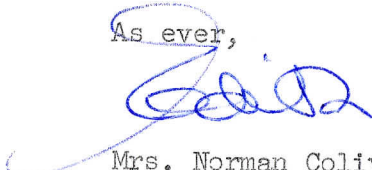
Nevertheless, I was cheered to read in today's Chronicle (article attached), that the Harris poll shows a rise in the public's esteem of both the press and television.

Just in case Roger hasn't seen it, I am sending you, under separate cover, Press Councils and Press Codes, a 1962 compendium issued by the International Press Institute, which the Foundation has assisted for a number of years. The book is out of print now, and yours is our only remaining copy. If Roger has seen it, or when he's through with it, we'd appreciate its return.

Sorry you are so immersed. I think it would be kinder to both of you if we'd let you determine when there would be a good time to get together. Give me a suitable date, and we'll hold ourselves free.

With warm regards to you and Roger,

As ever,


Mrs. Norman Coliver
Director
Institutional Relations
& Program Services

Attachment