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## Correspondence Between Roger J. Traynor and Robert Sandberg Regarding "The Communications Council on the American System," 1973 May 14 - 1973 June 4

Roger J. Traynor

Robert Sandberg

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June 4, 1973

Mr. Robert Sandberg  
Senior Vice President  
Kaiser Industries Corporation  
Kaiser Center  
300 Lakeside Drive  
Oakland, California

Dear Mr. Sandberg:

I appreciate your sending me, along with your letter of 14 May, <sup>Mr.</sup> preliminary proposal of March 13, 1973 for a Communications Commission on the American System, under the aegis of the Public Relations Society of America.

In response to your last paragraph, I do not envisage any problems. I think you will find the clarification you request of the objectives of the National News Council in the enclosed copy of my interview at the Center for the Study of Democratic Institutions published in The Center Magazine, Volume VI, Number 3, May/June, 1973.

Sincerely yours,

Enclosures

Roger J. Traynor

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**KAISER**  
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ROBERT A. SANDBERG  
SENIOR VICE PRESIDENT

May 14, 1973

Judge Roger Traynor  
The Center for the Study of  
Democratic Institutions  
Box 4068  
Santa Barbara, CA 93103

Dear Judge Traynor:

I have seen a news release on the organization of the National News Council and the fact that you have accepted appointment as Chairman of the Council. I would very much appreciate it if you could send me more information about this organization.

I am particularly interested, inasmuch as I am involved in a proposed organization tentatively called "The Communications Council on the American System." I am working with the Public Relations Society of America, whose Board has already approved the proposal, with The Advertising Council, of which I am a Board member, and with various representatives of the advertising profession.

Our major purpose is to mobilize the communications talent in America for the purpose of assisting various groups whose objectives are to create better understanding in America. I am attaching a copy of our Preliminary Proposal for your interest.

My main concern is that the National News Council and my proposed organization are not in conflict with each other. I assume that they are not, and thus would like to share our plans with you, and in return, have your comments.

Cordially,

*Robert Sandberg*

Attachment