

# MEMORANDUM

July 20, 2017

TO: Henry Graff, Kermit Hall, Bill Joyce, Anna Nelson, Jack Tunheim

FROM: Eileen Sullivan

SUBJECT: Media Relations Through September 30, 1998

As we near the end of our tenure, there are a few remaining press opportunities for the Review Board to consider and discuss, most notably:

- submitting the final report to the President
- the release of medical evidence materials generated by the ARRB
- the transfer of the Zapruder film to the JFK Collection on August 1, 1998.

The above-mentioned opportunities are definite. On page 2 of this memo, I mention pending issues, that, if resolved, will be additional media opportunities.

## **Issuance of the Final Report**

The most important event will be the issuance of the final report. I have heard it mentioned, and I agree, that it is important that the report be issued before we "sunset." This will allow for a period of questioning from the media and the public.

The objectives of this event are 1) to submit the report to the President, members of Congress, the media, and the public, and 2) highlight the Review Board's accomplishments. I believe that this is worthy of a "true" event, and to the extent that it can be arranged, a presentation to President Clinton at the White House would be appropriate.

In the event that this cannot be arranged, there are other options you may wish to pursue. According to Tracy Shycoff, the National Commission on AIDS held a successful press event at the National Press Club when it issued its final report. Members of the media and Congress were present, in addition to key witnesses that had testified before the Commission. For our event, it would also be appropriate to invite our contacts at the FBI, the CIA, NARA, etc.

Another possibility would be to hold the event in the Archivist's Reception Room at the National Archives. You may also wish to consider a separate event on Capitol Hill. This is the Review

Board's event, but when considering where the event will take place, we may want to keep in mind how many people we would like to include.

As of today, the other two most press worthy events to occur before we sunset are 1) the release of medical evidence materials that have been generated by the ARRB, and 2) the transfer of the Zapruder film to the JFK Collection.

### **Release of Medical Evidence Materials Generated by the ARRB**

We are planning this week to send out an advisory to members of the public and the media to announce that copies of 12 medical depositions and the exhibits are being made available. An order form with a price list is being finalized. We will be sending the copy job out to Kinko's, and we are charging recipients for the cost of the photocopies.

I suspect that this will be more of an event for the research community than it will be for the media. There are many issues and controversies involved with the medical evidence, and it would take a very knowledgeable reporter who also has a lot of time to go through all of the material. However, there are some reporters who have expressed interest.

### **Transfer of the Zapruder Film to the JFK Collection**

Many reporters have the date, August 1, 1998 (a Saturday), marked on their calendars. We can expect questions from the media such as, "Was it worth X dollars to secure the film for the American public?", "Will anything new be done with the film?", "Why is it important that the film belong to the American public?" Once it is resolved, we will issue a press release. The release should include a detailed statement that addresses the Board's position on the importance of obtaining the Zapruder film for the public (this statement could also be issued separately).

### **Pending issues**

There are pending issues that, if resolved, would likely result in media coverage for the Review Board. Specifically, negotiations are still pending regarding the acquisition of materials from CBS and NBC/Nancy Sheridan. There is also the possibility that the Review Board might acquire records from the Cuban government, as well as the six-volume KGB file on Lee Harvey Oswald in Minsk. Other issues include the question of ballistics testing, and the release of Oswald's tax records. These are all potential "press hits" that will be handled accordingly if they are resolved by September 30, 1998.

I received a call last week from a man in Georgia who says that he has an 8mm film containing

scenes of President and Mrs. Kennedy in San Antonio the day before the assassination. The caller said that the film was taken from some distance, so it may not be a blockbuster, but it illustrates that there still may be people out there who have materials that are appropriate additions to the JFK Collection.

Lastly, additional news worthy documents that are ready for transfer to the Collection may be the subject of a future news release. I will set up a meeting with other staff members to discuss whether or not they are aware of any documents that would be worthy of a press release.

I hope that this memo is helpful to you as we plan our media relations efforts for the remaining 2 ½ months. I seek your input and suggestions as to how you would like to proceed. Please e-mail me (eileen\_sullivan@jfk-arrb.gov) or call me anytime to discuss your ideas.

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