

January 26, 1956

Mr. Joel Bennett, President
Beta Theta Pi
101 North Jefferson Street
Lexington, Virginia

Dear Joel:

Enclosed you will find several copies of a little folder which Dave Simpson, Mock Convention publicity chairman, and I prepared for use in publicizing the Mock Convention this Spring. I hope you will place them where other members of your house may see them and I would appreciate your calling their attention to them.

Copies of these folders are being sent out to all major television and radio networks, nationally and regionally circulated magazines, and leading Eastern newspapers, hoping to interest them in coverage of the Mock Convention.

In the past, the Convention has attracted wide interest on the part of the mass media and this year's convention should likewise receive good coverage.

As you probably know, the Mock Convention is an all-student affair and its success or failure rests entirely upon the degree of enthusiasm shown by the students. The scenes from the convention and the parade shown in the folder indicate the very great enthusiasm shown during the 1952 event. I hope you, as president of your house, will do all you can to stimulate interest in the Mock Convention and help assure another successful one on April 30-May 1.

Thank you for your trouble.

Sincerely,

Frank A. Parsons
Director of Publicity

FAP/hsg

Also sent to the sixteen other fraternities.