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**PERSONAL**

July 15, 1971

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The Rt. Hon. the Lord Mayor  
Ald. L. Emmet McDermott  
Council of the City of Sydney  
Town Hall  
SYDNEY NSW 2000

My dear Lord Mayor :

Accompanying this letter is the first copy of the 200 page book of the City of Sydney Strategic Plan, which I have received from the printers.

Please note that, because it is the first copy to be produced, it is less than perfect in a number of small matters of binding. I am assured that subsequent copies will be of a higher quality.

I think that the Minister for Local Government would be interested to know that the Sydney and the national press are going to give the Council's Strategic Plan an astonishingly large and favourable coverage on the morning of Wednesday, July 21 next. My present information ~~as as follows~~ intentions of the Editors and feature writers is as follows :-

The Sydney Morning Herald : This paper will be presenting the Strategic Plan across a double-page feature spread and will be printing the 103 sentences which comprise the Strategic Plan in full.

The Daily Telegraph : This paper has prepared a three-page feature spread.

The Australian : This paper, on Wednesday morning, will contain a four-page special supplement exclusively on the Strategic Plan, again possibly printing the 103 sentences in full.

The Australian Financial Review : This paper tells me that it will have a three-page feature on Wednesday morning, July 21, printing the 103 sentences in full. This will be followed up with a further 2 page

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article on Thursday morning, which will deal with the method of preparation of the Strategic Plan. This is planned to be followed up by a third two-page article on Friday on the political implications of the Plan.

The Bulletin : The issue which will hit the news stands on Wednesday next is planned to contain a cover feature story on the Plan.

The Melbourne Age and the Melbourne Herald : We have every reason to believe that the Strategic Plan will be given good coverage by these papers.

We have made arrangements for the wire services to be informed and have every reason to believe that a great many suburban newspapers will re-print material put out by the major services.

As far as television coverage is concerned, we have had indications of great interest from ABC television news and from 'This Day Tonight'. I expect that most of the television people will be looking for their material at the television conference at Town Hall at 11.30 am on Tuesday.

It may be that Mr Morton will be interested to know that the Sydney Morning Herald, The Financial Review, Daily Telegraph, The Bulletin and The Australian are likely to publish something of the order of 15 pages on Wednesday next, and that the total coverage by the end of the week is likely to amount to something like double that.

The press reaction almost universally has been that the 103 sentences are excellently well expressed. They have surprised me with their interest in printing them as a whole.

I have pointed out your Foreword to all of the journalists and have suggested they quote your words from that Foreword. Aldermen Briger and Port have spoken with the feature writers.

Yours sincerely

George Clarke