

TO: ACOA Executive Board

6/15/64

GILCHRIST TOUR -- Comments by James R. Robinson

Arriving in New York on April 15 -- and scheduled to leave tomorrow -- Dr. Gilchrist has had an extremely energetic tour. In addition to radio and TV, meetings with drug companies, representatives of other groups, etc., he has addressed large and small groups across the United States and Canada. Church-related audiences have probably been the most productive, closely followed by school and college groups; but there have been two appearances arranged by African student groups (Boston and San Francisco), one appearance for the AAUN, a conference on Africa for the CCUN, etc.

He appeared in: New York, Baltimore, Washington, Boston, Chicago, Detroit, Kalamazoo, West Lafayette, Atlanta, Wilkes Barre, Oxford (Penn.), Engelwood, Syracuse, Utica, Binghamton, Mamaroneck, New Paltz, Denver, Reno, Orange, San Luis Obispo, Los Angeles, Pasadena, Berkeley, San Francisco, Portland (Ore.). Canada was even more productive than the United States: Regina (Saskatchewan), Edmonton (Alberta), Winnipeg (Manitoba), Ottawa, Toronto, Hamilton (Ontario), and various stops in Halifax, Nova Scotia, and New Brunswick. Collections were also best in Canada, with Halifax and Ottawa particularly outstanding.

Total income from the Tour will run between \$5,300 and \$5,500, exclusive of individual contributions to ERA not directly traceable to speaking dates, and exclusive of the fund-raising evening for the American Committee at Mrs. Jacobs' (which grossed over \$2,500 for ACOA).

POINTS OF IMPORTANCE: (1) A speaker who projects well, as Dr. Gilchrist does, can make a tour a success even though he is not personally well known before the tour starts. This is particularly true where he represents an on-going project, in this case ERA; (2) to cover the high initial travel costs from Africa, an extensive trip with a large number of appearances is essential; and (3) to raise money, fund-raising must be stressed for the tour from the initial letters through to the final appearance.