

June 2, 1966

Dear Mrs. Kennedy:

I received the memo of Ralph Dungan forwarded to me by Pamela Turnure. I have read it with care and interest. The idea is not good -- it is excellent! Though may I add, without wishing to sound skeptical in a negative way, that many excellent and wonderful ideas reach this office almost daily. It is my experience that what counts is the implementation of the ideas. As you yourself no doubt realize, although there are sound suggestions, the key aspect of the implementation is not mentioned in the memo. I refer specifically to the man or men who will head this venture and who will see it through. At present, by way of example, I know of an excellent idea that is at work in highly influential circles in New York -- also regarding Inter-american cultural relations that, in my opinion, is onto a bad start because the person that I have heard will be at the head of that venture is totally unqualified for the job. My concern, therefore, refers to that aspect of Mr. Dungan's excellent project, and I believe that I can make a constructive and pertinent suggestion to the common cause by suggesting the name of a brilliant journalist that would guarantee the seriousness of purpose of this enterprise. I refer to the art critic Brian O'Dougherty. Mr. O'Dougherty happens to be, for many people, including myself, one of the brilliant journalists

that are active on the U. S. scene today. He graduated and practised as a doctor in medicine in Ireland before coming to this country. His wife is a scholar in her own right on American art and is the sister of Mr. Alan Novak, who works for Senator Edward Kennedy. A hasty judgment might consider that, owing to the nature of the publication, a man like Mr. O'Dougherty might be less qualified than what are termed Latin American experts. It is my dread of Latin American experts, after having met a few, that allows me to be as candid as I am being in this letter. For this venture to succeed, what is needed is not a Latin American expert but a brilliant journalist, and this is what Mr. O'Dougherty is. If I have brought up his name, it isn't simply in a fit of inspiration but because there have been talks between this gentleman and myself as to the possibilities of editing the type of magazine that Mr. Dungan suggests. I, therefore, strongly recommend that, should this project be set in motion, the people of Mr. Dungan's team should contact Mr. O'Dougherty, as one qualified to direct the proposed venture.

I hope this letter has not seemed far too preoccupied with a given personality to the detriment of the idea expounded in Mr. Dungan's memo. I insist that my concern is more with people that carry out ideas than with ideas themselves. I sincerely hope that these suggestions may prove valuable, should this much-needed enterprise be launched.

I remain,

Yours sincerely,

Rafael Squirru
Director
Department of Cultural Affairs

Mrs. Jacqueline Kennedy
1040 Fifth Avenue
New York, N. Y.
RS/mmk