

*Cron-File
PA Program
Dr Cleaveland*

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June 8, 1973

TO: Dr. Frederic N. Cleaveland
Dr. Thomas D. Kinney

FROM: Dale R. Lindsay

SUBJECT: Black applicants to the Physician's Associate Program

1. Shortly after our meeting on Wednesday last I reviewed again several details of the P.A. program. I was much embarrassed to discover that I had grossly overstated the number of black applicants to the program. While I think I have determined how my confusion of figures occurred, I nevertheless stated that 93 applications were received from blacks whereas only 20 applications (a few of which were never completed) were received. (The higher figure was one of several projections of expectations).
2. However, after again reviewing the advertising of the program, including ads in the Army, Navy and Air Force Times (separate papers under central management), I am convinced that it will be difficult to reach a wider audience. I am conservatively opposed to frank advertising for academic admissions but I must admit it enlarges the scope of contacts. I would favor a more concerted effort than in the past to announce our program in all the major medical centers and particularly those associated with one or more medical schools.

DRL:sv