

# THIS IS MANAGEMENT.

SENT: AUGUST 21, 1963  
FROM: THE REVEREND MARTIN LUTHER KING JR.  
TO: ALL MARCH COORDINATORS  
SUBJECT: WASHINGTON OFF-SITE

In one week's time, we will execute on our Q3 plan to increase awareness of mission-critical goals (see FY63 Organizational Objectives) required for implementation of a new civil rights strategic paradigm.

Let us never forget what is important: Preparation and seamless execution will be the keys to the success or failure of this strategy. Therefore it is imperative that all March Coordinators be responsible for verifying that KPI components of the plan are in place and dissemination of information is handled in a timely manner. I know you're busy--we're all busy--but this will allow us to stay on budget and simultaneously achieve our dream of a referenceable event.

TRANSPORTATION: Buses and other forms of public and quasi-public transportation will depart from previously announced points according to schedule. With this rate, we will all arrive in the prescribed order. With this rate, there will be little unnecessary congestion. With this rate, you won't be left behind as long as you are at the departure point on time.

CROWD CONTROL: Over 200,000 marchers are expected. Sanitation facilities adequate for maximum utilization by the number of participants will be located behind the Lincoln Memorial. Think customer-centric: Audience comforts are our concern here, not our own. Use the facilities before arriving at the event site; our own people will pee at last, pee at last.

CLEAN UP: Event permits clearly state that the coalition is solely responsible for post-event sanitation, and we want to be able to come back here for next year's strategy kick-off. We need synergy in our efforts so designated M.C.s must deputize as many "Freedom Volunteers" as they deem necessary to fulfill the coalition's responsibilities. Together, we will hew out of the mountain of trash a stone of organized, packaged waste. Make sure to explain that if they are going to be janitors, be the very best janitors, etc.

DRESS CODE: Suit and tie for presenters, march casual for everyone else.

REHEARSAL: Members of the Broadcast Subcommittee will hold a rehearsal meeting at the venue on August 27, immediately prior to the event. This will include a sound check and full run-through of all presentations. The rough places will be made plain and the crooked places will be made straight. I want all jangling discords transformed.

BOTTOM LINE: Let me say how very proud I am to be in the fellowship of dedicated professionals such as yourselves. If God is in the details, you all surely hold a special place on His logistics team.

I'll be in meetings up until event day and not checking messages. Should you have any questions, please don't hesitate to contact Jesse, Ralph or any other member of the Executive Committee.

Carry on.

*BR for MLK Jr.*

MLK