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What's Going On In Yugoslavia?



HELP CROATIA; DRINK PEPSI

While the independence minded Croatia is fighting for survival, it's 1,000 to 5,000 people dead, many more wounded and close to 400,000 displaced from villages and small towns that are - no more. It's churches, monuments and hospitals destroyed and losing more territory every day to the bestial "Yugoslav Army" and:

While the Army generals "insist" that the evidence against their rockets and cluster-bombs is fabricated and;

While the President of Serbia insists that he is "protecting" the Serbian minority in Croatia and;

While the European Community observers continue to tally-up the gruesome realities of the undeclared war on Croatia and;

While the rest of the civilized West at the Hague Peace Conference - drags its feet! SERBIAN leadership, fully aware of its worst ever image, has just signed on one of the best known public relations firms to whitewash the atrocities it is sponsoring in Croatia.

Saatchi and Saatchi - the International PR agency in London signed up Serbia as its client through the Serbian deputy Prime Minister Slobodan Prohaska because of the Serbian worry that Croatia is winning the propaganda war and Western sympathy - so says The European publication of November 1st, 1991. Saatchi and Saatchi is credited with winning three elections for Margaret Thatcher by introducing American-style campaigning into traditionally sober British politics - according to the same source.

Join the Pepsi Generation Here Today and To Stay ... Feeling Free!

**SAATCHI AND SAATCHI ALSO DOES ALL THE WORK FOR
NONE OTHER THAN COCA-COLA.**

The Saatchi and Saatchi is looking for any Croatian, military, political or both, fringe group that are wearing any insignia, singing songs, putting up posters that have any connection or resemblance to those in the WW2 and are paying heavy duty bucks to promote film clips of such groups or individuals in Croatia - WHY?

AGENDA:

Show the Croatian Democracy to look like a Nazi Revival - and no one will care if the Yugoslav Army does burn all of it! If the Saatchi and Saatchi can convince enough people then just maybe, the World will help Serbia and the Yugoslav Army to kill off every Croatian that voted for democracy, all 94% of them, their children and destroy every church, cultural object and hospital, plough under all of their graveyards and declare a "binding" cease fire in a new "unified" Yugoslavia where the Serb minority will be safe.

If you see Croatian's picketing Coca-Cola or if you see me drinking Pepsi - you will understand. Call Coca-Cola and ask them to find another PR agent.

HELP CROATIA - DRINK PEPSI



PEPSI-COLA COMPANY



SOMMERS, NEW YORK 10509

December 10, 1991

Mr. Mirko Dobrijevic
Director of Christian Education
Holy Resurrection Serbian Orthodox Cathedral
5701 North Redwood Drive
Chicago, Illinois 60631

Dear Mr. Dobrijevic:

Thank you very much for your November 29, 1991, letter to Mr. Barry Holt, Pepsi's Director of International Public Affairs. Mr. Holt asked me to look into this situation as I handle public affairs in the midwestern portion of the U.S.

To answer the question posed in the opening line of your letter, does Pepsi know our logo is being used in the ad you enclosed? No. As you have stated, we would not knowingly be pulled into the tragic events in Yugoslavia.

Let me emphasize that we did not know about, pay for, nor authorize the use of our logo in that ad. Pepsi-Cola has no ties—official or unofficial—with the group or individuals who placed that ad.

Furthermore, I have personally contacted the advertising staff of The Morning Journal to advise them that our logo may not be used without our permission. The advertising manager has assured me that ad with our logo will not run again.

Thank you for advising us of the situation and giving us the opportunity to rectify it. Please know that I stand ready to answer any further questions or concerns you may have. I may be reached on my direct line at (914) 767-6672.

Again, thank you.

Sincerely,

A handwritten signature in cursive script, appearing to read "Gary Gerdemann", with a long horizontal flourish extending to the right.

Gary Gerdemann
Manager, Public Relations

**HOLY RESURRECTION SERBIAN ORTHODOX CATHEDRAL
5701 NORTH REDWOOD DRIVE
CHICAGO, ILLINOIS 60631**

**FAX TRANSMISSION
312/693-3367 Phone
312/693-7615 FAX**

29 November 1991

Mr. Berry Holt
Director of Public Affairs
PEPSI COLA CORPORATION
FAX 914/767-7762

RE: Ad which appeared in The Morning Journal, Lorain, Ohio
"What's Going On In Yugoslavia?
Help Croatia; Drink Pepsi"

Dear Sir:

Relative to the above cited and accompanying Ad, are you aware of the fact that your logo and product are being used for the dissemination of Neo-Nazi propoganda? I find it difficult to believe that a corporation, the likes of PEPSI COLA, would permit itself to be pulled into Yugoslav politics. Further, if indeed such an eminent corporation has allowed itself to enter into the Balkan political arena, why then has it fallen prey to, or allowed itself to be subjected to, open disinformation?

Serbia has indeed hired the Saatchi to represent it. As the accompanying Ad, which makes use of your name demonstrates, the western media is inundated with masterful disinformation and blatant lies. Is this to be taken as the official policy of PEPSI COLA and its constituents?

The truth of the matter is that the Serbian people were historically and remain today, the victims of a brutal genocide. During World War II, Serbia, America's Ally, lost 1.2 million persons. This is a staggering figure, when one takes into consideration that the total Yugoslav war casualties amounted to 1.8 million. Croatia was an Axis Power during World War II and officially declared war on the United States. Again, is this flagrant anti-Americanism supported by PEPSI COLA?

The Serbian Orthodox Church was prohibited by Communist Dictator Tito, himself a Croat, to expose the heinous war crimes at the Nuremberg Trials. Precisely, it was he, Tito, that chose to redraw the internal borders of Yugoslavia and abandoned major portions of Serbian lands to Croatia. Had there been no genocide, instead of a 12% percent Serb minority in what is known today as Croatia, there would be over 3 million.

It is not my intention to burden you with polemics. However, I feel morally obligated to set before you the truth and to question the placement of such an Ad. I would appreciate a written (or FAX) communication, indicating that this is not the policy of PEPSI COLA.

I thank you for your time and consideration.

Sincerely yours,



Mirko Dobrijevic
Director of Christian Education

ENC: (1).

Dr. Momcilo Miljkovic
1440 Deerfield Dr.
Hummelstown, Pa. 17036

December 10, 1991
Hershey

Dear Serbs:

As you probably already all know, Serbia is again, as so many times before, living through her dark hours. Yugoslavia does not exist anymore, and those who were trying for the last seventy years to break it up finally succeeded. Now they are trying to take from former Yugoslavia the Serbian people and the Serbian territories. They want to force upon us to accept that one third of Serbian population forever lives in "foreign" countries (Croatia, Bosnia and Herzegovina, and Macedonia). Serbs which would be directly affected with this do not want that and have very clearly expressed their opposition to such a solution by courageously fighting the liberation battles in Croatia and by sacrificing their lives.

After almost half a year and who knows how many lives, Serbs have finally succeeded in clearing from Croatian nationalists and Ustasha's the territories where they constitute the absolute majority of population and to form their own transitional administrative bodies. Now, however, when a permanent truce takes place, a different type of struggle will begin, a struggle at the negotiating table which will ensure that the Serbs will be allowed to keep the liberated territories forever. This is, where we, the American Serbs, can help them by our participation. The following is the idea.

It is quite obvious that Croatia and Slovenia were preparing for their secession from Yugoslavia for a long time. With a financial help from their own huge emigration, as well as from Austria, Germany and Vatican, and by using the powerful catholic church and excellent public relation agencies, the Croatia and Slovenia are for several months very aggressively trying to convince the West that they are democratic nations which culturally and by religion belong to the Western world, whereas the communist Serbs are primitive people from the East. Thus their leaders, all until recently communists, became suddenly the most ardent proponent of western style democracy and the market economy. The Serbs are however represented as Bolshevik communists, primitive barbarians who want to keep the Croatia and Slovenia under their control by force. And all of this, of course, with the help of the Serbian dominated Yugoslav Peoples Army. For that purpose, they have hired very powerful public relation firms (as for example, Ruder Finn, from Washington, D. C.) with the aim to brainwash the American public, the American media

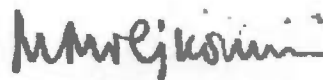
and the American politicians. It is thus not accidental that in the newspapers, on the radio, and on the television we constantly read, listen, and see how Serbian terrorists, together with the Serbian dominated communist Yugoslav peoples Army savagely kill the innocent Croatian people, and how they destroy their homes, churches, cultural monuments, hospitals, etc. What is at the same time happening on the Serbian side nobody here knows and nobody even asks. Why? It is because the Croatians have been able, with the help of public relation organizations and the catholic church, to deny thus far to the Serbs the access to media and politicians. All of that was possible because the Serbs did not have their public relation firm which would be able to break up this blockade and to present the present situation in Yugoslavia from the Serbian perspective here in the USA.

I believe that, although a lot of time has been already lost, it is most urgent that we, the American Serbs, immediately find and hire a first class public relation agency here in the USA which will start to vigorously present the Serbian side in this conflict to the American people, media and politicians. In order for such a firm to be hired we need a lot of money, upward from \$ 40,000 per month. This should not, however represent a big problem if we can find 5,000 or more Serbs who are willing to make a commitment to contribute each month 10.00 or more dollars for this purpose. (In case that someone decides to give more than \$ 10.00 for accomplishing this goal we would need a smaller number of Serbs.) The money would be deposited directly to the account which would be specially opened for this purpose in one of the large US banks. The board or a committee constituted from prominent Serbs from Illinois, Pennsylvania, New Jersey and New York, or perhaps other part of this country, will be formed which will then oversee the handling of this account. The report to donors will be given quarterly, possibly in the following way: (a) on every first Thursday of January, April, July, and October an add will be published in The New York Times, or The Washington Post in which the financial transactions will be reported, or (b) to each contributor the financial report will be mailed. Since personally I do not know very much about the public relation business I do intend to ask Mrs. Helen Delich Bentley and Mr. Jim Moody, who are both proven friends of Serbs and both are members of the US House of Representatives, to help me in identifying the best possible public relation agency which would agree to represent the Serbian interests here in the USA ; then we will immediately start to negotiate with them.

As a first step, I would like to ask you now to **immediately** (this is all very urgent since we have already wasted too much time) contact me and let me know that you are interested to participate in this action and at the same time to inform me how much would you be willing to contribute each month. If it happens that we collect more

money than we do need for this action, I believe that you would all agree that the balance is sent (as money or in the form of goods) to the Serbian refugees from Slavonija and Krajina and to the Serbian hospitals in those two regions.

Hoping that you will enthusiastically support this appeal for the salvation of Serbian people in this difficult hour, please accept my sincerest regards



Dr. Momcilo Miljkovic
Professor of The Pennsylvania State University