

The original documents are located in Box 6, folder “3/27/76 - Helen Reddy Concert” of the Betty Ford White House Papers, 1973-1977 at the Gerald R. Ford Presidential Library.

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Carolyn

THE WHITE HOUSE

WASHINGTON

March 19, 1976

MEMORANDUM TO: PETER SORUM
FROM: SUSAN PORTER
SUBJECT: Action Memo

Mrs. Ford has accepted the following out-of-house invitation:

EVENT: Helen Reddy Concert

GROUP: To Benefit ERAmerica

DATE: Saturday, March 27, 1976

TIME: 10:30 p.m.

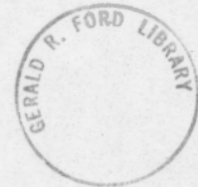
PLACE: Constitution Hall

CONTACT: Jane Wells, ERAmerica
O: 833-4354

COMMENTS: Mrs. Ford will attend the Helen Reddy Concert Saturday evening, March 27th at 10:30 p.m. at Constitution Hall. Helen Reddy will donate her personal earnings for the Equal Rights Amendment and the ERAmerica efforts. A private reception will follow the concert but Mrs. Ford will not attend. Susan Ford had originally planned to attend but now thinks she will be out of town. The file is attached.

Thank you.

c: BF Staff
Red Cavaney
William Nicholson
Jeanne Holm
Rex Scouten
Staircase



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415 MADISON AVENUE
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CABLE ADDRESS ROCOPUB
NEW YORK, NEW YORK

January 30, 1976

ATTEND ✓
REGRET _____
(+GF? OUT)
OF
TOWN

Mrs. Betty Ford
c/o Ms. Sheila Weidenfeld
The White House
1600 Pennsylvania Ave.
Washington, D.C.

Dear Mrs. Ford:

On Tuesday at the White House dinner for Prime Minister Rabin, Jeff Wald briefly discussed with you Helen Reddy's concert in Washington on March 27th when she will donate her personal earnings for the Equal Rights Amendment.

833-4354

I have been in contact with Jane Wells, campaign director of ERA America, and they are delighted to help coordinate the evening.

It would mean a great deal to Helen, personally, as well as to the supporters of the Equal Rights Amendment, if you would attend the concert and a private reception following as Guest of Honor.

This concert will bring attention to our cause, but more important at this point, will guarantee needed monies for the group's continued work.

I hope Sheila and I can fit this into your terribly busy and demanding schedule because your support is so vital for our success.



Sincerely,

Kathie Berlin
Kathie Berlin

KB/lo

THE WHITE HOUSE
WASHINGTON

Nancy

This is the letter
I mentioned to
Mrs. Ford that
I had received
concerning Helen
Reddy.

rec'd
2/10

THE V
WA

It's a good idea. Sheila

Susan

Mrs. Ford has the
original letter. You'll
probably be getting
it soon.

I'd love to see
her attend the
concert. Sheila

GERALD R. FORD

2-23

Helen Reddy and Jeff Wald

cordially invite

The President & Mrs. Gerald Ford

to an evening in concert with

Helen Reddy

to benefit the Equal Rights Amendment
on Saturday, March twenty-seventh

D A R - Constitution Hall
15th & E Sts., N. W.

Concert - 10:30 p. m.

and a private reception

Fiberio, 1915 N. St., N. W.

Midnight Supper

R S V P: E R A America

(202) 833-1354

Informal



111
2

223

Helen Reddy and Jeff Wald
cordially invite

Miss Susan Ford

to an evening in concert with

Helen Reddy

to benefit the Equal Rights Amendment

on Saturday, March twenty-seventh

~~OF ARRIVAL~~
~~OF REGRET~~

D A R - Constitution Hall

15th & C Sts., N.W.

Concert - 10:30 p. m.

and a private reception

Tiberio, 1915 K. St., N.W.

Midnight Supper



R S Q D: E R A America

(202) 833-4354

Informal

2-23

Helen Reddy and Jeff Wald

cordially invite

Mr. John Ford

to an evening in concert with

Helen Reddy

to benefit the Equal Rights Amendment

on Saturday, March twenty-seventh

D A R - Constitution Hall

18th & C Sts., N.W.

Concert - 10:30 p. m.

and a private reception

Fiberio, 1915 K. St., N.W.

Midnight Supper

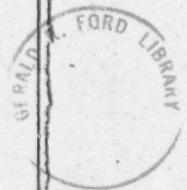
ATTEND ~~X~~
~~SECRET~~

if I'm here

N S D: E R A America

(202) 838-7354

Informal



THE WHITE HOUSE

WASHINGTON

March 26, 1976

MEMORANDUM FOR: MRS. FORD

FROM: PETER SORUM *PS*

SUBJECT: YOUR ATTENDANCE AT THE
HELEN REDDY CONCERT
Saturday, March 27, 1976

Attached at TAB A is the Proposed Schedule for your attendance at the Helen Reddy Concert.

APPROVE *PS*

DISAPPROVE _____

BACKGROUND

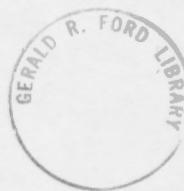
Helen Reddy is donating her personal earnings from this Concert to ERAmerica. Prior to the performance, you will join Liz Carpenter and Helen Reddy for a back-stage photo session. Following the performance, you will be invited to the Stage to participate in a brief presentation ceremony.

Sitting with you will be Jeff Wald, Liz Carpenter and Jane Wells, Executive Director, ERAmerica.

ORIGINAL RETIRED FOR PRESERVATION

TAB

A



PROPOSED SCHEDULE

MRS. FORD'S ATTENDANCE AT THE
HELEN REDDY CONCERT

Constitution Hall
Saturday, March 27, 1976

10:05 pm Mrs. Ford boards motorcade on South Grounds.

MOTORCADE DEPARTS South Grounds en route
Constitution Hall.

[Driving time: 5 minutes]

10:10 pm MOTORCADE ARRIVES Constitution Hall.

Mrs. Ford will be met by:
Ms. Liz Carpenter, Co-Chairperson, ERAmerica

OFFICIAL PHOTO COVERAGE

Mrs. Ford, escorted by Liz Carpenter, proceeds to
Secretary General's Room to greet Helen Reddy.

10:15 pm Mrs. Ford joins Helen Reddy and Liz Carpenter for
photo session.

OPEN PRESS COVERAGE

10:20 pm Mrs. Ford bids farewell to Helen Reddy and returns
to Secretary General's Room to greet Jeff Wald and
family.

10:25 pm Mrs. Ford, escorted by Jeff Wald, departs Secretary
General's Room en route Constitution Hall Auditorium.

10:28 pm Mrs. Ford arrives Auditorium and takes her seat in
Box #11.

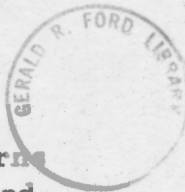
OPEN PRESS COVERAGE

ATTENDANCE: 2000

10:30 pm Performance begins.

12:00 midnight Performance concludes with Helen Reddy singing
"I am Woman."

12:02 am Mrs. Ford departs Box #11 en route Stage to join
Helen Reddy for special presentation of check to
ERAmerica.



12:05 am Mrs. Ford arrives Stage for brief presentation ceremony.

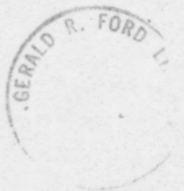
NOTE: No remarks are required.

12:10 am Mrs. Ford bids farewell, and departs Stage en route motorcade for boarding.

12:15 am MOTORCADE DEPARTS en route South Grounds.

[Driving time: 5 minutes]

12:20 am MOTORCADE ARRIVES South Grounds.



THE WHITE HOUSE
OFFICE OF THE PRESS SECRETARY TO MRS. FORD

Mrs. Ford will attend singer Helen Reddy's concert at 10:30 PM, Saturday, March 27 in Constitution Hall in Washington, D.C. Ms. Reddy will donate her personal proceeds from the concert to ERAmerica, the national bi-partisan organization to promote ratification of the Equal Rights Amendment.

At the end of the performance, Mrs. Ford will participate in a ceremony with Helen Reddy and Liz Carpenter, Co-Chairman of ERAmerica, in which the benefit proceeds from the concert will be given to ERAmerica.

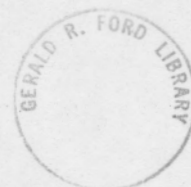
Ms. Reddy, an Australian, who recently became an American citizen, performed at the White House State Dinner for the Prime Minister of Israel in January.

She won a Grammy Award for "I Am Woman," which was adopted by the United Nations as the theme song for International Women's Year.

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A photo session will be held in the Conductor's Room before the 10:30 concert.

NOTE: Press should report to "D" Street entrance by 10 PM
Requests for press seating should go to Ellen Boddie, ERAmerica,
833-4355



ERAmerica

1525 M Street, N.W. • Suite 605 • Washington, D.C. 20036 • (202) 833-4354

Co-Chairs:

Liz Carpenter

Elly Peterson

Campaign Manager:

Jane Wells

FOR FURTHER INFORMATION CONTACT:

Ellen Boddie Kathie Berlin
ERAmerica Rogers & Cowan
Washington, DC New York
(202)833-4355 (212) 759-6272

FOR IMMEDIATE RELEASE - March 15, 1976

Helen Reddy Concert to Benefit ERAmerica

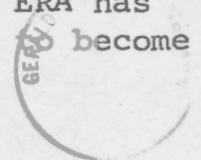
Washington, D.C. ... Singing star Helen Reddy has pledged her personal proceeds from a Washington, D.C. concert to ERAmerica -- the national campaign to ratify the Equal Rights Amendment. This key financial contribution will be the result of Reddy's concert March 27 at 10:30 PM in Constutution Hall.

Liz Carpenter and Elly Peterson, ERAmerica's National Co-Chairs, lauded Reddy's investment in ERAmerica, "This national campaign is unprecedented, especially during this year of political campaigns. Helen Reddy has long been supportive of our 'candidate' -- the Equal Rights Amendment. Her personal financial commitment will have a significant impact on the success of the ERA ratification drive. This concert is an exciting event for ERAmerica to participate in. We are looking forward to joining in a chorus of "I Am Woman", adopted by the United Nations as the theme song for International Women's Year."

ERAmerica recently launched its campaign at the national headquarters, 1525 M Street, Washington, D.C. ERAmerica's primary strategy will be to provide more political leadership at a national level to unify the existing ERA supporters and to draw together the available resources and expertise for maximum effectiveness. Never before has a campaign of this scope been run for the ERA.

The Equal Rights Amendment has been endorsed by over 100 national organizations, all U.S. Presidents starting with Dwight D. Eisenhower, and both national political parties. The ERA has been ratified by 34 of the 38 states necessary for it to become

- MORE -



the 27th Amendment to the U.S. Constitution. Deadline for legislative action on ERA is March 22, 1979.

Helen Reddy, who records on Capitol Records, has been the number 1 recording artist in the world for 4 years. She has received 7 gold albums, 3 platinum albums and 27 additional gold albums world wise. She is the winner of the National Grammy Award for "I Am Women", which proclaimed her as the "minstrel of the women's movement."

Reddy has been chosen BEST FEMALE POP VOCALIST by the American Music Awards, number 1 Female Pop Vocalist by the Music Record Publications, received the NAACP's Image Award and selected as the Los Angeles Times Woman of the Year. Reddy is an active participant in the political scene and recently became an American citizen, strengthening her belief in the need to ratify the ERA.

Concert tickets are available through Ticketron outlets.

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