

**The original documents are located in Box D37, folder “Ford Broadcasts, 1971” of the Ford Congressional Papers: Press Secretary and Speech File at the Gerald R. Ford Presidential Library.**

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recorded 2/16/71

WOLVERINE EDUCATIONAL TELEVISION CORPORATION  
2424 South Division Avenue  
Grand Rapids, Michigan 49507

60 <sup>sec.</sup> Spot ~~min.~~

We in western Michigan may qualify for a \$467,000 grant from the Department of Health, Education and Welfare for the activation of an Educational Television Station. This is Congressman Jerry Ford and I'm talking about the way we can bring ~~it~~ <sup>Educational TV</sup> into our homes. We must match the federal grant.

\$310,000 has already been pledged by foundations, individuals and corporations. \$200,000 more must be pledged by you and me.

~~The Educational TV plant will be located at Grand Valley State College, but the activation of a television station is expensive.~~ I'm

<sup>sending</sup> ~~going to~~ my pledge today to ETV 35, Box 35, Allendale, Michigan, 49401. Won't you?

30 <sup>sec.</sup> Spot ~~min.~~

This is Congressman Jerry Ford, and a glimpse of my mail tells me ~~you~~ you like to be informed about the issues in Washington. Educational television can offer you news in depth with such shows as "World Press" and "Washington Week in Review." I support ~~it~~ <sup>Educational Television.</sup> Won't you? Send your pledge or check today to ETV 35, Box 35, Allendale, Michigan, 49401.



Photo

Jimmie Nichols  
36 Fessenden  
Mt. Clemens  
48033

WOLVERINE EDUCATIONAL TELEVISION CORPORATION  
3524 South Division Avenue  
Grand Rapids, Michigan 49501



2635 Hall s.e.  
Grand Rapids, Michigan

Representative Gerald Ford  
425 Cherry s.e.  
Grand Rapids, Michigan

Dear Mr. Ford:

I am working as a volunteer through the Junior League in an effort to bring Educational Television to the Western Michigan area. To that end we are asking personalities to make 10", 30" and 60" spot cuts to be used on Channel 8 and 13 and also on radio stations of this area. We are hoping that you will agree to support the concept of ETV in this fashion.

If you would be able to make these tapes, either here or from a Washington studio I would be happy to supply you with a script or send additional information so that your staff could do so.

We would be happy to make the necessary arrangements locally for taping as both channels are donating time and we could try to work around your schedule. The campaign kick-off is Feb. 15 so we are eager to complete arrangements as soon as possible.

Others who have consented to speak for ETV are Don Battjes and puppets, Mr. and Mrs. James Sanderson, Dr. M.C. Burton, Mrs. John (Rosie) Twomey and others.

Thank you so much for your interest.

Sincerely,

*Maria De Longy*

Mrs. Hal De Longy

February 4, 1971

(616) 949-1444



Public  
Television....

**what  
is it?**



Johnny Cash in an "NET Playhouse" drama



The letter "J" taught the "Sesame Street" way



Julia Child, "The French Chef"



"NET Journal" views Appalachia



An "NET Festival" highlight

**S**OMETIMES the best way to grasp a far-reaching subject is to see it all at once. That's why we suggest that your first look at the exciting subject of public television be a glance at the map inside this folder. It shows the locations of almost two hundred public (sometimes called "educational") television stations in the United States.

If you are like most people, your first reaction to this map will be one of surprise at the size of the public television system. It's not only large, it's growing—with new stations coming into being all the time.

You can't adequately describe public television in words. To appreciate it, you have to tune in—to see and hear it. But there are some words that apply.

The first one is *public*. Public television doesn't belong to anyone; it belongs to everyone. Its stations are operated in some cases by community corporations, in others, by school boards, universities and even States. But the "owners" are, in a very real sense, the public.

Another key word that applies is *non-commercial*. Public TV stations are not allowed by law to sell air time. They operate on funds from the public—either directly, through contributions from individuals, business corporations or foundations, or indirectly, through tax-supported institutions.

Being both public and non-commercial means that you'll not find any sponsors or commercials on public TV—except for occasional appeals for you to be a sponsor, by making a contribution.

Being public means, too, that the stations exist to serve the interests and tastes of all the people. And it means that they exist to help fill public needs and attack public problems.

## Something Special

What this all adds up to is something special in broadcasting. And something special for everybody.

At a time when personal communications seem harder and harder to achieve, public television provides an instrument for bridging gaps. It does so by bringing the social problems of the day into the living room in hard-hitting and honest documentaries. It does so by taking its microphones and cameras into the forums of government and delivering differing viewpoints and debates into your home.

In fulfilling this role, public television qualifies as a creative community force of great importance.

But not all public television programs have a social goal. Most are highly personal.

An important fact to realize about public TV is that you're not expected to like all its programs. Program schedules are devised to provide programs that are not generally available elsewhere—to add new richness and variety to the broadcast dial and make the viewer's choice that much wider.

Public broadcasters realize that tastes differ. So instead of offering just one kind of programming, they offer a wide variety. In short, there's something special on public TV—for almost everybody.

## For Example

For the children, there are programs that not only entertain but help young minds grow. One of these is "Sesame Street," a five-times-a-week program for pre-school children that has won three Emmys and near-universal acclaim. Another is "Misterogers Neighborhood," the daily program starring Fred Rogers.



A scene from "The Forsyte Saga" drama series



Mitchell Krauss, host of WNDT's "Newsfront"



"Misterogers" and friends



Linda Schmid teaching in "Art Studio"



A scene from "Black Journal"



A WETA-TV course for secretaries



Arthur Fiedler conducting The Boston Pops

If you're the one who wants to do some growing, we'll teach you to play bridge, how to fish, sew, cook, speak a new language—or do any of a hundred things designed to make your leisure hours richer. And we'll do so in the entertaining style that is characterized by public TV's Julia Child, "The French Chef."

On the more serious side, some stations offer programs that teach job skills, as well as fully accredited courses to prepare viewers for high school equivalency exams and to enable them to earn credits toward a college degree. In addition, the largest part of the broadcasting day of almost all stations is devoted to instructional programs for direct classroom use.

In the evening, the emphasis changes. If you're a theater lover, there are weekly plays by great playwrights, both the traditional favorites and the latest discoveries, performed by leading actors. There are high school, college and other amateur sports events. There is music, from classical to soul and everything in between.

There are also programs that make the great events of our day and such subjects as science understandable. There is coverage of news in the making, from meetings of your local school board to hearings in the U.S. Senate. There are such personalities as award-winning Robert Cromie, whose "Book Beat" series explores the world of books and authors in a highly enjoyable manner.

And finally, there are special programs for the nation's many minorities—for blacks, Mexican-Americans and even New Englanders of French-Canadian origin. Included among these is "Black Journal," the longest-running national TV program for and by the black community.

Tune in—and see what you're missing.

### Behind the Scenes . . .

The keystone of the public television system is the local station. It is run by dedicated people, often with a very limited budget, who believe that public broadcasting can perform a valuable service for the community it serves. They deserve your support and encouragement and would welcome hearing from you.

In addition to the stations, there are other organizations working to make public television serve you. These include:

- ▶ The Public Broadcasting Service (PBS), which manages the network tying together public TV stations and makes possible national programming on public television.
- ▶ National Educational Television (NET), a national program production organization that provides a major portion of the evening programming seen on public TV channels.
- ▶ The Children's Television Workshop, producer of "Sesame Street."
- ▶ The six regional television networks and twelve state networks which link together geographically-related stations and facilitate the exchange of programs for common broadcast.
- ▶ The National Association of Educational Broadcasters (NAEB), a trade association to which virtually all the components of public broadcasting belong, and its Educational Television Stations (ETS) division, whose activities include a program service for PTV stations.

Finally there is the Corporation for Public Broadcasting, which came into existence in 1968 and which, among other things, is bringing you this pamphlet.

### CPB, A New Concept

The Corporation for Public Broadcasting was created by the Congress in the Public Broadcasting Act of 1967. Its board of 15 directors is appointed by the President of the United States with the advice and consent of the Senate. John W. Macy, Jr. is CPB President and Frank Pace, Jr., Chairman.

The 1967 Act said that the entire country should have the benefits of a strong public broadcasting system. It charged the Corporation with this task and said CPB should act independently of Government. This made CPB a new concept: a non-profit, private corporation established by Government—but independent from it—directed to act on behalf of the people of the country. Funds for CPB come from Government and private sources.

The Corporation was instrumental in setting up the national network of public television. It carries on various grant projects that assist stations and producers of national programs. In addition, it conducts programs of research, public information and talent development all calculated to improve public television's service to the nation.

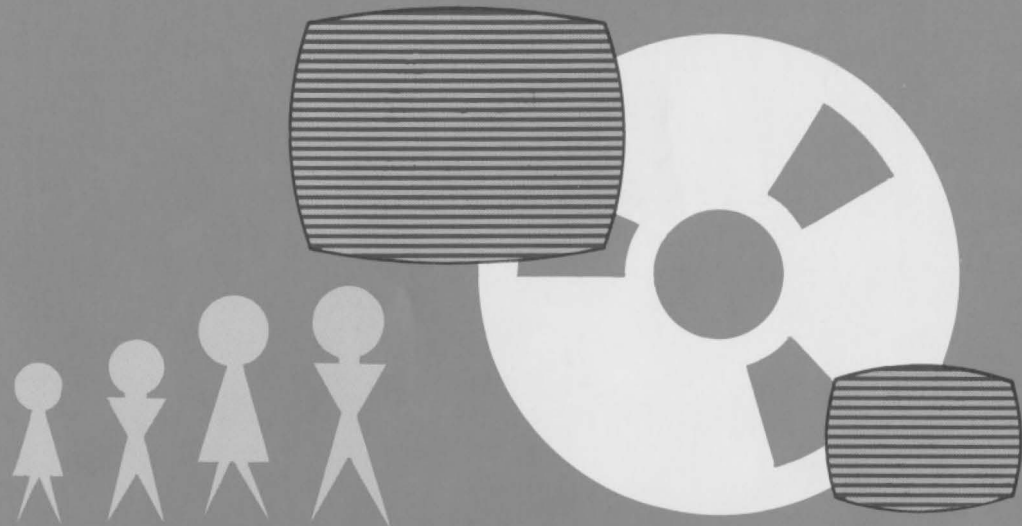
If you are interested in knowing more about the Corporation or about public television, we invite you to write to us or contact your local station.



### Corporation for Public Broadcasting

888 16th Street, N.W.  
Washington, D.C. 20006  
1345 Avenue of the Americas  
New York, N. Y. 10019

**E<sup>TV</sup> + I<sup>TV</sup> =** *Enlightenment*



**WOLVERINE EDUCATIONAL TELEVISION, INCORPORATED**

Knowledge is indeed that which, next to virtue, truly and essentially raises one man above another.

— Joseph Addison (1672-1719)



**WOLVERINE EDUCATIONAL TELEVISION, INCORPORATED, WAS ORGANIZED IN THIS COMMUNITY FOR THE FOLLOWING PURPOSES:**

1. To provide a medium for the distribution in instructional programming via the air waves to private, public, and parochial schools of the area and other educational institutions;
2. To provide an alternative television service to the greater community of Western Michigan including, but not limited to, programs in the arts, sciences, public affairs, drama, literature, and music.
3. To provide a modern-day town meeting in which community leaders and officials may meet with or broadcast to local residents for the purpose of exploring community-wide problems and needs;
4. To provide alternative television programming for children and youth;
5. To do all the things necessary and proper to promote or carry out the purposes specified above.





# EDUCATION and INSTRUCTIONAL PROGRAMS



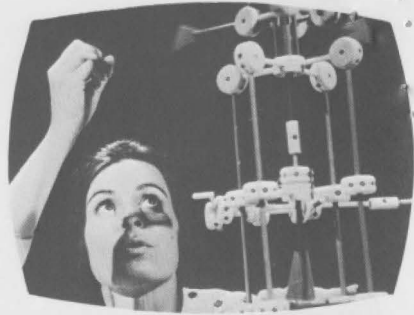
#### THE SEA ABOVE

A series of programs aimed at adults who might become interested in astronomy as a hobby.



#### CHILDRENS FAIR

A series designed to acquaint four to eight-year-old children with the world around them.



#### ART STUDIO

Programs designed to give children practical skills in basic art techniques.



#### MICHIGAN CLASSROOM TELEVISION

Science, math, the arts, social studies and other subjects prepared specifically for in-classroom use.



#### DAVEY AND GOLIATH

Children accompany Davey, a boy, and Goliath, his dog, on their various adventures to learn how to meet difficult situations in daily life.



#### FOLK GUITAR

A series of lessons in beginning guitar.





# NEWS AND PUBLIC AFFAIRS



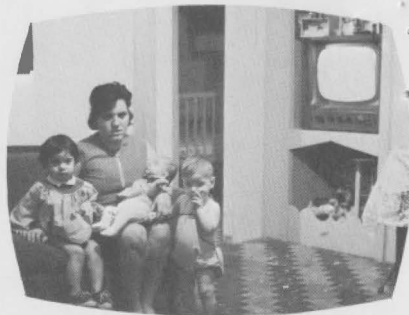
#### PUBLIC BROADCAST LABORATORY

A nationally-acclaimed series designed to offer a comprehensive review of national, international and local events.



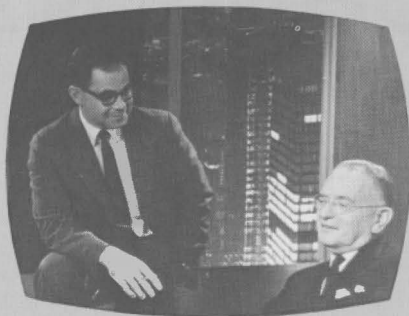
#### HARVEST

The many facets of agriculture are taken into account in this weekly series.



#### ASSIGNMENT 10

A public affairs series designed to report on controversial issues of particular interest to local communities.



#### NEWS IN PERSPECTIVE

A special series featuring New York Times journalists, as they analyze current headlines.



#### SPARTAN SPORTLITE

A comprehensive look at the M.S.U. sports scene.



#### N.E.T. JOURNAL

An award-winning series that provides in-depth analysis of major domestic and foreign issues.



# CULTURAL ENRICHMENT



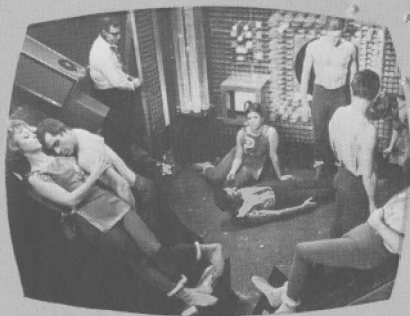
#### N.E.T. FESTIVAL

A cavalcade which brings viewers great moments from the world of the arts.



#### MUSEUM OPEN HOUSE

Programs designed to explore the countless ways in which the artist expresses his views of the world.



#### N.E.T. PLAYHOUSE

The only weekly drama series on television.



#### BOOK BEAT

A series of interviews with notable authors and critics.



#### THE FRENCH CHEF

Julia Child penetrates the mysterious riddle of French cuisine.



#### PEOPLE IN JAZZ

A series of programs designed to mix informal conversation with musical performance.

EDUCATIONAL TELEVISION CAN REACH OUT TO PEOPLE AND EFFECT COMMUNICATION WITH THEM, AMONG THEM, AND BY THEM IN A WAY NO OTHER MEDIUM CAN. IT PROVIDES A MEANS THROUGH WHICH THE RESOURCES OF A COMMUNITY CAN BE BROUGHT TO BEAR UPON ITS PROBLEMS.

**The programs described on the preceding pages are examples of the type of programming which has been unavailable to Western Michigan viewers because there is no educational television station in the area.**

**Wolverine Educational Television, Channel 35, will fill this void, bringing viewers the finest that television has to offer.**



**WOLVERINE EDUCATIONAL TELEVISION, INCORPORATED**

Mrs. Hal De Longy  
2635 1/2 Hall S.E.  
Grand Rapids, Michigan  
49506

Representative Gerald Ford  
425 Cherry S.E.  
Grand Rapids, Michigan

2635 Hall S.E.  
Grand Rapids, Mich.  
Feb. 12, 1971

Representative Gerald R. Ford  
Room H-230  
U.S. Capitol Building  
Washington, D.C.  
20515

Dear Mr. Ford:

Thank you for helping us in our effort to bring ETV to Western Michigan. We are so pleased that you will make tapes for us for use on Channels 8 and 13 as well as on radio stations throughout the area. Please bring with you on February 18th when you come to Grand Rapids one copy of either high band or low band color video tape and we will duplicate and transfer the audio from it. We would like a 60" and a 30" spot cut. Mr. Bill Ballard will pick up the tape from your Cherry Street office on February 19 and we will begin making immediate use of it.

I am enclosing a script to serve as a guideline for your use. I am also sending along copies of others that I have written so that you can get an idea of the type of information that we are stressing.

Thank you so much.

Sincerely,

*Maria De Longy*  
Mrs. Hal De Longy



WOLVERINE EDUCATIONAL TELEVISION CORPORATION  
2424 South Division Avenue  
Grand Rapids, Michigan 49507

I'm Dick McKay. Western Michigan is the largest population center in the U.S. without Educational Television. Lets change that. Grand Valley State College has the staff and facilities. The Department of HEW will provide funds on a matching basis and thats where you and I come in. \$250,000 more dollars must come from the community and that means you and me. If you want music from classical to soul- if you want sports high school and college you want ETV. Send your check or pledge to ETV 35, Box 35, Allendale, Michigan.

Educational television- ETV- means doing youro own thing. ETV is public television- with no commercials. If you want a chance to see some change- to make a few ripples in our town then shake loose some bread and send your pledge or check to ETV 35, Box 35, Allendale, Michigan.

I'm Dick McKay and I support ETV- Educational Television- ETV has something for everyone. Send your pledge or check to ETV 35, Box 35, Allendale, Michigan.

Dick:

Please be at the WOOD TV main lobby, Wednesday, February 10, 1971 at 7:30 PM. Thanks..

Marie De Longy  
949-1444

*Dick McKay will not  
be used. Staff person  
from Wood instead.*



WOLVERINE EDUCATIONAL TELEVISION CORPORATION  
2424 South Division Avenue  
Grand Rapids, Michigan 49507

Hello! My name is Rosie Twomey and I'm excited about a new concept in television- a concept that you can help make into a reality. I'm talking about ETV- Educational or Public Television. As a mother of young children I'm eager to open up to them new shows- such as Mr. Rogers Neighborhood, the Childrens Fair, Sesame Street. And the possibilities for classroom use of ETV are endless. Especially prepared programs on many subjects can be available for school-room use for public, private and parochial schools. If ETV excites you support it. Send your check or pledge to ETV 35, Box 35, Allendale, Michigan.

Educational Television- ETV- can become a reality in Western Michigan viewing area. We may be awarded a new Channel- Channel 35- if our community can raise necessary matching funds. Public television has programs for all ages and interests. Support ETV. Send your check or pledge to ETV 35, Box 35, Allendale, Michigan.

I'm Rosie Twomey and I support ETV- Educational Television- because it will give my children exciting new opportunities for growth. Won't you support ETV? Send your check or pledge today to ETV 35, Box 35, Allendale, Michigan.

RS: Please be at WOOD TV center lobby, 120 College S.E. Wednesday Feb. 10, 1971 at 7:30PM. Thank you.



WOLVERINE EDUCATIONAL TELEVISION CORPORATION  
2424 South Division Avenue  
Grand Rapids, Michigan 49507

Continuing Thoughts on ETV - For use by Willard Schreder  
WRSD.

National statistics indicate that pre-school youngsters view an average of 3,000 hours of television before they begin school! The advantages of Educational Television for these children are enormous as ETV specializes in programs that not only entertain but help young minds grow.

~~Construction and~~ Activation of a television station is expensive. However with the help of matching funds from the federal government a new Educational Television Station can become a reality for Western Michigan. But we must match these funds. \$310,000 has been pledged by individuals, corporations and foundations to bring ETV to our viewing area. 200,000 more is needed.

Why would ETV be welcomed by Western Michigan television viewers? Because our citizens have a demonstrated interest in whats going on- not only in our local communities but on the national level. Our residents welcome the chance to grow and to expand their knowledge and have traditionally supported the concept of multi-media. We see active interest in community theatre, movies and films, public lectures- all in addition to television and radio. ETV would be a new and dynamic tool of communication.

As proposed, the Educational Television facility at Grand Valley would be a teaching and training center to prepare students for jobs in commercial and educational television. Television is still a relatively young industry and as the power and potential of television increases so does the need for professionalism.

Maria De Longy

949-1444



WOLVERINE EDUCATIONAL TELEVISION CORPORATION

2424 South Division Avenue  
Grand Rapids, Michigan 49507

Hello, My name is Cynthia Heth and as a teacher I support ETV- Educational Television. The wonderful advantages of ETV for our pre-school and school age children are so exciting for as you may know much of the daytime programming has been developed to challenge and inform young minds. And the opportunity for sick, shut-in or handicapped children to learn from ETV fills a great need. ETV would be available for private, parochial and public schools. If you want your children to have a chance to see ETV in their schools send your pledge or check to ETV 35, Box 35, Allendale, Michigan.

Money is needed to bring ETV- Educational Television- to Western Michigan. \$310,000 has already been pledged by your fellow citizens in the community. \$280,000 more is needed. Please do your share. I'm Cynthia Heth urging you to give to ETV 35, Box 35, Allendale, Michigan.

ETV is teleVised meetings of your School Board, and city commission meetings. Support ETV. Send your check or pledge to ETV 35, Box 35, Allendale, Michigan.

The above are ideas for 60", 30" and 10" spot cuts. Please feel free to change them in any way that would appear most natural to you. We are anxious for the \$ amounts to appear somewhere in your script, however! If you would care to have me rewrite or you would like additional information please call me. Thanks.

Maria De Longy  
949-1444.

CC; Sally Hale

2 Enclosures



WOLVERINE EDUCATIONAL TELEVISION CORPORATION  
2424 South Division Avenue  
Grand Rapids, Michigan 49507

Hello, I'm Dr. M.C. Burton and I'm here to tell you something about ETV- Educational Television. ETV is public television and our proposed channel 35 will be operated through Grand Valley State College. ETV has no commercials. It will bring new programs to your family- programs that teach job skills, help prepare for GED exams plus shows for kids, sports programs and music from classical to soul. But ETV needs money to get started and thats where you and I come in. If you want ETV as much as I do, send your pledge or check to ETV 35, Box 35, Allendale, Michigan.

If you want a chance to grow- to learn new skills and see more of the world around you support ETV 35- Educational Television for the Western Michigan area. Send your pledge or check to ETV 35, Box 35, Allendale, Michigan.

This is M.C. Burton asking you to support ETV. Send your check or pledge to ETV 35, Box 35, Allendale, Michigan.

Hello, I'm Dr. M.C. Burton and I'm speaking out for ETV-Educational Television. I play basketball and I like to see sports on TV. Local and national sports programs can be brought to you by ETV and without commercials! And there are special programs that I'd like to see. "Black Journal", the longest-running national TV program for and by the black community. "Soul" a talk show produced entirely by blacks. I want my kids to have a chance to see ETV programs in their classrooms. If we want ETV in Western Michigan our pledge community has to get behind it. If you want ETV

WOLVERINE EDUCATIONAL TELEVISION CORPORATION  
2424 South Division Avenue  
Grand Rapids, Michigan 49507

or check to ETV 35 Box 35, Allendale, Michigan.

"Black Journal," "Soul", "People in Jazz," "~~Spartan Sports~~"  
new televisions shows that you can see- support ETV 35. Send  
your pledge or check to ETV 35, Box 35, Allendale, Michigan





WOLVERINE EDUCATIONAL TELEVISION CORPORATION  
2424 South Division Avenue  
Grand Rapids, Michigan 49507

MRS. SANDERSON:

Hello, We're Jim and Dorothy Sanderson and we're here to talk about the possibility of bringing ETV-Educational Television to Western Michigan.

MR. SANDERSON:

I'm retired but I am interested in all that goes on. I'd be glad to have the chance ETV offers to get excellent analysis of public affairs programs and discussions of major issues; courses in speaking other languages and such programs as Kenneth Clark's magnificent series, "Civilisation"

MRS. SANDERSON:

As for me, ETV will give me a chance to watch Julie Child's gourmet cooking on "The French Chef", <sup>see</sup> plays without commercial interruptions on "The N.E.T. Playhouse" and to hear lots of authors and critics on "Book Beat".

MR. SANDERSON:

We support ETV- Won't you? Send your pledge or check to ETV 35, Box 35, Allendale, Michigan.

MR. SANDERSON 30"

I'm James Sanderson and I'm interested in restoring the quality of our environment. The program "Our Vanishing Wilderness," will be shown on ETV and would be a great help in broadening our understanding of this vital subject. ETV needs your help. Support it. Send your pledge or check to ETV 35 Box 35 Allendale, Michigan.

MRS. SANDERSON 30"

Have you heard of ETV- Educational Television which has a program just for you? If you are interested in good theatre ETV offers



WOLVERINE EDUCATIONAL TELEVISION CORPORATION  
2424 South Division Avenue  
Grand Rapids, Michigan 49507

"The N.E.T. Playhouse" the distinguished award-winning dramatic series. If News in depth appeals to you ETV offers World Press, The Nader Report, Washington week in Review. I'm Dorothy Sanderson and I'd like a chance to see what new dimensions ETV can bring to my life. ETV needs support from all of us. Send your pledge or check to ETV 35, Box 35, Allendale, Michigan.

MR. SANDERSON 10"

200,000 more dollars are needed from Western Michigan viewers to make Educational Television a reality. Send your check or pledge to ETV 35, Box 35, Allendale, Michigan.

MRS. SANDERSON 10"

ETV is non-profit, cultural, non-commercial. It needs your support today. Send your pledge or check to ETV 35, Box 35, Allendale, Michigan.





3/12/71

*just about*

Cities and states are going bankrupt. Detroit has run out of money. Pennsylvania <sup>was</sup> ~~is~~ on the brink of payless paydays. Mayors--good mayors--both Democrat and Republican--are at their wit's end because they can't meet demands for municipal services. State and local taxes are skyrocketing. You--the local taxpayer--do a slow burn every time you get your property tax bill.

This is happening all over America today. This frustration. This anger.

The answer is President Nixon's plan to give the States and local communities a slice of Federal income tax revenue. The answer is Federal revenue sharing.

There are other reasons for wanting revenue sharing besides holding down state and local taxes. I'm talking about giving you--you and your neighbor--a chance to take part in our society--to help shape the governmental decisions that directly affect you.

I've received hundreds of letters from Americans who are just plain fed up. They don't feel they're part of what's going on. They're the Leftouts.

The greatest challenge of our times is whether we can make you--the people--part of a working democracy.

The question is whether any man, woman or child in America really counts. Whether the system has become more important than the individual. Whether we have all become just digits cranked into a computer operated by a faceless bureaucracy in Washington.

The answer is Federal Revenue Sharing.

The concept is simple.



Instead of doing what we have been doing in Washington--laying out more programs and saying to local people here's some Federal money for these programs if you'll match it and play the game by our rules <sup>instead we propose</sup> take five billion dollars or more each year and say, "We know you've got a lot of problems, here's some of your taxes to help solve them."

And then we also <sup>propose</sup> take more than a hundred of the old programs where local people have to put up matching money and obey Washington's rules, and we <sup>instead</sup> say, "Here's 11 billion dollars for education, law enforcement, job training, transportation, urban development and rural development. You spend it the best way you know how for those specific purposes. We're not going to lay down a lot of rules, and you don't have to put up any matching money."

The local matching money formula has helped to raise your real estate taxes and bankrupt local government.

Revenue sharing will turn our country around by taking a big chunk of Federal power and giving it back to the people--back to you.

When this nation was founded, thousands of important decisions were made in town meetings across the land.

Let's revive the spirit and the power of the town meeting. Let's give the people at home--let's give you--more authority. There are hundreds of decisions local people--~~you~~--should be making, not some bureaucrats in Washington, ~~or in the Federal Government's regional offices.~~

We must think in terms <sup>of</sup> people today, not just programs. We must replace computers with compassion.

Abraham Lincoln said: "This country, with its institutions, belongs to the people who inhabit it." ) Let's make this country belong to the people again. With revenue sharing, we can.

###



3/12/71

Cities and states are going bankrupt. State and local taxes are skyrocketing. Detroit, the automotive capital of the world, has run out of money. The State of Pennsylvania is on the brink of payless paydays. Mayors--good mayors--both Democrat and Republican--are at their wit's end because they can't meet demands for municipal services. You--the local taxpayer--do a slow burn every time you get your property tax bill.

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The concept is simple.





Instead of doing what we have been doing in Washington---laying out more programs and saying to local people here's some Federal money for these programs if you'll match it and play the game by our rules---we take five billion dollars or more each year and say, "We know you've got a lot of problems, here's some of your taxes to help solve them.

After all, this is your money.

And then we also take more than a hundred of the old programs where local people have to put up matching money and obey Washington's rules, and we say, "Here's 11 billion dollars for education, law enforcement, job training, transportation, urban development and rural development. You spend it the best way you know how for those specific purposes. We're not going to lay down a lot of rules, and you don't have to put up any matching money."

The local matching money formula has helped to raise your real estate taxes and bankrupt local government.

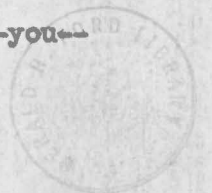
Revenue sharing will turn our country around by taking a big chunk of Federal power and giving it back to the people--back to you.

When this nation was founded, thousands of important decisions were made in town meetings across the land.

Let's revive the spirit and the power of the town meeting. Let's give the people at home--let's give you--more authority. There are hundreds of decisions local people--you--should be making, not some bureaucrat in Washington or in the Federal Government's regional offices.

In the 1930's the Federal Government assumed great powers. The Depression had clamped a paralyzing hand on the country. A crisis gripped the Nation. We had to take extreme measures.

We have a new crisis today. A crisis which has slowed the wheels of social progress. Tangled them in red tape. Made the people back home--you--



feel practically powerless.

We must think in terms of people today, not just programs. We must replace computers with compassion.

Lincoln said: "This country, with its institutions, belongs to the people who inhabit it." Let's make this country belong to the people again. With revenue sharing, we can.

# # #

3/12/71

*just about*

Cities and states are going bankrupt. Detroit has <sup>run out of money.</sup>  
Pennsylvania ~~is~~ <sup>was</sup> on the brink of payless paydays. Mayors--good mayors--both Democrat and Republican--are at their wit's end because they can't meet demands for municipal services. State and local taxes are skyrocketing. You--the local taxpayer--do a slow burn every time you get your property tax bill.

This is happening all over America today. This frustration. This anger.

The answer is President Nixon's plan to give the States and local communities a slice of Federal income tax revenue. The answer is Federal revenue sharing.

There are other reasons for wanting revenue sharing besides holding down state and local taxes. I'm talking about giving you--you and your neighbor--a chance to take part in our society--to help shape the governmental decisions that directly affect you.

I've received hundreds of letters from Americans who are just plain fed up. They don't feel they're part of what's going on. They're the Leftouts.

The greatest challenge of our times is whether we can make you--the people--part of a working democracy.

The question is whether any man, woman or child in America really counts. Whether the system has become more important than the individual. Whether we have all become just digits cranked into a computer operated by a faceless bureaucracy in Washington.

The answer is Federal Revenue Sharing.

The concept is simple.





Instead of doing what we have been doing in Washington--laying out more programs and saying to local people here's some Federal money for these programs if you'll match it and play the game by our rules <sup>instead we propose</sup> take five billion dollars or more each year and say, "We know you've got a lot of problems, here's some of your taxes to help solve them."

And then we also <sup>propose</sup> take more than a hundred of the old programs where local people have to put up matching money and obey Washington's rules, and we <sup>instead</sup> say, "Here's 11 billion dollars for education, law enforcement, job training, transportation, urban development and rural development. You spend it the best way you know how for those specific purposes. We're not going to lay down a lot of rules, and you don't have to put up any matching money."

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We must think in terms <sup>of</sup> people today, not just programs. We must replace computers with compassion.

Abraham Lincoln said: "This country, with its institutions, belongs to the people who inhabit it." ) Let's make this country belong to the people again. With revenue sharing, we can.

###



GERALD R. FORD  
FIFTH DISTRICT, MICHIGAN

MICHIGAN OFFICE:  
425 CHERRY STREET SE.  
GRAND RAPIDS 49502

**Congress of the United States**  
**Office of the Minority Leader**  
**House of Representatives**  
**Washington, D.C. 20515**

ENCLOSED IS A TAPE CONTAINING THREE SHORT  
MESSAGES ON DRUG ABUSE PREPARED BY MR. FORD  
AS A PUBLIC SERVICE TO YOUR LISTENERS.  
PLEASE USE IT AS YOU SEE FIT.

---



3/15/71  
all 5th Dist  
Stations

SUGGESTED PUBLIC SERVICE SCRIPTS

30 Seconds

(Sound: Siren for 3-4 seconds, fades under Congressman's voice)

I'm Congressman JERRY FORD. The alarm over the frightening increase of drug abuse, especially among the young, has been sounded for years. Yet the problem continues to grow. Nobody has ever had a good experience with drug addiction. The real answer to the drug problem is: Don't even experiment!

(Siren fades)

30 Seconds

ANNOUNCER'S VOICE: The kids have a saying: Speed kills!

CONGRESSMAN: The kids are right. Amphetamines take you on a trip from which there is often no return. These potent drugs can attack months after they are taken, causing insanity and even death. I'm Congressman JERRY FORD, reminding you that nobody has ever had a good experience with drug addiction. The real answer to the drug problem is: Don't even experiment!

VOICE: Speed kills! So do heroin and cocaine...and bennies and goofballs...and acid and morphine...(fade out)

60 Seconds

CONGRESSMAN: I'm Congressman JERRY FORD. Drug abuse is not new. Drug addiction has always led to remorse, panic and even death. Listen:

VOICE (music under): I knew that for every hour of comparative ease and comfort its treacherous alliance might confer upon me now, I must endure days of bodily suffering; but I did not, could not, conceive the mental hell into whose fierce, corroding fires I was about to plunge.

CONGRESSMAN: A young man named William Blair wrote those words in a New York magazine in 1842. He was writing of his experience with opium. Nobody has ever had a good experience with drug addiction -- not in 1842 -- not today. The real answer to the drug problem is: Don't even experiment!

###



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SUGGESTED PUBLIC SERVICE SCRIPTS

30 Seconds

(Sound: Siren for 3-4 seconds, fades under Congressman's voice)

I'm Congressman JERRY FORD. The alarm over the frightening

① increase of drug abuse, especially among the young, has been sounded for years. Yet the problem continues to grow. Nobody has ever had a good experience with drug addiction. The real answer to the drug problem is: Don't even experiment!

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VOICE: Speed kills! So do heroin and cocaine...and bennies and goofballs...and acid and morphine...(fade out)

~~60 Seconds~~  
60 Seconds

③ CONGRESSMAN: I'm Congressman JERRY FORD. Drug abuse is not new. Drug addiction has always led to remorse, panic and even death. Listen:

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③a CONGRESSMAN: A young man named William Blair wrote those words in a New York magazine in 1842. He was writing of his experience with opium. Nobody has ever had a good experience with drug addiction -- not in 1842 -- not today. The real answer to the drug problem is: Don't even experiment!

###



I have found from experience that the subjects of greatest concern to college students are foreign policy questions and the draft. So let me discuss these topics for a few minutes and then I will take whatever questions you want to ask.

There are ~~positive~~ positive developments on the foreign affairs front despite the continued tension in the Middle East and the pounding taken by some South Vietnamese troops ~~when~~ when the Laotian incursion came to an end.

We are getting out of the Vietnam War. The U.S. involvement there is ending. The President now is removing U.S. troops from Vietnam at the rate of nearly 15,000 a month, so that we will be down to about 184,000 by next Dec. 1. In November the President will make another troop withdrawal announcement. If our withdrawals continue at the May-to-December rate, we will be down to 50,000 men by the fall of 1972.

So we are getting out of the war in Vietnam. We have succeeded in averting a new war in the Mideast, where a de facto cease fire is continuing. And we have made a solid beginning in the U.S.-Soviet talks aimed at cutting back the strategic arms race.

We are getting out of Vietnam while giving our friends in Southeast Asia the time and the means to defend themselves against Communist aggression. I believe the prospects now are that the South Vietnamese will retain their independence and that the rest of Southeast Asia will remain free of Communist domination.

As for those who shout, "Out now," I say that they would throw away our investment in South Vietnam at the very moment when success appears within reach. I think we can salvage something from the dreadful mistake of a guerrilla war in Southeast Asia fought on the enemy's terms. I think





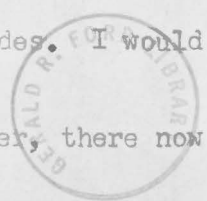
we can salvage the right of self-determination for the South Vietnamese. There is a chance that an independent South Vietnam can survive the cruelest onslaught by Communist aggressors in the world's history.

I would make this one comment about the antiwar demonstrations that have been taking place in Washington. Those who demonstrated peacefully have acquitted themselves creditably. But those who have engaged in disruptive tactics--in civil disobedience--have broken the law and have infringed upon the rights of others. Not only have they violated the law, but they have brought discredit on the entire peace movement. Their activities have been counter-productive.

Turning now to the Mideast, I would point out that the United States took the initiative there to start the two sides talking and to stop the fighting. A year ago there was daily combat along the Suez Canal. There was growing danger that the United States and the Soviet Union would be drawn into a direct confrontation. Now we have at least a de facto ceasefire--and a kind of indirect negotiation. As for Israel's refusal simply to accept the terms of the United Nations resolution, I think this is understandable. After all, Israel is surrounded by enemies on all sides--enemies who are backed up by the armed might of the Soviet Union. Israel cannot be blamed for wanting defensible frontiers.

We know that centuries of hatred and decades of hostility cannot be ended overnight. There will have to be painful compromise on both sides before any kind of viable agreement can be reached in the Mideast.

On the Strategic Arms Limitation Talks--the so-called Salt Talks--the United States and the Soviet Union are carefully examining the strategic competition that has grown apace in recent years--despite the capacities for overkill on both sides. I would hope that specific agreements can be reached to curb the arms race. However, there now is



evidence of a determined Soviet buildup of a new missile equal and perhaps superior to the ~~SS9~~ 25-megaton Russian SS9. This new development poses a definite danger to the SALT talks. Intelligence reports also indicate that the Soviet Union may have begun putting multiple warheads on some of its ~~SS9~~ SS9 missiles. So this also is an ominous development. This leaves the United States no alternative but to remain strong while continuing to push for the kind of strategic arms agreement we can rely upon.

Let me now turn to the draft. The House has approved and the Senate is working on a bill to extend the draft for two years while paving the way for establishment of an all-volunteer armed force. One provision of the new draft bill eliminates college deferments. But prospects are that ~~college~~ college deferments will simply be phased out--not ended abruptly.

Dr. Curtis Tarr, the director of Selective Service, calls college deferments the last remaining inequity in the draft law. As you may know, the President <sup>more than</sup> a year ago ended all occupational and ~~paternity~~ paternity deferments. So we now have only college deferments.

What the new draft bill does is to practically double military pay for the lowest enlisted grades. The idea is to make military pay and fringe benefits competitive with certain civilian jobs and thus make the military more attractive to our young men.

We cannot end the draft overnight because to do so would be to gamble with the Nation's security. But we do believe that under this new legislation we will move steadily toward zero draft calls and an all-volunteer force.

And now I will answer any questions you may have.

.....





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Physicist, Princeton University

July 19, 1971

*Thanks for*

Congressman Gerald Ford  
U.S. House of Representatives  
Washington, D.C. 20515

Dear Congressman Ford:

Thank you very much for taking time from your busy schedule to take part in our special Mutual Network broadcasts commemorating Captive Nations Week.

Your statement was scheduled for broadcast on Tuesday, July 20. A transcript is enclosed.

Sincerely,

*John Beinhardt*

John Beinhardt  
Managing Editor  
WASHINGTON REPORT

JMB/ela  
encl:



WASHINGTON REPORT

TWELFTH ANNIVERSARY OF CAPTIVE NATIONS WEEK

BROADCAST DATE: Tuesday, July 20, 1971

JOHN BEINHARDT: Twelfth anniversary of Captive Nations Week. This is the American Security Council WASHINGTON REPORT. Our guest is the Minority Leader of the U.S. House of Representatives, Congressman Gerald Ford of Michigan.

CONG. FORD: This year we mark the twelfth anniversary of a testament to freedom, first proclaimed by the late President Dwight D. Eisenhower. This is the twelfth annual observance of Captive Nations Week, authorized by Congressional Resolution in 1959. That resolution empowered American Presidents to proclaim Captive Nations Week each year until such time as freedom and independence shall have been achieved for all captive nations of the world. Observance of Captive Nations Week points up the dedication of Americans to the nurturing of freedom throughout the world. There is a truth that no arms and no occupation can kill. The truth is that within the hearts of the enslaved people, there burns a love of liberty which is a constant threat to their rulers. A yearning for freedom which will ultimately prevail. And this truth gives meaning to our Captive Nations Week observance. I believe the United States should seek enforceable agreements with the Soviet Union aimed at avoiding a Third World War. But it would be the greatest hypocrisy to close our eyes to the wrongs that the Soviet Union has done to millions of human beings, deprived of individual freedom and national independence. Americans must continue to make known their deep concern about the people of the captive nations and convey this message to the captive world. Americans should continue to make



known their refusal to accept the regimes imposed upon these unfortunate victims of tyranny. Americans should continue to promote the basic human rights and fundamental freedoms which are the God-given right of all people. Americans must never accept that freedom is foreclosed for the now enslaved peoples of the world. Consistent with our own national interests, Americans should constantly explore all avenues that might lead to a lessening of their plight. Let us continue to inform the captive peoples of our full and uncompromising support for their unquenchable goal of national and individual freedom. Let them ever know that Americans are dedicated to the furtherance of freedom throughout the world. Let us keep faith with the people of the captive nations.

BEINHARDT:

Thank you Congressman Ford.

This year we mark the 12th anniversary of a testament to freedom first proclaimed by the late President Dwight D. Eisenhower. This is the 12th annual observance of Captive Nations Week, authorized by congressional resolution in 1959. That resolution empowered American Presidents to proclaim Captive Nations Week each year until "such time as freedom and independence shall have been achieved for all Captive Nations of the world."

Observance of Captive Nations Week points up the dedication of Americans to the nurturing of freedom throughout the world.

There is a truth that no arms and no occupation can kill. The truth is that within the hearts of the enslaved peoples there burns a love of liberty which is a constant threat to their rulers--a yearning for freedom which will ultimately prevail. And this truth gives meaning to our Captive Nations Week observance.

I believe the United States should seek enforceable agreements with the Soviet Union aimed at avoiding a third World War.

But it would be the greatest hypocrisy to close our eyes to the wrongs that the Soviet Union has done to millions of human beings deprived of individual freedoms and national independence.

Americans must continue to make known their deep concern about the people of the Captive Nations and convey this message to the captive world.

Americans should continue to make known their refusal to ~~and~~ accept the regimes imposed upon these unfortunate victims of tyranny.

\* Americans should continue to promote the basic human rights and fundamental freedoms which are the God-given rights of all people.

Americans must never accept the view that freedom is foreclosed for the now-enslaved peoples of the world. Consistent with our own national interests, America should

constantly explore all avenues that might lead to a lessening of their plight.

Let us continue to inform the captive peoples of our full and uncompromising support for their ~~unquenchable~~ unquenchable goal of national and individual freedom. Let them ever know that Americans are dedicated to the furtherance of freedom throughout the world.

Let us keep faith with the people of the Captive Nations.

#####

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July 19, 1971

Mr. Paul Miltich  
Room H230  
United States Capital Building  
Washington, D.C. 20510

Dear Mr. Miltich:

I would like to convey my most sincere thanks to you and certainly Mr. Ford for consenting to cut a promotional tape.

Enclosed please find copy for three different 60-second spots, however, only one need be used. The one that is desired I would ask that Mr. Ford make two tapes of. The only difference will be the closing, which is indicated in parenthesis, so that the first spot he cuts will close with "channel 41" and the second with "this station."

Since it may be inconvenient for Mr. Ford to tape the spot at WUHQ-TV in Battle Creek, I am certainly prepared to assist in proceeding with alternative arrangements.

Please do not hesitate to contact me if further information is needed, or if I can be of any assistance.

Sincere regards,

Stephen J. Bates  
District Director

*sent w/ Mr Ford on United  
8/6/71 P.M.*

SJB:pas  
Enclosures (3)



TELETHON 1971  
PROMOTIONAL SPOT  
GERALD R. FORD, JR.

60 SECONDS (#3)

MUSCULAR DYSTROPHY IS KID STUFF -- TRAGICALLY SERIOUS KID STUFF. MOST OF THE THOUSANDS IT CRIPPLES AND KILLS EACH YEAR ARE CHILDREN BETWEEN THE AGES OF THREE AND THIRTEEN. SLOWLY -- INEXORABLY -- THEIR MUSCLES WASTE AWAY AND THEIR POWER OF MOVEMENT IS DESTROYED.

THIS CHILD, AND THE TENS OF THOUSANDS LIKE HIM, ARE WAITING FOR RELEASE FROM THE PRISON OF A WHEEL-CHAIR ... FROM THE SENTENCE OF PREMATURE DEATH.

THEIR HOPE RESTS IN THE MASSIVE WORLD-WIDE RESEARCH PROGRAM SPONSORED BY MUSCULAR DYSTROPHY ASSOCIATIONS OF AMERICA.

DYSTROPHY CAN BE CONQUERED. SCIENCE HAS NEVER BEEN CLOSER TO THE ANSWER. WITH HOPE SO REAL, AT LAST, YOUR HELP IS NEEDED MORE THAN EVER. PLEASE WATCH THE JERRY LEWIS TELETHON THIS LABOR DAY WEEKEND HERE ON CHANNEL 41.

(THIS STATION.)

tape - color - liband-  
~~original source~~ to be  
processed - 2 tapes  
3 copies of ea. tape  
6 altogether

~~9 a.m. Tues. 5/39/44~~  
9 a.m. Fri -

Bring over 6 videotapes  
+ 1 radio tape -

3 p.m. Thurs for  
Jale prompter



**youth  
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Leslie Smith

13 August 1971

The Honorable  
Congressman Gerald Ford  
H230 Capitol Office Bldg.  
Washington, D. C. 20515

Dear Congressman Ford:

Thank you again for the use of the tape.

We have made copies and will proceed to  
distribute them.

Sincerely,

*Buzzy Waitzkin*  
Buzzy Waitzkin

BW:es  
Encl.





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Chairman, Democratic National Committee  
William W. Scranton  
President, National Municipal League

**GENERAL COUNSEL**

Peter Lockwood, Esq.  
Caplin & Drysdale

965-4260

2317 "M", N.W.  
20039

sent tape 8/3/71 P

19 July 1971

The Honorable  
Gerald R. Ford  
House Office Building  
U. S. House of Representatives  
Washington, D. C. 20515

Dear Mr. Ford:

The Youth Citizenship Fund, Inc. is a non-partisan, tax-exempt public foundation working to ensure wide participation of youth in the electoral process. The purpose of YCF is to promote, encourage and obtain full participation in the electoral process for citizens between the ages of 18 and 25 through education, registration and election law research.

In the next year and a half we plan to conduct registration drives in some twenty states. Fifteen of these states have already been selected and yours is among them. To aid in these local drives YCF is in the process of developing a library of radio tapes made by prominent personalities in politics, sports, education and entertainment promoting voter registration. A dozen members of Congress from both political parties have already produced such tapes and several others are in the process. A similar tape made by you would be of the greatest assistance in encouraging young voters to register.

In most cases, Senators and Congressmen have preferred to write their own scripts. Enclosed, however, are several samples which you should feel free to use. Please do not feel at all constrained to pattern your tapes after



these. The only restriction is that the text be non-partisan in both tone and content. The tapes are usually of 15, 30 and 60 second duration and, because of our tax status, qualify as public service announcements.

If you would like more information or have any questions regarding our organization or the tapes themselves, please contact Buzzy Waitzkin of our office. Thank you for your kind attention. I look forward to hearing from you at your earliest convenience.

Sincerely,

*Carroll Ladt*

Carroll Ladt  
Executive Director

CL:MJP  
Enclosure



# youth citizenship fund inc.

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Washington, D.C. 20037  
(202) 833-2090

## YOUTH VOTER REGISTRATION - RADIO SPOTS

1. This is Cong. Jerry Ford. The only way we are going to make democracy work is for all people, young and old, to use their right to vote. The time to act is now. I urge every citizen to register and to vote.
2. This is \_\_\_\_\_ . There are a lot of things wrong in America today. It is pretty easy to become disillusioned. But there is an alternative: you can register your discontent by voting.

The real power to change society begins at the voting booth, that ballot box still has power. Youth's potential power is enormous--if youth can only get together and vote.

So, if you feel like you're out of alternatives--try a new one--a simple one. Register your discontent--register and vote.

3. Hello this is Cong. Jerry Ford and I'd like to speak to the youth of this country about the right to vote. Today's youth are smarter and more aware of what is going on in the world than any generation before them. ~~But all those good ideas about making things better will just go to waste if you don't do something about them.~~

Youth voting power is enormous. ~~if youth get together~~ But in order to be able to vote you have to register. So if you want to make America your kind of place--if you want to change things; to make this world better--get out and register to vote--now!

4. This is \_\_\_\_\_ . I have been working in the Senate to try to rebuild America. A lot of youth have shared my discontent. Now with the 18 year old vote you too can work for new national priorities. Your vote is important to this country's future.

So, get out and register your discontent--register and vote.

5. This is Cong. Jerry Ford. As citizens, we all share many common goals and aspirations. The only way we can reach these goals is for all the people of America to let their voice be heard. The time to act is now. I urge every citizen to register and vote, and help put more people back into our democracy.

6. This is Cong. Jerry Ford. If you want to make America a better place, register ~~your discontent.~~ Register and vote.

*to vote,*

*cast your*



youth  
citizenship  
fund  
inc.

youth  
citizenship  
fund  
inc.

youth  
citizenship  
fund  
inc.

2100 M Street, N.W. • Suite 306  
Washington, D. C. 20037 • (202) 833-2090



**Y**outh Citizenship Fund, Inc., is a non-profit organization working to ensure wide participation of youth in the electoral process — through registration, election law reform, and the use of materials and programs designed to spark youth's interest in politics.

Youth Citizenship Fund believes that young people must be involved in the political process. Yet studies show that youth view politics unfavorably or with indifference, rather than as a viable avenue for social change. Young people do not always use the vote when they have it, and attempts to involve young people in the political process will fail, if the efforts stop at lowering the voting age.

The Youth Citizenship Fund is convinced that apathy on the part of young adults can be overcome. Recent YCF successes in registering large numbers of young voters reinforce this belief, as does the growing number of willing young adults to assist in the coordination of YCF activities in their states.

These experiences lead Youth Citizenship Fund to view itself as an organization that can aid young people in achieving their goals, while stimulating them to take part in activities mutually beneficial to all elements of our society.

**Y**outh Citizenship Fund is a young organization which believes that to be effective, an approach to youth must meet two criteria: it must originate with young people, and it must include recognition that youth can provide both ideas and leadership in seeking social change.

In addition, Youth Citizenship Fund acknowledges the necessity for professional organizational competence. The young staff of YCF works with established organizations to develop state and local registration campaigns, to research election laws, voter identification and other facets of voter enrollment programs.

Youth Citizenship Fund can provide the following services to interested organizations:

*Voting Procedures Research:* Compilation of election laws and procedures, leading to the development of model election legislation for state, local and national laws.

*Voter Participation:* Organization and implementation of voter registration drives, tailored to the people and resources within a community or state.

*Citizenship Education:* Preparation of programs and media materials designed to interest young people in the electoral process.

*Contributions to YCF are tax deductible. For information, write:*

Youth Citizenship Fund, 2100 M Street,  
N. W. Washington, D. C. 20037.



# youth citizenship fund inc.

## EXECUTIVE DIRECTOR

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Paul Minarchenko

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Peter Lockwood

Caplin & Drysdale

All Contributions are Tax Deductible



youth  
citizenship  
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inc.

965-4260

2100 M Street, N.W. Suite 306  
Washington, D.C. 20037  
(202) 803-2000

19 July 1971

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President San Francisco State College  
Rev. Theodore Hesburgh  
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Lawrence O'Brien  
Chairman, Democratic National Committee  
William W. Scranton  
President, National Municipal League

GENERAL COUNSEL

Peter Lockwood, Esq.  
Caplin & Drysdale

The Honorable  
Gerald R. Ford  
House Office Building  
U. S. House of Representatives  
Washington, D. C. 20515

Dear Mr. Ford:

The Youth Citizenship Fund, Inc. is a non-partisan, tax-exempt public foundation working to ensure wide participation of youth in the electoral process. The purpose of YCF is to promote, encourage and obtain full participation in the electoral process for citizens between the ages of 18 and 25 through education, registration and election law research.

In the next year and a half we plan to conduct registration drives in some twenty states. Fifteen of these states have already been selected and yours is among them. To aid in these local drives YCF is in the process of developing a library of radio tapes made by prominent personalities in politics, sports, education and entertainment promoting voter registration. A dozen members of Congress from both political parties have already produced such tapes and several others are in the process. A similar tape made by you would be of the greatest assistance in encouraging young voters to register.

In most cases, Senators and Congressmen have preferred to write their own scripts. Enclosed, however, are several samples which you should feel free to use. Please do not feel at all constrained to pattern your tapes after



these. The only restriction is that  
the text be non-partisan in both tone  
and content. The tapes are usually of  
15, 20 and 30 second duration and,  
because of our tax status, qualify as  
public service announcements.

If you would like more information  
or have any questions regarding our  
organization or the tapes themselves,  
please contact Buzzy Weitzkin of our  
office. Thank you for your kind atten-  
tion. I look forward to hearing from  
you at your earliest convenience.

Sincerely,

*Carroll Ladt*

Carroll Ladt  
Executive Director

CL:MJP  
Enclosure



This is Congressman Jerry Ford. The only way we are going to make democracy work is for all people, young and old, to use their right to vote. The time to act is now. I urge every citizen to register and to vote.



Hello this is Congressman Jerry Ford and I'd like to speak to  
the youth of this country about the right to vote. Today's youth  
are smarter and more aware of what is going on in the world than  
any generation before them.

Youth voting power is enormous. But in order to be able to vote  
you have to register. So if you want to make America your kind  
of place--if you want to change things; to make this world  
better--get out and register to vote--now!



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NATIONAL RURAL ELECTRIC COOPERATIVE ASSOCIATION

2000 Florida Avenue, N. W., Washington, D. C. 20009

September 28, 1971

Congressman Gerald R. Ford  
H-230, U.S. Capitol  
Washington, D.C.

Dear Congressman Ford:

Enclosed is a transcript and a tape of your remarks recently broadcast on "Capitol Hill Today," a weeknight Congressional news feature from 6:40 to 6:50 P.M. on radio station WRC.

The National Rural Electric Cooperative Association sponsors this show in the belief that the activities of Congress and the views of members such as yourself are of great importance to the nation and of particular concern to the people of this area.

We are happy to make this material available to you.

Sincerely,



Kermit Overby, Director  
Legislation & Communications  
Department

# WRC-AM/FM

NBC RADIO, A DIVISION OF NATIONAL BROADCASTING COMPANY, INC.  
4001 NEBRASKA AVENUE, N.W., WASHINGTON, D.C. 20016, 362-4000

September 9, 1971

ARCH McDONALD  
Manager, Sales

REPRESENTATIVE GERALD FORD

*I was a little surprised that the President announced that at the end of the first ninety days there would be a relaxation of the wage controls and price controls.*





for W 22 M - 70  
done by Cong. Comm  
Nov. 17/

TV Script -- Approximate time: 60 seconds

Congressman Ford, the continuing cutback of U.S. troop strength in South Vietnam seems to be drawing only modest attention. Why?

CONGRESSMAN: I suppose it is hard for some people to admit that President Nixon has not only kept his word on every step toward winding down the Vietnam war -- but is succeeding brilliantly at it. For instance, the announcement that we will withdraw an additional 45,000 men from Vietnam during December and January. This <sup>will</sup> bring our total troop strength in Vietnam down to 139,000. This means that President Nixon will have withdrawn more than 400,000 U.S. troops from Vietnam since he took office.

As American troops continue to withdraw, South Vietnamese troops are taking over. This points up the dramatic success which the Vietnamization program enjoys. One overwhelming fact remains for history to record: That President Nixon inherited a war which saw 543,400 young Americans take the field and that his courage and wisdom have led to American withdrawal from the field while providing our allies with the means to defend themselves. President Nixon has put into practice what his predecessor put into campaign promises. We must not ask American boys to fight a war that Asian boys should be fighting. ###



# Basic Script - ad-libbed, however,

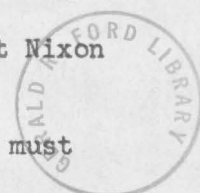
11/29/71

TV Script -- Approximate time: 60 seconds

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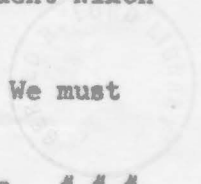


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*Revised = N/L*

Congress of the United States  
House of Representatives  
Washington, D.C. 20515

COMMITTEE ON  
THE JUDICIARY

JOINT COMMITTEE ON  
ATOMIC ENERGY

JOINT COMMITTEE ON  
IMMIGRATION AND  
NATIONALITY POLICY

FOR IMMEDIATE RELEASE  
Washington, D. C.

December 9, 1971

Today, Congressman William M. McCulloch, Representative from Ohio's 4th district and ranking Republican on the House Judiciary Committee, introduced legislation to amend the Omnibus Crime Control and Safe Streets Act of 1968, to provide benefits to survivors of law enforcement officers killed in the line of duty. Co-sponsoring this legislation are the distinguished Minority Leader, Gerald R. Ford, and 8 Republican Members of the House Judiciary Committee.

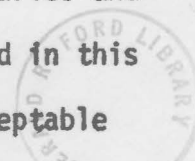
This bill would enable the Law Enforcement Assistance Administration (LEAA) to make payments from funds appropriated for that purpose upon certification to LEAA by the Governor of any State that a law enforcement officer, employed on a full-time basis by that State or a unit of local government within that State, has been killed in the line of duty.

Congressman McCulloch stated that: "In June of this year, President Nixon recommended similar legislation that would provide \$50,000 to survivors of policemen killed in the line of duty. My bill differs in that it expands the coverage to include, in addition to police officers, correction officers, sheriffs, court guards, prison guards, judges, magistrates, and prosecuting attorneys.

"In recognition of the every day perils faced by our law enforcement officers and the disparity in benefits among the several States, this legislation would authorize payment of a gratuity of \$50,000 to the family of a slain law enforcement officer. This gratuity would be in addition to any other benefit or payment made under any other State or local law or plan.

"If we expect these hardworking and dedicated men and women to put their lives and safety on the line, day after day, the least this government can do is provide some financial protection for their families.

"Law enforcement, like medicine, will always have 24 hour responsibilities. Recruitment problems are aggravated by occupational dangers, low salaries and long working hours. I am of the opinion that the benefits authorized in this legislative proposal may make these important jobs a little more acceptable and a little more attractive to those people interested in a career in law enforcement."





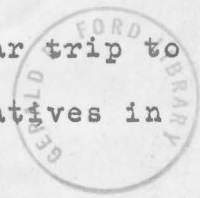
Char - Mr. Ford wants this  
on tele prompter,  
Film made 12/22/71.

Class action legislation may pass the Congress in 1972 with a  
50/50 chance insurance companies will be included. <sup>There is mid action,</sup> The Administration's  
position <sup>↑</sup> that class action suits could be brought only after appropriate  
action was taken on a complaint by the appropriate federal agency <sup>↓</sup>  
will likely be endorsed.

Health care legislation <sup>likely</sup> will pass Congress in 1972. The  
Administration's health insurance proposal will be the principal <sup>probably</sup>  
foundation for such legislation, rather than the much more costly  
program advocated by Senator Kennedy. The legislation eventually  
<sup>hopefully</sup> passed will preserve the role of the private insurance business,  
provide a broad form of protection at a reasonable cost and  
include strong provisions aimed at prevention of illness and disease.

The House banking and currency committee will probably not act  
favorably on a proposal that would preclude interlocking directorates  
between banks and insurance companies.

I am pleased to learn that chief executives of property and  
liability insurance companies support this annual briefing at which  
they exchange views with leaders from Congress and <sup>federal</sup> ~~government~~ agencies.  
It is increasingly important <sup>Frankly,</sup> for business leaders to make known their  
views to members of Congress. I am not sure a once-a-year trip to  
Washington is enough. Keep in touch with your representatives in  
Washington several times a year.



*Handwritten scribbles and initials at the bottom of the page.*



STUART D. MENIST, CHAIRMAN OF THE BOARD  
FREDERICK D. WATKINS, VICE CHAIRMAN OF THE BOARD  
J. CARROLL BATEMAN, PRESIDENT  
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ACCREDITED BY THE PUBLIC RELATIONS SOCIETY OF AMERICA

LOUIS V. PRIEBE, ASSISTANT MANAGER WASHINGTON RELATIONS  
ACCREDITED BY THE PUBLIC RELATIONS SOCIETY OF AMERICA

December 3, 1971

Mr. Robert Hartman  
Minority Sargeant-At-Arms  
HB-25  
U. S. Capitol Building  
Washington, D. C.

Dear Bob:

Would it be at all possible for Congressman Ford to read the attached or your edition of it before a TV camera in the House studio some time Monday, December 13 (or as soon thereafter as it would be convenient to him). The remarks are taken from our news release of his address.

We want to use this film with which to report to our members, some 156 chief executive officers of property and casualty insurance companies, on the government briefing which Mr. Ford so graciously hosted for us last June.

Our goal is to have his remarks run about 1 1/2 to two minutes.

What we need is a two-minute sound statement on 16 mm COLOR film. We'd like an extra 50 feet of silent film which will help fit this part into our whole report. We'd like a little action, perhaps moving from a chair to the front edge of a desk or something of the sort, no silly gymnastics, which I do not think your own photographer would suggest anyway.

Regards,

*Charley*  
Charles W. Payne

CWP/lr

Enclosure

*P.S. Could we hope for the film by Dec. 30 if it is shot, Dec. 13?*





Class action legislation may pass the Congress in 1972 with a 50/50 chance insurance companies will be included. The Administration's position that class action suits could be brought only after appropriate action was taken on a complaint by the appropriate federal agency will likely be endorsed.

Health care legislation will pass Congress in 1972. The Administration's health insurance proposal will be the principal foundation for such legislation, rather than the much more costly program advocated by Senator Kennedy. The legislation eventually passed will preserve the role of the private insurance business, provide a broad form of protection at a reasonable cost and include strong provisions aimed at prevention of illness and disease.

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11:30 This  
teleprompter