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Deck:

Steve will compare the  
good work of these two guys -  
sure would like to do  
something for them -

RFB



THE WHITE HOUSE

WASHINGTON

January 4, 1977

MEMORANDUM FOR:

RICHARD B. CHENEY

THROUGH:

DOUGLAS P. BENNETT

FROM:

RICHARD S. BRANNON *RSB*

Dr. Benjamin L. Armstrong, Executive Secretary of the National Religious Broadcasters, and Richard Gaylord Briley, direct mail specialist for numerous religious groups, performed extraordinary services to the President Ford Committee. Stu Spencer relied upon them and they were of considerable help to me.

The President can designate two persons to serve on the Board of Governors of the United Service Organizations, Inc. (USO). This is confirmed to me by Michael E. Menster of USO and Tom Jones (Records Office) here at the White House.

The attached draft of a letter to General Michael S. Davison, President of USO could be used to designate Armstrong and Briley to the Board of Governors, should the President choose to do so.

Thank you.

DRAFT

Dear General Davison:

In accordance with my Presidential authority to designate individuals to serve on the Board of Governors of the United Service Organizations, Inc., I am submitting the names of Dr. Benjamin L. Armstrong, and Mr. Richard Gaylord Briley.

Dr. Armstrong has served as Executive Secretary of the National Religious Broadcasters from 1967 until the present. The NRB has 750 organizational members representing three-fourths of the total religious broadcasting in America with over 100 million regular listeners.

Dr. Armstrong attended school at Houghton and Nyack colleges and at New York University. He holds the PhD. degree in mass communications from New York University. He is a fellow of the Royal Geographical Society of London and is listed in "Who's Who in the East" (1975-76 edition) and "Who's Who in Religion" (1975-76 edition).

Richard Gaylord Briley heads his own firm, Gaylord Briley, Inc., based in Red Hill, Pennsylvania, a corporation specializing in the art of fund raising by mail for charitable religious organizations. Some of his clients include the Rev. Dr. Norman Vincent Peale, the National Shrine of Our Lady of the Snows, and the American Council of Alcohol Problems, as well as a number of Easter Seal and Christmas Seal societies. In 1975 alone the letters he wrote for various clients resulted in the raising of some \$35 million.

In addition, he has worked closely with Lowell Thomas in establishing a children's medical facility in the Old City of Jerusalem.

More complete resumes of these two men are attached. They will be distinguished additions to the Board of Governors.

Sincerely,

General Michael S. Davison, President  
United Service Organizations, Inc.  
237 East 52nd Street  
New York, New York 10022



## R E S U M E

DR. BENJAMIN L. ARMSTRONG

Business Address:  
38 Speedwell Avenue  
Morristown, New Jersey 07960  
(201) 540-8500

### 1967-Present:

Executive Secretary, National Religious Broadcasters, organization has 750 members representing three-fourths of the total religious broadcasting in America, with over 100 million regular listeners.

### 1958-1966:

Director of Radio for Trans World Radio in Chatham, New Jersey and Monte Carlo, Monaco

Served pastorates at Central Presbyterian Church, Paterson, New Jersey and Community Presbyterian Church, Ringwood, New Jersey, also served as Director of Christian Education, Green Ridge Presbyterian Church, Scranton, Pennsylvania. For four years served as director of the Summer Institute of Communications, offering college credit courses at the Nyack College, Nyack, New York. Is presently editor of Religious Broadcasting magazine with 6,000 subscribers throughout the world.

### Awards:

Membership in the Royal Geographical Society of London (1959):  
Listed in "Who's Who in the East" (1976): "Who's Who in Religion" (1975-76):  
Received Founder's Day Award (1968) for "having achieved a place in the highest bracket of scholastic preferment" Elected to Kappa Delta Pi (NYU-1950) National Honor Society .

### Education:

Bachelor of Science, New York University (1948): Master of Arts, NYU (1950):  
Master of Divinity, Union Theological Seminary (1955): Doctor of Philosophy (NYU 1967).

Married: three children

## R E S U M E

MR. RICHARD GAYLORD BRILEY

Business Address:  
Red Hill, Pennsylvania  
(215) 679-5972

Date of Birth:  
July 29, 1930  
Detroit, Michigan

In early 1969, opened own firm, Gaylord Briley, Inc., based in Red Hill, Pennsylvania, 50 miles north of Philadelphia.

Gaylord Briley is one of America's foremost practitioners of the art of fund raising by mail.

In 1975 alone the letters he wrote for his various clients raised over \$35 million.

His clients include two enterprises founded by the Rev. Dr. Norman Vincent Peale (viz., Guideposts magazine and the Foundation for Christian Living), Youth for Christ International (one of whose founders was Billy Graham), the National Shrine of Our Lady of the Snows (largest outdoor Catholic shrine in America), the Shrine of Our Lady of the Miraculous Medal (oldest Catholic church west of the Mississippi), the American Council on Alcohol Problems, the Narramore Christian Foundation, the Rev. David Wilkerson (of "Cross and Switchblade" fame), a number of Easter Seal and Christmas Seal Societies and Taylor University.

He also advises the City of Bethlehem in the Holy Land on its project to refurbish the City. In 1971 he created the Jerusalem Conference on Biblical Prophecy, the largest religious gathering of its type in centuries. He is also creator and coordinator of the World Congress on Religious Liberty, being held in Amsterdam, Holland, in March, 1977.

Mr. Briley works with the German Christian medical mission for the blind, to establish a support base for its international healing ministry in 41 underdeveloped countries. He has worked closely with commentator/explorer Lowell Thomas in support of a children's medical facility in the Old City of Jerusalem.

Married: one child