The original documents are located in Box 2, folder “11/21/74 - Greeting 1974 Muscular Dystrophy Poster Child” of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential Library.

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Date Issued 11/18/74
By S.Porter
Revised

FACT SHEET
Mrs. Ford's Office

Event: Greet 1974 National Muscular Dystrophy Poster Child

Group: Muscular Dystrophy Associations of America, Inc.

DATE/TIME: Thursday, November 21, 1974 11:00 a.m.

Contact: Mr. John Sellman Phone: 296-1672

Number of guests: Total 7 Women Men Children 1

Place: Map Room

Principals involved: Mrs. Ford

Participation by Principal: Greet & Photo (Receiving line)

Remarks required: No

Background: The national campaign on behalf of the Muscular Dystrophy Association is held in November & December; the DC area kick-off is Nov. 24th. Mrs. Ford is national Honorary Chairman & will greet the national poster child.

REQUIREMENTS

Social:
Guest list: Mr. Sellman to S.Porter
Invitations Programs Menus
Refreshments: Yes (Coffee, tea, Juice for the 7 yr. old, cookies)
Entertainment
Decorations/flowers: Yes, normal for Map Room
Music
Social Aides
Dress Coat check: Yes.
Other: Tour officer stand-by for W.H. tour afterwards.

Press:
Reporters: Yes
Photographers: Yes
TV Crews: Yes
White House Photographers: Yes Color Mono.
Other

Technical Support:
Microphones: No PA Other Rooms
Recording: No
Lights
Transportation: One car. NOTE: Enter via S.W. Gate
Parking: South Drive
Housing
Other (Risers,stage,platforms)

Project Co-ordinator: Susan Porter Phone: x2850

Site diagrams should be attached if technical support is heavy.

For immediate release
Tuesday, Nov. 19, 1974

THE WHITE HOUSE
Office of the Press Secretary to Mrs. Ford

Mrs. Ford's official calendar
for the week of Nov. 18, 1974
*revised Tuesday, Nov. 19, 12noon

Wednesday, Nov. 20, 1974 10:40 a.m.

Mrs. Ford will drop by an economic briefing in the Executive Office Building for representatives of national women's organizations. She will speak briefly. About 200 women have been invited to the meeting to discuss the role of women in the current economic situation. Among speakers addressing the group are Presidential Counsellor Anne Armstrong; Office of Management and Budget Director Roy Ash; Treasury Secretary Bill Simon; William Seidman, Assistant to the President for Economic Affairs; and Russell Freeburg, White House Coordinator to the Citizens Action Committee to Fight Inflation. The meeting will last from 9 a.m. to 11 a.m. and will be held in room 450, OEOB.

Note: Press interested in attending any portion of the meeting must notify Mrs. Ford's press office today for clearance. (Tuesday).

Thursday, Nov. 21, 1974 11 a.m.

Mrs. Ford will greet and pose for photos briefly with the 1974 Muscular Distrophy Poster Child in the White House Map Room. This year's poster child is 8-year-old Michael Shane Newsome, the son of Mr. and Mrs. Gobel Newsome of Campbellsville, Ky., near Louisville, Ky. Press pickup will be at 10:45 a.m. in the Press Lobby. Hand held reels only.

Friday, Nov. 22 12:50 p.m.

Mrs. Ford will speak briefly at a Fundraising Kickoff Luncheon for the National Association of Mental Health. The luncheon, at the Shoreham Hotel's Palladian Room, is part of the Association's national meeting being held Nov. 20-23. Mrs. Ford will serve as Honorary Chairperson of the National Association for Mental Health in 1975.

THE WHITE HOUSE

WASHINGTON

MRS. FORD

EVENT: Greet 1974 Muscular Dystrophy Association of America National Poster Child

DATE: Thursday, November 21, 1974

TIME: 11:00 a.m.

PLACE: Map Room

SEQUENCE:

11:00 a.m. When your 6 guests have assembled in the Map Room, Susan Porter will give you a call and escort you into the Map Room to greet your guests:

-Michael Newsome
Poster Child, age 7

-Mrs. Judy Newsome
Mike's mother, Campbellsville, Kentucky

-Mr. and Mrs. Henry Watts
President, Muscular Dystrophy Association of America

-Mr. John Sellman
Regional Director, MDAA

-Mr. Ron Schenkenberger
National Director of Community Services, MDAA

At the conclusion of the photo session, the press will leave giving you an opportunity to have a cup of tea/coffee with your guests.

11:20 a.m. In order to designate the time for your leaving, at 11:20 Susan Porter will enter with "Betty Ford" pens for you to give to each person as you leave as a memento of their visit with you.

Return to family quarters. Your guests will be given a special tour of the White House.

NOTE: -Open press coverage and White House photographer
-Refreshments will be served

BACKGROUND: The Muscular Dystrophy Association of America was first founded because a small group of parents whose youngsters had dystrophy refused to accept "medical fatalism" with the conviction that there is no incurable disease, only diseases for which a cure had not been yet found.

The MDAA is a voluntary National Health agency with an all-out effort to conquer neuromuscular diseases affecting thousands of American men, women, and children. There is no single disease called muscular dystrophy, but a whole group of muscle-destroying dystropies which vary in hereditary pattern, age of onset, initial muscles attacked, and rate of progression.

Led by National Chairman Jerry Lewis, who has held that position for 24 years, MDAA is now the fastest-growing of the 12 largest national voluntary health agencies and ranks 3rd (behind only the American Cancer Society and the American Heart Association) in dollars expended for research.

MDAA depends almost entirely on public contributions, and is one of the 18 national voluntary health agencies accredited by the National Health Council. It is also one of the 13 national health agencies approved by the U.S. Civil Service Commission to participate in the government's Combined Federal Campaign.

The MDAA national solicitation for funds are held throughout November and December. The special kick-off for the local Washington area campaign will be Sunday, November 24th.

You are Honorary Chairman of the Muscular Dystrophy Association of America.

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susan porter
November 19, 1974

RE: POSTER CHILD, Mike

MUSCULAR DYSTROPHY ASSOCIATIONS OF AMERICA, INC.

810 SEVENTH AVENUE, NEW YORK, N.Y. 10019

FACT SHEET

MDAA's NATIONAL POSTER CHILD

MICHAEL SHANE NEWSOME

BORN: October 1, 1966 (8 years old)

FATHER: Gobel Newsome

MOTHER: Judy Newsome

BROTHERS: Gobel Jr., 6

" Philip, 5 (afflicted by Duchenne form of muscular dystrophy; wheelchair-bound, he has never walked).

MEDICAL HISTORY: Mike was diagnosed at age one at MDAA's Louisville (Ky.) clinic as having the Duchenne form of muscular dystrophy. This type of dystrophy is the most severe and the most prevalent of the dystrophies, appearing usually in the very early years of life. Symptoms such as a waddling gait, an inability to rise from the floor, and difficulty in climbing stairs indicate the progressive weakening of the child's major muscle groups.

Mike presently gets around well on his own without the use of a wheelchair or braces.

HOME TOWN: After having lived all their lives in Louisville, the Newsomes moved in August 1974 to a farm on Star Route, Campbellsville, Ky., 90 minutes from Louisville. They felt that country air and farm life would be healthful and fun for the children.

SCHOOL: Mike is in Patricia Thomas' third-grade class in the nearby Buffalo, Ky. Elementary School. One of the school's major assets is the fact that it is built all on one level, with no stairs. Mike is popular with his classmates, and enjoys all his scholastic subjects. Drawing is his favorite activity.

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PARENTS' OCCUPATIONS: Gobel Newsome is a machinist and a member of the United Steelworkers of America Local 6828. Judy Newsome, formerly a member of the Tobacco Works International Union Local 185, had to leave work to care for her family and their new farm. She is now a full-time housewife.

FAMILY ACTIVITIES: Mike's favorite outing was always a trip to the zoo, but now that he's living on a farm, he has animals of his own. The family has flocks of chickens, a bull, and a new mutt named Snoopy. Mike also maintains a giant tank of angelfish.

MIKE: Mike, who loves to draw, has been known to decorate the walls of his house with original animal pictures. Because he wanted his own art gallery, he also glued pictures of football stars on an entire wall. Mrs. Newsome, however, has put her foot down against further unsupervised decorating efforts.

Mike has made several trips, to many parts of the country, since being named National Poster Child. He especially enjoyed his first trip to New York City, where he fell in love with a horse named Smokie during a hansom cab ride through Central Park. At Miami's Seaquarium, Mike became enamored of Salty the Seal and Flipper, as well as the killer whales.

Since becoming National Poster Child, Mike has twice appeared on the Labor Day Telethon Against Muscular Dystrophy in Las Vegas with his good friend Jerry Lewis.

GERALD R. FORD LIBRARY

For immediate release
Thursday, Nov. 21, 1974

THE WHITE HOUSE
Office of the Press Secretary to Mrs. Ford

Mrs. Ford will greet and pose for photos briefly with the 1974 Muscular Distrophy Poster Child this morning at 11 a.m. in the White House Map Room. Mrs. Ford is national honorary chairman for the Muscular Distrophy Association of America.

The 1974 Poster Child is 8-year-old Michael Shane Newsome of Campbellsville, near Louisville, Ky. He is the son of Mr. and Mrs. Gobel Newsome.

Accompanying Michael Newsome will be his mother; Mr. and Mrs. Henry Watts (he is president of the Muscular Distrophy Association of America - MDAA); John Sellman, regional director for MDAA; and Ron Schenkenberger, national director of community services, MDAA.

# # # #

MUSCULAR DYSTROPHY ASSOCIATIONS OF AMERICA, INC.

810 SEVENTH AVENUE, NEW YORK, N.Y. 10019

FACT SHEET

MDAA's NATIONAL POSTER CHILD

MICHAEL SHANE NEWSOME

BORN: October 1, 1966 (8 years old)

FATHER: Gobel Newsome

MOTHER: Judy Newsome

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HOME TOWN: After having lived all their lives in Louisville, the Newsomes moved in August 1974 to a farm on Star Route, Campbellsville, Ky., 90 minutes from Louisville. They felt that country air and farm life would be healthful and fun for the children.

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11/74

1974 FACT SHEET

WHAT IS MDAA?

Muscular Dystrophy Associations of America is a voluntary national health agency -- a dedicated partnership between scientists and concerned citizens who have joined together in an all-out effort to conquer neuromuscular diseases affecting hundreds of thousands of American men, women and children. Led by National Chairman Jerry Lewis, who has held that position for 24 years, MDAA is now the fastest-growing of the 12 largest national voluntary health agencies, and ranks third (behind only the American Cancer Society and the American Heart Association) in dollars expended for research.

HOW DID MDAA GET STARTED?

As late as 1950, very little was being done to combat neuromuscular disease. In that year, however, MDAA was founded by a small group of parents whose youngsters had dystrophy and who refused to accept "medical fatalism." With the conviction that there is no "incurable" disease, but only diseases for which a cure has not yet been found, these parents spurred scientific investigation in this almost wholly neglected field. Since then, through years of steady growth, MDAA has made substantial progress toward determining the cause of muscular dystrophy and related disorders, the vital prerequisite to control or cure.

WHAT DISEASES IS MDAA STRIVING TO DEFEAT?

*The Muscular Dystrophies -- there is no single disease called muscular dystrophy, but a whole group of muscle-destroying dystrophies which vary in hereditary pattern, age of onset, initial muscles attacked, and rate of progression.

*Myositis -- another wide range of disorders -- characterized by inflammation of skeletal muscle.

*The Muscular Atrophies -- a further group of diseases involving degeneration of the motor nerve cells in the spinal cord. (Amyotrophic Lateral Sclerosis (ALS), one of the muscular atrophies, caused the deaths of baseball great Lou Gehrig, former Vice President Henry Wallace, and columnist Hal Boyle. Notable among those currently afflicted is former heavyweight boxing champion Ezzard Charles.)

WHAT DOES MDAA DO?

MDAA works to combat neuromuscular disease through basic and applied medical/scientific investigation, programs of patient services and clinical care, and widespread professional and public education. Thanks to the Jerry Lewis Labor Day Telethon, the nationwide door-to-door March Against Dystrophy, summertime Carnivals Against Dystrophy, and many other projects involving various sectors of the community, MDAA has been enabled to organize and to maintain:

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(more)

....A WORLDWIDE RESEARCH PROGRAM, with approximately 275 grants and fellowships awarded annually to physicians and scientists in hospitals and universities in the U.S. and 1 foreign countries. In fiscal 1975, MDAA has allocated over $5.8-million for research.

over

Last fall, MDAA began accelerating its research effort through funding a series of neuromuscular disease research centers -- at the University of California at Los Angeles; at the University of London's Hammersmith Hospital; and at the Vanderbilt University School of Medicine at Nashville, Tenn. On April 17, 1974, MDAA's Board of Directors voted over $1.1-million first-year establishing grants to fund additional research centers at the Mayo Clinic, Rochester, Minn.; the University of Pennsylvania School of Medicine, Philadelphia; and Columbia University's College of Physicians & Surgeons, New York.

....A NATIONWIDE PROGRAM OF PATIENT AND COMMUNITY SERVICES to assist patients and their families in meeting the problems imposed by chronic, progressive disease, while MDAA-sponsored research seeks a cure. Two-hundred-forty-eight MDAA chapters -- located throughout the 50 states, the District of Columbia, Puerto Rico, and Guam -- provide direct services to patients, including orthopedic appliances, educational-recreational activities, and physical therapy where prescribed, as well as transportation aid. All these services are free; no means test is required.

....A NETWORK OF FREE CLINICS currently numbering 145 -- a 19% increase since 1973 -- to provide free diagnostic services and therapeutic and rehabilitative follow-up care. Social service counseling is also available, and most MDAA clinics offer the CPK serum enzyme test to detect unaffected female carriers of Duchenne dystrophy.

....A SUMMER CAMPING PROGRAM for patients of all ages, with activities geared to the handicaps imposed by neuromuscular disease. MDAA has expanded its Summer Camp Program to provide 59 sessions at camps in 33 states. All MDAA camps are supervised by physicians and nurses who contribute their services. Each camper also has his own volunteer counselor, usually a high school or college student. Counselors are often active year-round members of MDAA's Youth Against Dystrophy.

....PROFESSIONAL EDUCATION PROGRAMS, for increasing awareness among physicians, nurses, and therapists of neuromuscular disease.

....PUBLIC HEALTH EDUCATION PROGRAMS, including publication and nationwide distribution of a bi-monthly newspaper and informational brochures, and production of documentary films and a complete schedule of radio and TV materials.

(more)

HOW MDAA UTILIZES CONTRIBUTORS' DOLLARS

MDAA depends almost entirely on public contributions. Without America's generous response to the Jerry Lewis Telethon and MDAA's annual appeal, the Association would be forced to cut back many of the vital services it provides. In fiscal 1974, MDAA's total expenditures amounted to $24.6-million. The following percentages -- based on financial statements of the National Office, as reported on by S.D. Leidesdorf & Co., C.P.A.'s -- show how the funds were expended:

Program Services	Research	26.9%	
	Patient Services	27.6%	
	Public Health Education	8.5%	
	Professional Education and Training	2.4%	
	Community Services	15.7%	
			81.1%
Fund Raising			14.5%
Administration			4.4%
			100.0%

MDAA is proud of the fact that 81.1¢ of every dollar spent went for direct program services. Only 14.5¢ went for fund raising and 4.4¢ for administration.

MDAA ACCREDITATION

MDAA is one of the 18 national voluntary health agencies accredited by the National Health Council. Membership in the Council is reviewed annually and is granted only to those organizations which meet its criteria, one of which is adherence to its principles of uniform accounting.

MDAA is one of 13 national health agencies approved by the U.S. Civil Service Commission to participate in the government's Combined Federal Campaign. Since this fund-raising program was established in 1957, MDAA has annually met the government's strict standards for agency objectives, administrative integrity, and financial responsibility.

In addition, MDAA is endorsed by The Advertising Council for public-service promotional support by our nation's magazines, newspapers, and TV and radio stations.

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11/21/74

File - Event
X - Photo Requests

June 16, 1975

Dear Mrs. Hennessy:

Enclosed is the photograph of Mrs. Ford and the Muscular Dystrophy Association national poster child which Mrs. Ford has signed.

I know how much Mrs. Ford enjoyed meeting Michael Newsome and she loved the photograph. If there is any other way in which I can be helpful, please let me know.

Sincerely,

Sheila Rabb Weidenfeld
Press Secretary to Mrs. Ford

Mrs. Mary Ellen Hennessy
Administrative Assistant
Muscular Dystrophy Association, Inc.
1828 L Street, N.W., Suite 1107
Washington, D.C. 20036

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MDA

MUSCULAR DYSTROPHY ASSOCIATION, INC.

Active Member, National Health Council

JERRY LEWIS
National Chairman
MRS. GERALD R. FORD
Honorary Chairman
SYLVESTER L. WEAVER, JR.
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HENRY M. WATTS, JR.
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SYLVESTER L. WEAVER, JR.

Please Reply To: 1828 L STREET N.W., SUITE 1107, WASHINGTON, D. C. 20036, (202) 296-1950

Nancy

June 11, 1975

Mrs. Sheila Weidenfeld
Press Office
White House
1600 Pennsylvania Ave.
Washington, D.C.

Dear Mrs. Weidenfeld:

Enclosed please find a photograph of Mrs. Ford and the Muscular Dystrophy Association national poster child, Michael Newsome. We would like to present this picture to our MDA Regional Director, John Sellman, to commemorate the visit. Mr. Sellman was also at the White House last fall when Mrs. Ford met with Michael.

As the picture will be cropped in the framing, we would appreciate it if you would have Mrs. Ford sign the photograph in the area right below her feet. It should be written to John Sellman and signed in any manner that Mrs. Ford would find appropriate.

Thank you very much for your help in this and also, our sincere thanks to Mrs. Ford.

Sincerely,

Mary Ellen Hennessy

Mary Ellen Hennessy
Administrative Assistant

P.S. As this presentation is going to be a surprise, I would appreciate it if you would send it back to my attention and mark it "confidential."

NATIONAL OFFICE: 810 SEVENTH AVENUE, NEW YORK, N. Y. 10019 212 586-0808

MDA sponsors basic and applied research into neuromuscular disorders, including the muscular dystrophies, the myosites, amyotrophic lateral sclerosis (ALS) and other spinal muscular atrophies, and provides services to those afflicted by these diseases.