

**The original documents are located in Box 4, folder “1/23/75 - Taping for 1974 United Cerebral Palsy Telethon” of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential Library.**

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THE WHITE HOUSE  
WASHINGTON

VTD has tape  
on file



Map Room  
THE WHITE HOUSE  
WASHINGTON

Sy Messite

244 - 1455

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I'M BETTY FORD, AND FOR THE NEXT FEW HOURS YOU'LL BE  
WATCHING THE CEREBRAL PALSY TELETHON. WE'RE HERE BECAUSE  
OF SOME VERY SPECIAL PEOPLE--LIKE MICHELLE, WHO IS EIGHT,  
AND KEVIN, WHO IS FOUR. BOTH OF THEM HAVE CEREBRAL PALSY.  
I'VE HAD A CHANCE TO MEET THEM, AND I'D LOVE FOR YOU TO.

THERE ARE LOTS OF OTHER PEOPLE LIKE KEVIN AND MICHELLE WHO  
NEED OUR HELP. GREAT THINGS CAN BE ACCOMPLISHED TODAY THROUGH  
YOUR GENEROSITY. I HOPE YOU'LL DO WHAT YOU CAN TO HELP  
COMBAT CEREBRAL PALSY. THERE ARE LOTS OF MICHELLES AND  
KEVINS WHO ARE COUNTING ON YOU.

The following will be involved with White House filming,  
Thursday, January 23, 1975 at 12:30 p.m.:

Jane Pickens Langley - Celebrity  
Mrs. Ethel Hausman - Wife of the Vice Chairman of United Cerebral Palsy

Dave McCormick - Telethon Producer

ABC-TV Personnel:

~~James Royster~~, Driver  
\*Carl Larson, Camera Operator  
\*Art Lodovichetti, Sound  
\*Bernie Robertson, Lighting  
Greg Larson, Associate Director

Chester Quarles

Marty Rubenstein, Vice President & General Manager - ABC News

\*Have White House Press Passes

From North Virginia:

Michelle Housum, Girl for filming and her

Grandparents, Ray and Geneva Housum

Naomi Zeavin, Past President

From Prince Georges County

Kevin Williams, Boy to be filmed

Virginia Groetecke, PG Program Director

Miss Janet Schuler

~~Mrs. Debbie Moore~~, Teacher

Thomas Harper, Exec Director

Albert S. Borland, Still Photographer

Patti O'Hare, WTTG Representative



KEVIN WILLIAMS

Born: 12/19/70

Entered Center: September 11, 1972

Born premature at 6 months weighing 3 pounds. First 18 days he needed supplementary oxygen in treatment of respiratory distress syndromes. Discharged when 5 lbs. Diagnosed as CP with generalized flaccidity meaning flabby muscle tone.

Mother: Teacher of Adult Education

Brother: Charles, Born 10/6/69, attending Kindergarten

Kevin had corrected eye surgery for strabismus.

Likes & Dislikes: Likes school, therapy, and is very cooperative; loves talking dog "Bernie", music (childrens records), film strip Sesame Street, creative arts.



Name: MICHELLE HOUSUM

8-year old Girl

Entered Center March, 1968 (N.Va. Center, Falls Church)

Diagnosed as cerebral palsy -- legs affected

Wears short leg braces

Released from Center in 1970, and is

Now attending the Bush Hill Elementary School

She returns to the Center periodically for check-ups

No brothers or sisters

Adopted by her Great Grandparents

Likes and Dislikes: Likes school - loves to read and to listen  
to records. Also sings a little

Not a shy girl - Very talkative





## **JANE PICKENS LANGLEY**

Jane Pickens Langley is fondly remembered as one of the Pickens Sisters, a singing trio that enjoyed tremendous popularity during World War II. The sisters sang on a CBS Radio Show and set a pattern of singing styles still imitated today. Mrs. Langley later became a singing star in her own right.

Today Mrs. Langley resides in Newport, Rhode Island, where she is noted as a gracious hostess and socialite. Mrs. Langley has run for Congress and always takes an active role in civic affairs.





UNITED CEREBRAL PALSY

RESEARCH and EDUCATIONAL FOUNDATION, INC.

SHEILA WEIDENFELD  
66 East 34th Street  
New York, New York 10016

(212) 889-6655

November 15, 1974

Mrs. Gerald Ford  
White House  
Washington, D. C.

Dear Mrs. Ford:

We would be honored if you would present some brief remarks to open United Cerebral Palsy's 24th Annual Greater New York Telethon to be telecast on the weekend of January 25-26, 1975. United Cerebral Palsy is the nation's only non-profit organization dedicated solely to help the more than one million Americans who are cerebral palsied, and presents this yearly public education and fund-raising appeal to financially assist its handicapped constituency.

Your participation would inspiringly continue the array of personalities who have similarly opened our programs in the past. Mrs. Lyndon B. Johnson, Julie Nixon Eisenhower, Governor Nelson A. Rockefeller, Bob Hope and Mrs. Eleanor Roosevelt are a few of the previous participants.

Your remarks would be taped, and this can be done at the White House or a TV studio in Washington, D.C., at a time most convenient to you prior to January 25th. We will provide a suggested script.

In addition to the Greater New York area, our 1975 Telethon will be carried in Boston, Washington, D.C., Baltimore, Chicago, Bangor and Poland Springs, Maine, Hartford, Manchester, Atlanta and Providence.

The prestige and dignity you would contribute to our effort would enhance the ultimate success of the Telethon, thus assuring continued programs and services for the cerebral palsied of the American community.

(more)

(JACK + LAUSMAN)





66 East 34th Street  
New York, New York 10016

(212) 889-6655

**UNITED CEREBRAL PALSY  
RESEARCH and EDUCATIONAL FOUNDATION, INC.**

Mrs. Gerald Ford

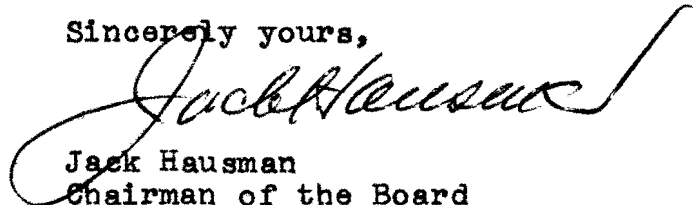
Page 2

November 15, 1974

All of us at United Cerebral Palsy would be deeply grateful for your favorable consideration.

May I add, too, that we are delighted that your recent surgery was successful and wish you many years of good health.

Sincerely yours,



Jack Hausman  
Chairman of the Board  
UCPA Research & Educational Foundation

JH:hl

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1974 NOV 16 PM 12 48



UNITED CEREBRAL PALSY ASSOCIATIONS, INC.  
66 EAST 34th STREET, NEW YORK, N. Y. 10016



Mrs. Gerald Ford  
White House  
Washington, D. C.

1974 1974 1974 1974 1974 1974 1974 1974  
NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AU  
15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 1 2 3 4 5 6 7 8

ORGANIZATION: United Cerebral Palsy Research and Educational Foundation, Inc.

REQUESTED BY: Jack Hausman  
Norman Kimble, Publicity Director

DATE OF REQUEST: November 15, 1974

SUBJECT: They would like you to tape some brief remarks to open the United Cerebral Palsy's 24th Annual Greater New York Telethon to be telecast the weekend of January 25-26.

(Letter attached)

PROPOSED ACTION:

Eugene S. Cowen, Vice President

Dear Bob:

The enclosed letters have already been sent to the First Lady, but I am taking the liberty of calling them to your attention. As you probably know, Leonard H. Goldenson, Chairman of the Board of American Broadcasting Companies, Inc., is one of the founders of United Cerebral Palsy and to this day takes a deep personal interest in the success of this worthy endeavor.

We hope Mrs. Ford would consider doing this brief video tape which would be used during the telethon on the weekend of January 25-26, 1975. If you have any questions, don't hesitate to call me.

With warm regard,

Sincerely,



Eugene S. Cowen  
Vice President

Honorable Robert Hartmann  
Counsellor to the President  
The White House  
Washington, D. C. 20500

Enclosure

November 21, 1974

THE WHITE HOUSE

WASHINGTON

From: Robert T. Hartmann

To:

Nancy Howe

Date:

11/29

Time

a.m.

p.m.

Pls handle  
and advise x

Gene Cowan has  
long been a  
good friend and  
supporter of the  
President's x





Eugene S. Cowen, Vice President

Dear Mrs. Howe:

This will confirm our telephone conversation today that United Cerebral Palsy invites the First Lady to open its 24th Annual Greater New York Telethon to be broadcast on the weekend of January 25-26, 1975. The program will be carried also in Boston, Washington, D. C., Baltimore, Chicago, Bangor and Poland Springs, Maine, Hartford, Manchester, Atlanta and Providence.

I have discussed the format with Mr. Jack Hausman, Chairman of the Board of United Cerebral Palsy Research and Educational Foundation, who wrote the original letter of invitation on November 15, and he suggests that for an interview he would arrange to have it done by either Bob Hope, Mary Lasker or Jane Pickins Langley. It would be done at the White House at whatever time you suggest prior to January 25.

Please let me know if you have any other questions.

With warm regard,

Sincerely,

  
Eugene S. Cowen  
Vice President

Mrs. Nancy Howe  
Special Assistant to Mrs. Ford  
The White House  
Washington, D. C. 20500

December 17, 1974



Mrs. Nancy Howe  
Special Assistant to Mrs. Ford  
The White House  
Washington, D. C. 20500

**American Broadcasting Company** 1150 Seventeenth Street, NW Washington, D.C. 20036

In D.C.

[212] 889-6655

1010 Vermont Ave.

202 347-5716

**DAVID W. McCORMICK**

NATIONAL TELETHON PRODUCER

**UNITED CEREBRAL PALSY ASSOCIATIONS, INC.**

66 EAST 34TH STREET • NEW YORK, N. Y. 10016



**UNITED CEREBRAL PALSY / Metropolitan Washington Area Council**  
ucp of washington, d.c.; northern virginia; prince georges county, maryland

January 10, 1975

TO: Sheila Weidenfeld

FROM: David McCormick

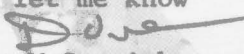
RE: Cerebral Palsy Interview

Attached please find information concerning two children to be interviewed by Mrs. Ford with Jane Pickens Langley.

Tracey Royal - 7 year old girl is now attending the Cerebral Palsy Clinic at the Childrens Hospital. Use to wear braces because of continual physical exercises and therapy she has discarded them. Sometimes uses a walker.

Gregg J. Donaldson - 12 year old boy is attending Melvin Sharp Health School wears braces and is in wheelchair. Again through exercise and therapy, Gregg has been able to get out of chair with assistance of crutches and walk.

If I can be of any assistance, please let me know

  
Dave McCormick  
Telethon Producer

Sheila - those two appeared in  
picture with the Fords  
taken last week  
D.





**UNITED CEREBRAL PALSY OF WASHINGTON, D.C.**

Suite 923 A  
1028 Connecticut Avenue, N.W.  
Washington, D.C. 20036  
Phone: 202-833-1740

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Gregg J. Donaldson

12-year old son of

Mr. and Mrs. John Donaldson  
3203 Beech Street, N. W.  
Washington, D. C., 20015  
362-3274

Mr. Donaldson is in the Executive Office of the President (Office of Special Representative for Trade Negotiations).

Gregg is in the sixth grade at the Melvin H. Sharpe Health School. Wears braces and is in a wheel chair. Can walk relatively short distances with crutches.

He is a member of the Boy Scout Troop at the Sharpe Health School.

Tracey Royal

7-year old daughter of

Mrs. Alma Royal (father deceased)  
638 Emerson Street, N. E.  
Washington, D. C., 20017  
832-2787

Tracey is in the New Bunker Hill Elementary School and likes music, to sing and to dance.

She is a left hemiplegia, and has been a patient at the Cerebral Palsy Clinic at Childrens' Hospital since she was six-months old (February 1968). Because of early detection and therapy, her left hand is now open and in front of her. She wore braces when she was learning to walk, but now does not need them. She is an example of what early detection and therapy can do.



UNITED CEREBRAL PALSY ASSOCIATIONS, INC.

MIDEAST DISTRICT OFFICE

Suite 616

1010 Vermont Avenue, N.W.

Washington, D. C. 20005

Sheila Weidenfeld  
Press Secretary  
Executive Office  
Washington, D.C.

WHITE HOUSE MAIL  
RECEPTION & SECURITY

JAN 10 1975

Processed by:



MEMORANDUM

THE WHITE HOUSE

WASHINGTON

January 22, 1975

FOR: APPOINTMENTS CENTER

Please admit the following appointments on January 23, 1975 for Sheila Weidenfeld (Mrs. Ford's Press Secretary):

11:30 AM	Larson, Carl	ABC-TV
	Larson, Greg	ABC-TV
	Lodovichetti, Art	ABC-TV
	Robertson, Bernie	ABC-TV
	Royster, James	ABC-TV
	Rubenstein, Marty	ABC-TV

12:00 Noon	Borland, Albert S.	
	Groetecke, Virginia	
	Hausman, Ethel	
	Housum, Geneva	
	Housum, Michelle	
	Housum, Ray	
	Langley, Jane Pickens	
	McCormick, Dave	
	O'Hare, Patti	WTTG
	Schuler, Janet	
	Williams, Kevin	
	Zeavin, Naomi	
	Harper, Thomas	

The people above will participate in a filming for United Cerebral Palsy with Mrs. Ford at 12:30 p.m. They should be cleared through the Northwest Gate, and parking on North Drive has been approved by Michael Farrell.

Requested by Nancy Chirdon  
Room 208 East Wing ext. 2164

SPEECH FOR BETTY FORD

Filmed 1/23/75

12:30 P

Map Room

White House

"Hello, I'm Betty Ford, and I'd like you to meet two special children, Michelle and Kevin."

Briefly exchange small talk and any questions Mrs. Ford might have.

"Yes these are two special children, because Michelle and Kevin have Cerebral Palsy. Cerebral Palsy is a handicapping condition--usually resulting from damage to the brain at birth, and the most tragic thing is that it doesn't go away. It's a lifetime condition. Children with Cerebral Palsy grow up....and still have Cerebral Palsy. But, they also have thoughts, dreams, ambitions and considerably more of the same needs as everyone else. A lot of those needs are being met because there are ways of helping those born with Cerebral Palsy....at any age. And so I'd like to ask you, your family and your friends to join Michelle, Kevin and myself and lend your support in this most important community effort. Support that can continue, but only with your help."

File

# UCP **united cerebral palsy of new york city, inc.**

122 east 23rd street/new york, n.y. 10010/(212) 677-7400

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February 3rd, 1975

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Dear Shiela-

Many warm thanks for all your help in arranging  
for Ethel and Jane Langley to meet with The  
First Lady....in connection with her taping for  
our Telethon.

I'm told Mrs. Ford was most gracious.....and  
this warmth came through to the American public.

All best,

  
Jack Hausman

Mrs. Shiela Weidenfeld  
The White House  
Washington, D.C.

LEO HAUSMAN  
*President*

UNITED CEREBRAL PALSY OF NEW YORK CITY, INC.  
122 East 23rd STREET, NEW YORK, N.Y. 10010

*Mrs. Shiela Weidenfeld*

*The White House*

*Washington, D.C.*