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CONTACTS: Sandra Kramer (202) 245-8454; Liz Snyder (213) 629-2531; Mariwyn Heath (202) 293-1100; Dr. Emily Card (213) 654-0351

FOR IMMEDIATE RELEASE:
FRIDAY, MAY 16, 1975

WOMEN'S ORGANIZATIONS UNITE TO FORM NATIONAL COMMITTEE TO SUPPORT ERA

WASHINGTON, D.C. --- Members of organizations representing 23 million women throughout the country met in Washington today and formed the National Equal Rights Amendment Development Committee.

The purpose of the new committee is to consider the ways and means of establishing a unifying structure that will bring all supporting groups, individual talent and resources together to establish a national ERA campaign organization.

Elected as co-chairpeople of the committee were Sandra Kramer and Liz Snyder. Ms. Kramer, currently the Acting Executive Secretary of HEW's Advisory Committee on the Rights and Responsibilities of Women, will coordinate east coast activities. Ms. Snyder, former Democratic State Chairperson of California, will coordinate west coast efforts.

"We are greatly encouraged by the desire for unity which was expressed at this meeting and by the enthusiastic support of a broad spectrum of women's organizations," said Ms. Snyder.

Dr. Emily Card of Los Angeles will chair a subcommittee to explore the feasibility of presenting the first national women's telethon to support the ERA. Nancy Greene, defense and foreign policy analyst, writer, and wife of actor Lorne Greene, will act as Finance Chair of the telethon subcommittee.

Mariwyn Heath, national ERA consultant for the Federation of Business and Professional Women's Organizations (BPW) in Washington, will chair a subcommittee on organizing the structure of a national ERA campaign.

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FOR IMMEDIATE RELEASE:
WEDNESDAY, MAY 14, 1975

CONTACT: CORT CASADY (202) 546-3732 / EMILY CARD (213) 654-0351
NANCY GREENE (213) 477-9392

LOS ANGELES WOMEN ADDRESS CONGRESSIONAL SYMPOSIUM IN WASHINGTON
CALL FOR MORE ACTIVE ROLES BY WOMEN IN FUNDRAISING AND FOREIGN POLICY

WASHINGTON, D.C. --- Two Los Angeles women, Nancy Greene and Dr. Emily Card, addressed the U.S. Congressional Symposium on the International Women's Year ('75) here today.

Nancy Greene, wife of actor Lorne Greene, told the Symposium that defense and foreign policy are women's issues. "In fact," she said, "they may be the fundamental women's issues. The decision over war and peace is much too important a matter to be entrusted to men alone."

Ms. Greene said women must educate themselves on issues regarding national defense and foreign policy alternatives if they are to survive politically.

"It is not enough for women in politics to simply concern themselves with domestic issues, as important as those issues may be. Women must involve themselves in the national debate over defense priorities, and women must take the initiative in foreign policy matters to help define America's changing role in the world," she said.

Dr. Card, formerly a Congressional candidate and currently a fundraiser for Immaculate Heart College in Los Angeles, told the Symposium that, in the past, women have not had the confidence to seek funds aggressively for their political campaigns.

"Too often, women either don't ask, don't know whom to ask, or don't know how to ask for political contributions. Yet, women have been taught at their mother's knee how to raise money--first from their fathers and then from their husbands," she said.

Dr. Card said that women must now apply their family fundraising training to political fundraising for women. She said women are now seen as serious political candidates and should be able to raise the money they need if they "believe in themselves and project that self-confidence."

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NATIONAL EQUAL RIGHTS AMENDMENT DEVELOPMENT COMMITTEE
144 Constitution Avenue, N.E.
Washington, D.C. 20002

For Release:
FRIDAY, MAY 16, 1975

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The purpose of the new committee is to consider the ways and means of establishing a unifying structure that will bring all supporting groups, individual talent and resources together to establish a national ERA campaign.

Elected as co-chairpeople of the committee were Sandra Kramer and Liz Snyder. Ms. Kramer, currently the Acting Executive Secretary of HEW's Advisory Committee on the Rights and Responsibilities of Women, will coordinate east coast activities. Ms. Snyder, former Democratic State Chairperson of California, will coordinate west coast efforts.

Headquarters will be in the historic Alva Belmont House of the National Woman's Party, located at 144 Constitution Avenue, N.E., Washington, D.C. 20002.

"It seemed appropriate that the National Woman's Party, because of its historical background as the original author of the ERA in 1923, should now be the one to provide space for the development and planning of a national strategy for ratification of ERA," said Elizabeth Chittick, National Chair of the Woman's Party.

Mariwyn Heath, national ERA consultant for the Federation of Business and Professional Women's Organizations (BPW) in Washington, will chair a subcommittee on organizing the structure of a national ERA campaign.

Dr. Emily Card of Los Angeles will chair a subcommittee to explore the feasibility of presenting the first national women's telethon to support the ERA. Nancy Greene, defense and foreign policy analyst, writer and wife of actor Lorne Greene, will act as Finance Chair of the telethon subcommittee.

Attending today's meeting were Congresswomen Pat Schroeder (D-Colorado) and Yvonne Burke (D-California), both of whom stressed the importance of ratification of the Equal Rights Amendment and the need for unity and cooperation on the part of all women's organizations to achieve this goal.

Ms. Snyder said, "We are greatly encouraged by the desire for unity which was expressed at this meeting and by the enthusiastic support of a broad spectrum of women's organizations." Ms. Kramer indicated that the Development Committee would be "broad-based" and would seek to include all kinds of women's organizations committed to the passage of the ERA in 1976.

For further information, contact: Sandra Kramer (202) 245-8454; Liz Snyder (213) 629-2531; Mariwyn Heath (202) 293-1100; Emily Card (213) 654-0351 or Nancy Greene (213) 477-9392.

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WOMEN '76 ERA

MAY 1975

**122 MARYLAND AVE., N.E.
WASHINGTON, D.C.**



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P R E F A C E

"Without the passage in 1920 of a very special piece of legislation--the so-called Suffragette Act--which gave women the vote, I could never have been elected to Congress in 1942, or have been made ambassador to Italy in 1953. I would have had no public career.

"It took the women of America almost 150 years to win this basic right. The American Republic is now almost 200 years old, and in the eyes of the law women are still not equal with men. The special legislation which will remedy that situation is the Equal Rights Amendment. Its language is short and simple: Equality of rights under the law shall not be abridged in the United States or by any state on account of sex.

"First introduced in Congress way back in 1923, this amendment was finally sprung when the misogynist chairman of the committee, 84-year old Emanuel Celler, was beaten by a New York woman--God bless her! It passed both Houses in 1972. When five more states have ratified it, it will become the law of the land.

"When the Equal Rights Amendment passes, women will have just about all the "special legislation" they need to get ahead. What will then be necessary is for women to show as much courage as the early suffragettes did--and organize, speak up, shout out and, if necessary, march and strike to see that the legislation is not ignored.

"If women really want equality, it is within their grasp. So I wind up this letter where I began. Do they really want it?"

--Clare Booth Luce
September 1974

(Condensed from the Bulletin of the Baldwin School, Bryn Mawr, Pa.)

ERA '76

May 1, 1975

The most important meeting of women since the Seneca Falls Conference of Women in 1839 will occur May 15, 1975. As a leader vital to women's future in America, your presence is essential.

The purpose of the meeting is to discuss a national fund-raising project from which proceeds will go toward the final ratification of the Equal Rights Amendment and to assure the election of women supporting the ERA. A major effort is absolutely necessary now, and this meeting is the first planning conference for that purpose.

The meeting, with continental breakfast, will be held at:

Lutheran Church
222 E. Capitol Street
Washington, D.C.
9:30 a.m.
May 15, 1975

If you have any questions, contact one of the following women:

Dr. Emily Card, (213) 654-0351
Los Angeles, California

Colleen O'Connor, (714) 442-3161
San Diego, California

Nancy (Lorne) Greene, (213) 477-9392
Los Angeles, California

Delores Tucker, (717) 787-7630
Harrisburg, Pa.

Sandra Kramer, (202) 244-5839
Washington, D.C.

Anne Zill, (202) 546-3732
Washington, D. C.

We look forward to seeing you and sharing our common goals.

Sincerely,

Helen Gahagan Douglas
Helen Gahagan Douglas

Martha Griffiths
Martha Griffiths

Clare Boothe Luce
Clare Boothe Luce

Please return the enclosed card or RSVP to (202) 546-3732.

A G E N D A

**Lutheran Church
222 E. Capitol Street
Washington, D.C.
9:30am**

THURSDAY, MAY 15, 1975

- 9:30am OPENING REMARKS by U. S. Representative
 YVONNE BURKE**
- 9:45am PRESENTATION OF TELETHON PROPOSAL
 by NANCY GREENE**
- Comments:**
- COLLEEN O'CONNOR - Political Impact
 ANNE ZILL - Groups**
- 10:10am WORKING SESSION BEGINS:**
- I. Goals and Benefits**
- II. Finances**
- A. Budget & Logistics**
- B. Allocation of Revenue**
- III. National Organization**
- IV. Legal Problems**
- V. Group Participation**
- VI. Format for Telethon**
- VII. Production and Creative Elements**
- VIII. Alternative Proposals**
- 11:00am DISCUSSION**
- 12:00Noon RESOLUTIONS and CONSENSUS**
- RAISE MONEY FOR COSTS**
- 12:30pm ADJOURN**
- 1:30pm GROUP GOES TO STATE DEPT. - INTERNATIONAL
 WOMEN'S YEAR MEETING.**

GOALS AND BENEFITS

1. TO LOBBY for the Equal Rights Amendment.
2. TO GAIN NATIONAL EXPOSURE for the women's movement and to educate the American public on issues affecting women.
3. TO RAISE MONEY to elect women to the Legislature in targeted states where the ERA has not yet passed; to support women in politics who will work for additional legislation to implement the ERA at the federal and state level; and to support ERA projects of existing women's organizations.
4. TO BROADEN THE BASE OF THE WOMEN'S MOVEMENT by reaching out to the millions of women who support the ERA in principal, but who have not heretofor been actively involved.
5. TO CREATE A NATIONAL MAILING LIST of committed women, including all contributors, large and small, who support the ERA.

TELETHON PROPOSAL

Timed to coincide with the end of the International Women's Year 1975 and the beginning of the Bicentennial, the TELETHON will be broadcast live on one of the 3 major television networks. It has been conceived to lend support to the national Equal Rights Amendment campaign, to educate and inform the American public on issues affecting women, and to generally further the women's movement in the United States.

ERA'76 TELETHON

As is traditional with telethons, the primary function of the TELETHON is to raise money. Proceeds will go first to support the Equal Rights Amendment effort.

The program will feature appearances by prominent women in politics, business, entertainment, journalism, law, education, medicine, etc. In addition to presenting entertainment, the broadcast will also offer interviews, dramatic and comedic sketches, reports on the progress of the women's movement, and segments dealing with the roles which exceptional women have played in American history.

The ERA '76 TELETHON will be produced by and for women. All planning, writing, production and direction responsibilities will be assumed by women. Where necessary, men with expertise in production and broadcasting will assist.

To reach the greatest possible number of women, it is proposed that the TELETHON should be broadcast from about 6:00am EST to 9:00pm EST . Such a schedule would allow both women and men to see the telethon before and after regular working hours. At the same time, such a broadcast would reach the millions of women who are at home during the day. The proposed schedule would also be more feasible financially since it requires the purchase of only 1 or 2 hours of "prime time."

National opinion polls have consistently shown that more than 70% of the women in America agree with the goals of the ERA, but most are afraid to be labeled "women's libbers."

The TELETHON can provide the most effective means of outreach to these uncommitted women.

F I N A N C E S

- I. BUDGET - On following pages is a Proposed Budget for the Telethon. The total estimated cost is nearly \$2.5 million, based on figures supplied by the Democratic National Committee. The actual costs of the broadcast could run anywhere from \$800,000. to the \$2.5 million figure, depending on the length of the Telethon and the network used (CBS is noticably more expensive than NBC).
- II. REVENUE - The first Democratic National Telethon (1972) was broadcast live from Miami and L.A. for 20 hours. It raised \$4 million from 400,000 contributors. 15% of this was raised through credit cards. 150 stars and politicians appeared; 15,000 volunteers manned telephones in 32 regional centers. The 1974 Democratic Telethon raised \$5.5 million. 100,000 volunteers reportedly participated in door-to-door leafletting and home-to-home telephoning. 25,000 volunteers manned phones in 97 regional centers.
- III. ALLOCATION OF REVENUE - The national organization (Women '76 ERA) would absorb the costs of purchasing television air time, production costs, nationally placed advertising and installation costs for telephone

centers. Each regional, or state, organization would be responsible for the cost of the local telethon personnel (where volunteers cannot be used), miscellaneous expenses connected with the phone centers (food, refreshments, transportation, etc.), locally placed advertising, pre-telethon soliciting costs (leafletting, phoning, etc.), and the pre-telethon distribution of pledge envelopes in that region, or state.

After the telethon, the revenue is divided according to a formula. Say a state is responsible for 5% of the gross revenue of \$2,000,000. That state, or region, would receive \$100,000. In the case of pre-telethon funds (received before the air date), the national organization might retain 1/3 while giving 2/3 to the region or state. If pre-telethon contributions were \$1,000,000, the share allocated to all regions would be 66%, or \$666,666. If Idaho, lets say, were responsible for 10% of that amount, then the Idaho organization would receive \$66,666.

IV. CONTRACT OF TERMS - The National Women '76 ERA organization would sign a contract stipulating the way in which revenues would be divided with each region or state prior to the telethon. This contract would also spell out which costs will be absorbed by the national organization and which are the responsibility of the regional or state organization.

P R O P O S E D B U D G E T

1. <u>NETWORK TIME</u>	
Estimated cost of 15 hours on CBS *	\$1,285,000.
2. <u>PRODUCTION COSTS</u>	500,000
3. <u>ADVERTISING AND PUBLIC RELATIONS</u>	225,000
4. <u>STATE EXPENSES</u>	300,000
Reimbursments from the National Organization to each individual state for their telephone costs the night of the Telethon.	
5. <u>DIRECT MAIL</u>	97,000
6. <u>POSTAGE</u>	100,000
7. <u>PLEDGE FORMS AND ENVELOPES</u>	66,000
8. <u>NATIONAL STAFF</u>	70,000
9. <u>NATIONAL PHONES PRIOR TO THE TELETHON</u>	20,000
	<hr/>
	TOTAL \$2,663,000.
	<hr/>

*The cost of air time is based on a broadcast from 6am to 9pm which preempts regular programming (such as day-time dramas, variety & game shows). The cost of air time can be reduced by putting on a telethon from Saturday night through Sunday morning, a popular time slot for telethons.

LOGISTICS AND CASH FLOW

Logistics:

A telethon requires two separate efforts:

1. a strong national organization
2. a strong local/state effort

In 1974, the DNC budget was \$2.5 million for the national effort, and \$35,000 for California.

A staff of 20-30 people worked full-time for a year in the national telethon office. The state staff was 3-10 people working 3 months prior to the telethon.

WE MUST HAVE A VERY STRONG STATE ORGANIZATION WORKING IN CONCERT WITH A NATIONAL ORGANIZATION TO EFFECT TELEPHONE SOLICITATION.

In 1974, the DNC raised 5.5 million dollars. The DNC took 2.5 off the top for costs, then split the remaining \$3 million between the DNC and the states. The states divided their share (1.5 million), pro-rated by the percentage of the gross they contributed, as previously explained. California reportedly grossed \$643,000 and netted approximately \$400,000. (*)

(*) The DNC telethon figures have been inflated by some sources and deflated by others. Their function here is for information and comparison purposes only.

Cash Flow:

1. The initial organization stage will require about \$70,000. for assembling a national staff (payroll), cost of travel to raise money from major sponsors, some direct mail and telephone expense.

2. The bulk of the money needed--for air time and and national advertising and telephones--would be required no later than 30 days prior to the broadcast, depending on the terms of negotiation with the TV network. This means the national staff should plan on having the \$1,285,000 for air time, say \$100,000 for telephones and about \$200,000 for advertising raised at least 60 days prior to the telethon. A goal of \$1.5 million in the bank 6 weeks before air date would be sufficient.

3. The money pledged in the 1974 DNC Telethon was not collected, in some cases, for 5 months after the telethon. A backer (sponsor) of the ERA '76 Telethon must be able to wait for full repayment. And this delay must be taken into account when budgeting the project. (In 1974, 75% to 80% of the pledges were collected, a new high. 60% of pledges collected is average.)

NATIONAL ORGANIZATION

EXECUTIVE DIRECTOR

- Finance/Fundraising
- Network Liason
- Administration
- State Organization

NATIONAL COORDINATOR (EAST COAST: Off-Camera Operations)

- Telethon Production Liason
- Advertising/Promotion
- State Organization

NATIONAL EXECUTIVE PRODUCER(S) (WEST COAST: On-Camera Operations)

- See page 13-14

FINANCE DIRECTOR

- Major Contributors
- Liason with Treasurer

TREASURER

- Record Keeping
- Cash Flow Accounts
- Compliance with Federal & State Laws

DIRECTOR OF OPERATIONS

- Phone Centers
- State Organization

DIRECTOR OF COMMUNICATIONS

- Promotion, National & Local
- Publicity

DIRECTOR OF RADIO & TV

- Affiliate Stations
- Network Cut-Ins

The National Organization is charged with the overall responsibility for the execution of the telethon organization. They will work with the Regional (state) Organization and, in the case of the Executive Director and National Coordinator, with the Production Staff.

The 5 positions above need to be supported by 2 secretaries and 3 assistants.



REGIONAL ORGANIZATION

PACIFIC REGION..... Alaska, Arizona,
California, Idaho, Montana,
Nevada, Oregon, Washington,
Hawaii

WESTERN REGION..... Colorado, Kansas, Nebraska,
New Mexico, North Dakota,
Oklahoma, South Dakota,
Texas, Wyoming, Utah

MIDWEST REGION..... Illinois, Indiana, Iowa,
Ohio, Michigan, Missouri,
West Virginia, Wisconsin,
Minnesota

SOUTHERN REGION..... Alabama, Arkansas, Florida,
Georgia, Kentucky, Louisiana,
Mississippi, North Carolina,
South Carolina, Tennessee

EASTERN REGION..... Connecticut, Maine, New York,
Massachusetts, New Hampshire,
New Jersey, Rhode Island,
Pennsylvania, Vermont

MID-ATLANTIC REGION..... Maryland, Delaware, Virginia,
District of Columbia

TERRITORIES..... Canal Zone, Guam, Puerto Rico,
Virgin Islands

Ideally, the Regional Organization should be supported by fully developed state (or territorial) organizations.

In the 16 non-ERA approved states, existing coalitions could be used. In the 34 states where the ERA has passed, coalitions would have to be built around the Telethon.

P R O D U C T I O N S T A F F

Literally hundreds of people will become involved in the planning, production, broadcast and follow-up of the live, nationwide ERA '76 TELETHON. Below is a list of only the most strategic staff positions which must be filled. In addition to this personnel, the telethon will require the services of musicians, dancers, actresses, actors, singers, announcers, camera operators, sound technicians, stage hands, set designers and fabricators, legal advisers, accountants, auctioneers, telephone operators, celebrities and other volunteers to answer phones, process mail and provide other forms of production assistance.

EXECUTIVE PRODUCER(S) - A person (or persons) with experience in packaging and selling programs created for television. The Executive Producer(s) may have to help negotiate with the networks for air time, raise money to pay for air time and studio time, and assemble the telethon staff. A position which requires business and financial experience, as well as television production experience.

PRODUCER(S) - A person (or persons) with extensive on-line production experience, the Producer(s) must take ultimate responsibility for the planning, writing and broadcast of the telethon. The Producer(s) guides and directs the entire Production Staff, including the Writers, Talent Coordinator(s) and the Director. A position which requires a working knowledge of all aspects of television production: script writing, program planning, the selection of guests and talent, and broadcast procedures.

ASSOCIATE PRODUCER - To support and assist the Producer(s), particularly with respect to budget and costs.

DIRECTOR - The nature of the broadcast--a live telethon-- will make the selection of a Director very important. A position which requires technical skill, diplomacy, patience and stamina.

TECHNICAL DIRECTOR - Working closely with the Director, the T.D. is familiar with the many complexities of the electronic medium. His/her expertise allows the Director to get the program on the air (whether on film or tape, or live.)

SET DESIGNER - The person who, with the help of craftsmen and stage hands, determines the visual quality of the production.

WRITERS - Experienced television writers who can provide material for introductions, interviews, pitches for money, and comedic or dramatic sketches. The "head writers," usually a team of two, direct the preparation of a script for the entire broadcast. Working with the Producer(s) and Director, the Writers determine the contents of the telethon broadcast and the running order for all elements.

MUSICAL DIRECTOR - A person in charge of all of the music needed during the broadcast. Where guests do not provide their own musicians (or band), the Musical Director makes arrangements to back them up, usually utilizing an orchestra which is on stage for the duration of the telethon.

TALENT COORDINATOR(S) - Person (or persons) with experience dealing with talent--singers, dancers, actors, actresses, etc.--and familiar with the talent agencies. The Talent Coordinator(s) secure the talent for the show, dealing with agents and managers. The position also requires familiarity with AFTRA and AFofM contracts. Refer to Susan Richards, The Midnight Special, NBC.

PRODUCTION STAFF - Assisting the Writers, Director, Producer(s) and Talent Coordinator(s) is a small staff of secretaries and production assistants. Approximately 6 people would be needed, at a minimum.

TECHNICAL STAFF - Assisting the Technical Director, Director, Set Designer and Musical Director are various technicians: audio, graphics, video tape recording (VTR), telecine (film and slides), special effects, cameras, make-up, costume or wardrobe, etc.

SAMPLE 1/2 HOUR OF BROADCAST

1. WELCOME BY TELETHON HOSTESS (LIVE)	:30
2. INTRODUCTION OF FEMALE SINGER #1	:10
3. SONG #1 (LIVE)	3:00
4. INTERVIEW WITH SINGER (LIVE)	2:10
5. INTRODUCTION OF GUEST #1	:10
6. INTERVIEW OF GUEST #1 (LIVE)	3:00
7. COVER PHONE BANK IN PROGRESS (LIVE)	1:00
8. DOLLAR TOTALS AND PHONE NUMBER DISPLAY	:15
9. INTRO. DRAMATIC SKETCH	:20
10. DRAMATIC SKETCH (LIVE)	3:35
11. STATION IDENTIFICATION & BILLBOARD	:15
12. INTRO. GUEST #2	:10
13. INTERVIEW GUEST #2 (LIVE)	2:35
14. INTRO. "WOMEN'S HISTORY" SEGMENT	:10
15. "WOMEN'S HISTORY" SEGMENT #1 (FILM)	3:00
16. DOLLAR TOTALS AND PHONE NUMBER DISPLAY	:15
17. CELEBRITY MESSAGE (FILM or VTR)*	1:25
18. INTRO. GUEST #3	:10
19. INTERVIEW GUEST #3	1:50
20. AUCTION TABLES (LIVE)	3:00
21. INTRO. SINGER #2	:10
22. SONG #2	2:35
23. STATION IDENTIFICATION AND BILLBOARD	:15
	<hr/> 30:00

*This is referred to as a "cut-in," which is a filmed or taped or live spot originating locally.

TELEPHONE CENTERS

A network of well-run telephone centers will be the key to the success of the Women '76 ERA Telethon.

It is the next best thing to sitting down with a prospect face-to-face to ask for a gift.

The telephone centers, particularly in this campaign to reach out to women, will be crucial and, if history is reliable, a very useful fundraising tool.

The telephone centers must function at two separate times: prior to the broadcast, to get pledges in advance from known contributors and other good prospects; and, of course, on the day/night of the broadcast itself.

The ERA '76 Telethon can use the phone centers to even greater advantage than any other group: during most of the proposed Telethon, women who work at home as housewives can help with phoning.

BUYING TV TIME

T.V. time cost is approximately \$165,000 per hour, for prime time (8:00-11:00 pm), and \$80,000 per hour for non-prime time. These rates vary considerably based on the time of year, and other factors, e.g.; 1973 Democratic telethon cost \$800,000/7hr = \$114,000/hr. The 1974 Democratic Telethon cost \$1,035,000/21 hrs=\$50,000/hr average.

T.V. time is sold two ways:

1. Buy time through the network. This programming is fed into all affiliates, eg. CBS has 220 affiliates. Each affiliate must agree to take this programming or it can pre-empt with their own programming.
2. Go to individual affiliates, for example, the top fifty markets or the nine states that have not yet ratified ERA. Make individual agreements with these affiliates. They in turn will use the Telethon programming and pre-empt network programming.

The worst time to buy a block of T.V. time is September 16-mid-November. This is when the new programs start and networks are reluctant to pre-empt their regularly scheduled T.V. shows when they are just becoming established and major surveys are being taken.

late

The second worst time is during January, February, and March. During this time the mid-season programs are starting and another major survey rating is being taken.

The best time is during July and August; regular programs are in their reruns and are easy to pre-empt. The next best time is Christmas-January 10; advertising is light during this period.



ADVERTISING AND PROMOTION

Although the ERA '76 Telethon will surely receive widespread attention in the nation's press, there is no substitute for paid advertising.

Magazine, newspaper, radio and television advertising should be used during the week preceeding the Telethon to reach the largest possible audience.

TV GUIDE, although expensive, an ad will reach nearly 20 million TV viewers

NEWSPAPERS, such as the N.Y. Times, L.A. Times, Chicago Sun Times, etc. are essential.

RADIO, in many markets is relatively inexpensive and provides excellent saturation.

TV, the Network airing the telethon will usually produce and air as many as 2 dozen national promotion spots and make these available to their affiliate stations for use at their discretion.

In addition to the nationally placed advertising, however, it will be necessary to encourage state organizations to PLACE ADVERTISING LOCALLY, as well as using all available means for publicity and promotion.

A national advertising budget of \$225,000 to \$300,000 must be supplemented by the states. In a state like California, for example, as much as 10% to 15% more advertising (say, \$30,000 to \$50,000 paid for by the State Organization) should be placed.

FEDERAL ELECTION CAMPAIGN LAWS

According to legal counsel:

1. There is no limit regarding raising money for general lobbying for ratification of a Constitutional Amendment
2. In the case of raising money for candidates who are subject to Federal Campaign Laws, it is possible for a campaign to have two committees and two bank accounts:
 - a. an ERA Committee
 - b. a Candidate's Committee

There are the following limitations on #2 above:

- a. An individual donor cannot give more than \$25,000 to all campaigns in a biennial period;
- b. The candidate cannot take corporate or labor money if seeking a federal office; and
- c. A qualified committee can give \$5,000 to any individual candidate.

The laws regulating political campaign contributions are, needless to say, complex and many have not been tested in the Courts. Also, as in the case of California, new state laws may be in effect.

A major fund raising effort such as the ERA '76 TELETHON will have to allocate funds to retain expert counsel in these special fields.

(The major problem with campaign finance laws is with regard to Federal candidates only. State laws, in general, do not impose such stringent regulations on contributions.)

T I M E T A B L E

Week 24 Operations Director named
 Finance Director named

Week 20 Publicity person named
 Local programming director named (cut-ins)
 Pre-telethon events planned (canvassing & envelopes)

Week 16 Phone company coordinator contacted
 Press release announcing telethon
 Local TV program planned (cut-ins)

Week 12 Solicitation charperson chosen (telephone canvassing)
 Envelope distribution plan begun (Pre-telethon)
 Briefing sheets for publicity kits prepared
 Local advertising campaign planned
 CBS affiliate contacted and presented local program plan
 Budget estimated / Sponsors Confirmed

Week 7 Womanpower recruited for envelope distribution (Pre-telethon)
 Spokesperson for publicity chosen and briefed on promotion
 Local TV promo tapes and radio cuts planned
 Taping begins for local programming

Week 6 Pre-telethon envelopes received and distributed
 Telephone solicitation volunteers recruited
 Promo kits sent out (PRESS)
 Guests for local program confirmed (politicians and stars)

Week 5 Local TV promo tapes and radio spots prepared
 Telephone solicitation location confirmed
 Dinner or TV parties planned
 Media events scheduled
 Tote board constructed for local program
 Stage designed for local program
 Budget reviewed - Payments for air time & advertising
 Music chosen for local program

Week 4 Telephone operator volunteers recruited & given instruction
 Training for telephone solicitation completed
 Publicity release announcing stars
 Extensive publicity begun through spokesmen, press releases
 Billboards--special promos completed
 Script for local programming confirmed

Week 3 Phones installed
 Telephone solicitation begins
 Arrangements finalized for phone center locations
 Pledge forms, envelopes, etc. received

Week 2 Phone banks set up
 Dinner and viewing parties
 National ad, local TV & radio spots, local ads run

Week 1 ERA '76 Telethon
Affiliate check
Figures reported to National Tote Board
Telethon wrap-up

N O T E S

ERA '76

122 MARYLAND, N.E. · WASHINGTON, D.C. 20002



Ms. Sheila Weidenfeld,
Press Secretary to Mrs. Ford
THE WHITE HOUSE
1600 Pennsylvania Avenue
Washington, D.C.



American artist
10 cents U.S. postage

May 27, 1975

For further information contact:

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Ellen Boddie - 202-785-2911

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WASHINGTON.....FOR IMMEDIATE RELEASE

A spirited revolution once again comes to Boston when the National Women's Political Caucus holds its second annual convention June 26-27. Headquartered at the Boston-Sheraton, over 4,000 NWPC members will deal with the realities of women in politics.

Women made unprecedented strides in the last elections. From a record number of women candidates 7 new women went to Congress, 27% more women govern in state legislatures, and 36% more state-wide offices are held by women. According to NWPC Chair Frances "Sissy" Farenthold, "This was the year of the breakthrough for women."

The NWPC Convention is designed to build upon this base. Highlights of the convention include the official opening session Friday, June 27, and a gala reception Friday night. Featured speakers and special guests at the convention will include: Sissy Farenthold, National Chair, NWPC, Rep. Margaret Heckler (R-MA); Rep. Bella Abzug (D-NY); Mary Louise Smith, National Chairman, Republican National Committee; and Addie Wyatt, Vice President, Coalition of Labor Union Women. Also Liz Carpenter, former press secretary to Lady Bird Johnson; Rep. Elizabeth Holtzman (D-NY); Cardiss Collins (D-IL); Lt. Gov. Mary Ann Krupsak (D-NY); Arie Taylor, Colorado State Legislator; Rhea Mojica Hammer, Vice Chair, NWPC and Gary Trudeau, "Doonesbury" cartoonist. Presidential candidates attending will be Morris K. Udall (D-AZ), Terry Sanford (D-NC), and Fred Harris (D-OK).

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Workshops will provide practical advice in such areas as campaign techniques, fundraising and party delegate selection. Also current information on issues like ERA, abortion, and the concerns of older women. One of the convention priorities will be the election of a new governing body to serve until 1977.

The National Women's Political Caucus was founded in 1971 as a multi-partisan organization of women from diverse racial, ethnic, economic and political backgrounds. Their common goal was "to awaken, organize and assert the vast political power of women." Toward this goal the NWPC has worked diligently to involve women in politics by increasing their direct participation as candidates, elective and appointive office holders, party activists, and lobbyists for women's concerns.

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A PRESS PACKET TO BE ISSUED JUNE 10.

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