

## CITIZENS' ACTION COMMITTEE TO FIGHT INFLATION

Post Office Box 19188  
Washington, D.C. 20036

### Committee Members

Sylvia Porter, Chairperson	Columnist
Mayor Joseph Alioto	Chairman, U. S. Conference of Mayors
Arch Booth	President, Chamber of Commerce of the United States
Ronald Brown	Executive Director, National Urban League
Roger Fellows	4-H, University of Minnesota
Carol T. Foreman	Executive Director, Consumer Federation of America
David L. Hale	President, United States Jaycees
Mrs. Lillie Herndon	President, National Congress of Parents and Teachers
Robert P. Keim	President, The Advertising Council
Stephen Kelly	Magazine Publishers' Association, President
William J. Meyer	President, Central Automatic Sprinkler Company
Mrs. Carroll E. Miller	President, General Federation of Women's Clubs
George Myers	President, Consumer Federation of America
Ralph Nader	Private Citizen
Richard E. Ohendalski	Boy Scouts of America
Leo Perlis	Director of Community Service, AFL-CIO
Governor Calvin Rampton	Chairman, National Governors' Conference
George Romney	Chairman of the Board, National Center for Voluntary Action
Theodore A. Serrill	Executive Director, National Newspaper Association
Stanford Smith	President, American Newspaper Publishers' Association
Stanley Smoot	President, National Association of Counties
Frank Stanton	Chairman, American National Red Cross
Vincent T. Wasilewski	President, National Association of Broadcasters
Roy Wilkins	Executive Director, National Association for the Advancement of Colored People
Douglas Woodruff	President, National Association of Retired People

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FOR RELEASE: 2 p.m. (EST)  
November 11, 1974

CONTACT: Mrs. Carroll E. Miller  
(202) 456-6466

Committee Fact Sheet

The Citizens' Action Committee to Fight Inflation (the WIN Program) is an outgrowth of suggestions made at the September 27-28, 1974 "Summit" Conference on Inflation for a nationwide Citizens' mobilization against inflation. In his address to the Joint Session of Congress on October 8, President Ford announced the enlistment of a group of distinguished Americans to help plan for citizen and group participation in the effort as members of the Committee.

In an initial meeting with President Ford at the White House on October 12, the Committee adopted a Statement of Principle: To organize as a non-partisan working committee.

In addition to Sylvia Porter, who had previously agreed to serve as national chairperson of the Committee, the following four co-chairmen were elected at the October 12th meeting: Carol T. Foreman, executive director of the Consumer Federation of America; William J. Meyer, President, Central Automatic Sprinkler Company in Lansdale, Pennsylvania; Leo Perlis, director of Community Service, AFL-CIO, and Frank Stanton, chairman of the American National Red Cross.

The Committee's first recommendations were given to the Nation by President Ford in a speech in Kansas City, Missouri on October 15, 1974. The Committee has two task forces in operation. One is on State and Local Action Committees. Its member organizations and representatives are: AFL-CIO - Alan Bosch, The Chamber of Commerce of the United States - Arch Booth, Consumer Federation of America - Carol T. Foreman, The General Federation of Women's Clubs - Mrs. Carroll E. Miller, William J. Meyer, President, Central Automatic Sprinkler Company, Lansdale, Pennsylvania, Ralph Nader, private citizen, U. S. Conference of Mayors - John Gunther, U. S. Jaycees - Ronald Dodd, and Ronald Brown - National Urban League

A task force on Public Awareness is also operational. Its member organizations and representatives are: The Advertising Council - Robert P. Keim, American Newspaper Publishers Association - Stanford Smith, The American Red Cross - Frank Stanton, The National Association of Broadcasters - Vincent T. Wasilewski, National Publishers Association - Theodore A. Serrill, Magazine Publishers Association - Stephen Kelly. Task Forces are in the planning stage for WIN Gardens, individual and community and for a recycling program.

While representative of a cross-section of American life, the Citizens' Action Committee - charged with the planning and coordination responsibility for the "WIN" Program - recognizes the complexity and diversity of our national community. Accordingly, it does not advocate a single pattern of citizen participation for the country but rather seeks to encourage local autonomy and initiative in program development and operation.

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The following letter has been sent to 54 Governors.

Dear Governor:

We are asking you today to take the leadership to form a statewide nonpartisan Citizens' Action Committee to Fight Inflation.

One of the first actions of this committee could be to determine ways and means to slow inflation and save energy statewide. Mayors in your state today are being asked to take the leadership in forming local committees. We encourage the state committee to work with the local committees to assure a coordinated effort.

One of the most effective things your state committee can do would be to establish a mechanism for measuring and reporting progress within your state in slowing inflation and saving energy. You could report this progress to your constituents and to the nonpartisan National Citizens' Action Committee, which was formed by President Ford on October 8, 1974.

Several Governors have indicated to the President that they are calling special meetings of their department heads to review ways and means of assessing the potential inflationary impact of new state programs, rules and regulations. These efforts, if undertaken by all, could surely result in significant developments which could produce great progress in stabilizing the economy.

A public announcement of these plans for local action committees will be made November 11, 1974.

Thank you in advance for your cooperation.

Sincerely,

Sylvia Porter, Chairperson

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The following letter is being sent to 10,000 Mayors and principal county officials in the United States.

Dear \_\_\_\_\_:

As chairperson of the Citizens' Action Committee to Fight Inflation, I am asking you today to take the leadership in forming a local Citizens' Action Committee for the non-partisan WIN Program to fight inflation. The principal county executives are being asked to form committees in areas outside the boundaries of incorporated municipalities and co-operation with them. In some instances, cities and counties might decide locally to join together to have a county-wide or metropolitan WIN, which is a matter for local decision.

A membership list is enclosed of the National Citizens' Action Committee to Fight Inflation, which was formed by President Ford on October 8, 1974. This Committee's composition can serve as a guideline for the formation of your own local committee.

The National Committee's start-up suggestions for your local group are also enclosed. Citizens' mobilizing together to slow inflation can be an important force in conquering this Nationwide problem.

A public announcement of these plans for local action committees will be made November 11, 1974.

Sincerely,

Sylvia Porter

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The following is the statement of principle of the Citizens' Action  
Committee to Fight Inflation.

The Citizens' Action Committee to Fight Inflation is a nonpartisan,  
volunteer working committee. The committee will develop public under-  
standing and participation in a nationwide effort to control inflation and  
save energy. This nonpartisan committee dealing with a nonpartisan  
problem will mobilize the nation through all of its people. The committee  
calls on every American, on Federal, state and local governments,  
organizations, business and labor to WIN the fight against inflation.

-Adopted October 12, 1974  
at the White House

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The items below are offered as suggestions for getting underway once a broadly representative WIN Committee has been set up as per our letter to your Mayor or County Executive. They are suggestions only: Feel free to amend them as your own imagination or local conditions indicate.

1. Provide for your city/county/metropolitan WIN Committee to handle at least four function: Awards, Ideas, Participation, and Public Relations. Don't forget to arrange for a bulk-mail permit and a press-release writer.
2. Set up small (4-5 members) "sector-participation" groups along the lines of the campaign committees used by your area Community Chest, Givers Fund, or United Way. Promote "percent-of-sector" participating competition; i. e., pit the sector-committee for "light industries" against that for "retail merchants" to see who can get the higher percentage of their sector's firms participating in WIN.
3. The official WIN pledges are enclosed for your use. Some suggestions on format:
  - A. Lay out the business pledges so they can be receipts-signed or stamped by the overall participation committee for display, and make them available through the mayor's office, the Chamber of Commerce, the Retail Merchants' Association, farm organizations, etc.
  - B. Format the consumer pledges for distribution via newspapers (printing in color or reverse if possible) and also, if desired, for distribution through banks, groceries, schools and colleges, serve organizations, union locals and shop stewards, utility offices, etc.
  - C. The parenthetical phrase "through my union" can be deleted from the worker pledge to make it directly applicable to non-union employee groups. Note that the union label on locally produced materials (buttons, flyers, pledge-forms, etc.) will quite often generate additional community support.
4. Secure WIN endorsements from local organizations, schools, and colleges. Suggest also that they have at least one WIN-orientation program for their people.
5. In plants, stores, and service firms (such as hospitals) set up joint labor-management committees reporting to their related sector-participation sub-committees; where appropriate, consider special "employee-to-management" or vice versa awards.
6. Arrange for regularly-scheduled and placed WIN "new participants" and "awards" announcements in print and electronic media; include house-organs and plant-newspapers here, too.
7. Run newspaper and suggestion-box columns and contests for ideas that will help WIN work, being sure to involve schools, Boy Scouts, 4-H, etc. radio stations can devote call-in show time to these, too.
8. Arrange well-publicized monthly sessions of the city/county/metropolitan WIN Committee for participation and idea awards; initial recommendations of winners could come from groups and individuals within the participation sectors.

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The following pledges are suggested for use by local action committees:

Businessman's and Businesswoman's Pledge:

I pledge to my customers that to the very best of my ability I will hold or reduce prices and will buy whenever possible from those who have pledged to do the same. I also pledge to be an energy saver. This signed pledge is evidence of my participation in, and support of, the WIN Program.

Consumer Pledge

I pledge to my fellow citizens that I will buy, when possible, only those products and services priced at or below present levels. I also promise to conserve energy and I urge others to sign this pledge.

Worker Pledge:

I pledge that I -- through my union -- will join with my fellow workers and my employer in seeking ways to conserve energy and eliminate waste on the job. I also promise to urge others to sign this pledge.\*

\* See item three of thoughts for local WIN committees.