

4/19/80

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THE WHITE HOUSE
WASHINGTON

4/19/80

Mr. President:

Frank would like to
squeeze a 10 minute drop-by
into a WH meeting for Cong.
AuCoin's group. He is a
strong friend and supporter.
I can work this in on
tuesday.

approve disapprove

Phil

11'15 4p2

SK
J

CONGRESSIONAL SCHEDULING PROPOSAL

MEETING: Stop-by visit to approximately 20 Oregon Bankers.

TIME: Anytime on April 21 or morning of April 22

LENGTH: 10 minutes

BACKGROUND: This request comes from Congressman Les AuCoin (D-Ore.) who has endorsed you and is a strong supporter. AuCoin feels that this group represents an across-the-board sampling from Oregon that could prove crucial in the upcoming primary on May 20th. The Congressman believes that it would be very important to secure their support while they are in town for their convention.

EVENT DETAILS: Location: Roosevelt Room
Press Plan: Full Press Coverage
Participants: The President, Congressman Les AuCoin, approximately 20 Oregon Bankers.

REQUESTED BY: Valerie Pinson *VP*

APPROVED BY FRANK MOORE: *FM/W*

DATE OF SUBMISSION: April 11, 1980

HARRIET M. ZIMMERMAN

3515 PACES FERRY ROAD • ATLANTA, GEORGIA 30327

Thanks!
J.

April 19, 1980

Dear President & Mrs. Carter,

We both wish to thank you for including us as guests at the State Dinner in honor of Prime Minister Begin. It was a very beautiful and special evening and we will always treasure the memory.

All Americans can take pride in the beauty and graciousness of the White House. It is particularly meaningful to us - the children and grandchildren of immigrants - that we should share in such a memorable occasion. In our opinion, it speaks directly to the meaning of democracy as we know it here in America.

It has been a privilege to have been associated with you both,

not only during the campaign but
also during the course of these last
four years. We look forward confidently
to four more years of the Carter
Administration.

Again, our sincerest thanks and
best wishes to you both.

Most warmly,
Harriet & Jerome
Zimmerman

HARRIET M. ZIMMERMAN

3515 PACES FERRY ROAD • ATLANTA, GEORGIA 30327

Dear Phil -

Jerome and I would be very grateful if you would give this letter to the President!

Whatever happened to the tape I sent you? Did you ever use it? Hope all is well with you!

Fondly,
Harriet

INFORMATION COPY

**DISASTER
PRIORITY**

SUBJECT

REQUEST FOR MAJOR DISASTER DECLARATION
MISSISSIPPI

FEDERAL EMERGENCY MANAGEMENT AGENCY

DATE

APRIL 18, 1980

FEDERAL EMERGENCY MANAGEMENT AGENCY

WASHINGTON, D.C. 20472

The President
The White House
Washington, D.C.

REQUEST FOR MAJOR DISASTER DECLARATION

STATE: Mississippi

COMMENT: While further surveys may indicate that a portion of the subject disaster area is eligible for public assistance, data is not now available to support such action. In any event, the appropriations to your Disaster Relief Fund are virtually all obligated, and no obligation or disbursement for public assistance disaster aid is presently possible or is likely to be possible for at least several months. In the meantime, should public assistance prove necessary, contingent commitments will be made to authorized applicants on proper application and approval.

TYPE OF INCIDENT: Severe storms, flooding, mudslides, tornadoes and high winds

DATES OF INCIDENT: Beginning on or about March 28, 1980

DEATHS: One reported

INJURIES: Few reported

AREAS AFFECTED: As requested by the Governor:

The following Counties:

Adams	Forrest	Jones	Pike
Amite	Harrison	Leake	Simpson
Benton	Hinds	Marion	Tippah
Carroll	Jackson	Pearl River	Walthall
			Yalobusha

COMMITMENT OF STATE AND LOCAL RESOURCES:

- ° Implementation of the State Natural Disaster Plan
- ° Individual and Family Grant Program (State share \$250,000)

PRINCIPAL NEEDS EXPRESSED BY THE GOVERNOR:

- ° Individual Assistance
- ° Public Assistance

FEMA FINDINGS

HOMES AFFECTED: At least 816

FAMILIES NEEDING TEMPORARY HOUSING: 589

BUSINESSES AFFECTED: 812

POTENTIAL DISASTER LOANS: Incomplete estimate of \$450,000

UNMET UNEMPLOYMENT NEEDS: Estimated at \$32,000

POTENTIAL APPLICATIONS FOR INDIVIDUAL AND FAMILY GRANTS:

Estimated 1,217 applications for \$2.4 million (Federal share \$1.8 million)

UNMET HEALTH AND SAFETY PROBLEMS: None indicated

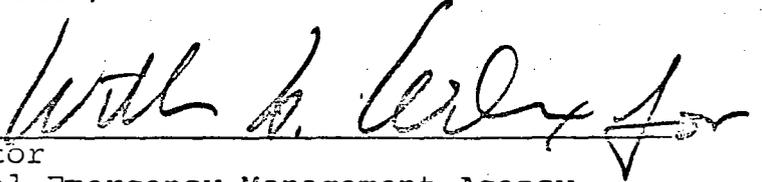
SIGNIFICANT PROBLEMS CAUSED BY DAMAGES TO PUBLICLY OWNED FACILITIES:

None known

RECOMMENDATION:

That the Governor's request be granted. (In the event of this declaration, I intend to designate Forrest, Harrison, Jackson and Marion Counties eligible for Individual Assistance

only. Any designation for Public Assistance will be based on completed damage assessments and, consistent with the supplemental nature of Federal assistance, an upward revision of the State and/or local government commitment.)



Director
Federal Emergency Management Agency

Date: April 18, 1980

Attachments:

- Summary of Findings
- Declaration Letter
- Telegram to the Governor
- Notice to the Press
- Representation
- Map
- Governor's Request

SUMMARY OF FINDINGS

MISSISSIPPI

From March 1980 to date, Mississippi has experienced severe storms, flooding, mudslides, tornadoes and high winds which have caused damage in various parts of the State. The Governor has made a request specifically for the Individual and Family Grant Program. On questioning, State personnel indicate that the request is for the full spectrum of disaster assistance under Public Law 93-288. Damage assessments by FEMA have not been completed at this time. However, based on the assessments done so far, there is an unmet need for individual assistance in the Counties of Forrest, Harrison, Jackson and Marion.

Individual Assistance

- ° At least 896 homes have been affected with 589 families requiring some form of temporary housing. Approximately fifteen will require mobile homes; an estimated 403 will be able to have limited home repairs effected while the remainder will need other types of temporary housing. This latter category, estimated at 171, has homes which are unlivable due to wind damage.
- ° The Individual and Family Grant Program (IFG) is estimated at a much higher figure than the Governor anticipates. Total cost of this program is estimated at \$2,434,000 with the Federal share being \$1,825,500. There are an estimated 1,217 eligible victims, of which 403 will receive grants for limited home repair, a form of temporary housing, funded by this program.
- ° There is an estimated \$450,000 requirement for the emergency loan program by the Farmers Home Administration (FmHA).
- ° The Small Business Administration estimate is not completed. However, indications are that the number of applicants for business loans could exceed 400 and the number of applicants for personal loans could approach 1,000.
- ° Disaster unemployment assistance is estimated at 250 applicants for \$32,000.
- ° There is no identified need for emergency food stamps.

Public Assistance

Damage assessments for Public Assistance are still in progress. A substantial amount of damage has been noted on Federal-aid system roads which are not eligible for assistance under Public Law 93-288. Other road damage in the northern counties appears to be minor at this time.

Conclusions

- ° The severity and scope of the unmet Individual Assistance needs are beyond the capability of the State and local governments and warrant a major-disaster declaration.
- ° The commitment of the State is minimal with regards to Individual Assistance. It is not acceptable if and when Public Assistance needs have to be addressed.

THE WHITE HOUSE

WASHINGTON

Dear Mr. Macy:

I have determined that the damage in certain areas of the State of Mississippi resulting from severe storms, flooding, mudslides, tornadoes and high winds, beginning on or about March 28, 1980, is of sufficient severity and magnitude to warrant a major-disaster declaration under Public Law 93-288. I therefore declare that such a major disaster exists in the State of Mississippi.

In order to provide Federal assistance, you are hereby authorized to allocate, from funds available for these purposes, such amounts as you find necessary for Federal disaster assistance and administrative expenses.

I expect regular reports on progress made in meeting the effects of this major disaster, the extent of Federal assistance already made available and a projection of additional assistance required, if any.

Sincerely,

Honorable John W. Macy, Jr.
Director
Federal Emergency Management
Agency
Washington, D.C. 20472

TELEGRAPHIC MESSAGE

NAME OF AGENCY <p style="text-align: center;">THE WHITE HOUSE</p>	PRECEDENCE ACTION: INFO:	SECURITY CLASSIFICATION
ACCOUNTING CLASSIFICATION	DATE PREPARED	TYPE OF MESSAGE <input type="checkbox"/> SINGLE <input type="checkbox"/> BOOK <input type="checkbox"/> MULTIPLE-ADDRESS
FOR INFORMATION CALL		
NAME	PHONE NUMBER	

THIS SPACE FOR USE OF COMMUNICATION UNIT

MESSAGE TO BE TRANSMITTED (Use double spacing and all capital letters)

TO: Honorable William F. Winter
 Governor of Mississippi
 20th Floor
 Walter Sillers Building
 Jackson, Mississippi 39205

As you requested, I have declared a major disaster for the State of Mississippi because of damage due to severe storms, flooding, mudslides, tornadoes and high winds, beginning on or about March 28, 1980. I have authorized Federal relief and recovery assistance in the affected areas.

The Associate Director, Disaster Response and Recovery, Federal Emergency Management Agency, will coordinate Federal assistance efforts and designate specific areas of the State eligible for such assistance. The Federal Coordinating Officer will be Mr. Paul E. Hall of the Federal Emergency Management Agency. He will consult with you and assist in the execution of the Federal-State Disaster Assistance Agreement governing the expenditure of Federal funds.

SECURITY CLASSIFICATION

PAGE NO.	NO. OF PGS.
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April , 1979

OFFICE OF THE WHITE HOUSE PRESS SECRETARY

NOTICE TO THE PRESS

The President today declared a major disaster for the State of Mississippi as a result of severe storms, flooding, mud slides, tornadoes and high winds, beginning on or about March 28, 1980, which caused extensive property damage. The President's action will permit the use of Federal funds in relief and recovery efforts in designated areas of the State.

Federal assistance from the President's Disaster Relief Fund will include individual and family grants as well as temporary housing assistance for eligible disaster victims. Low-interest disaster loans will be made available to disaster victims by the Small Business Administration and emergency loan assistance by the Farmers Home Administration.

Federal relief activities in Mississippi will be coordinated by the Federal Emergency Management Agency. Associate Director William H. Wilcox, Disaster Response and Recovery, Federal Emergency Management Agency, will designate the specific areas within the State eligible for Federal assistance, based upon Federal and State damage assessments.

Mr. Paul E. Hall of the Federal Emergency Management Agency will be designated as the Federal Coordinating Officer to work with the State in providing Federal disaster assistance under the Disaster Relief Act of 1974, Public Law 93-288.

NOTE: ADDITIONAL INFORMATION FROM FEMA (202) 634-6666.

MISSISSIPPI REPRESENTATION

The Governor of Mississippi is:

William F. Winter (D)

Mississippi Senators are:

John C. Stennis (D)

Thad Cochran (R)

Representing the Affected Areas as Requested by the Governor:

Jamie L. Whitten (D) 1st District

David R. Bowen (D) 2nd District

*G. V. (Sonny) Montgomery (D) 3rd District

Jon Clifton Hinson (R) 4th District

*Trent Lott (R) 5th District

* In the event of a declaration, this person represents a district in which areas to be designated are located.

For further information contact FEMA: (202) 634-4087.

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LIVED
FOR

STATE OF MISSISSIPPI

OFFICE OF THE GOVERNOR 46

JACKSON, MISSISSIPPI 39203

April 16, 1980

WILLIAM F. WINTER
GOVERNOR

The President
The White House
Washington, D. C.
through
Mr. Frank Newton
Regional Director, Region IV
Federal Emergency Management Agency
1375 Peachtree Street, N.E.
Atlanta, Georgia 30309

Attn: Mr. Thomas Cradle, Director
Office of Response and Recovery

Dear Mr. President:

I respectfully request that you declare that a major disaster exists in the State of Mississippi under the provisions of the Disaster Relief Act of 1974, Public Law 288, 93rd Congress.

Beginning on the first of March and continuing to the present, extensive damage to public and private property has occurred due to severe thunderstorms, flooding, mud slides, tornados and high winds. During the month of March most rain gauging locations in the state measured from 12 to 17 inches with amounts in excess of that at others. During the weekend of April 11-13, additional rainfall occurred with 10-11 inches falling in and around Jackson and in the coastal counties. These storm systems also produced tornados, caused minor property damage at several locations throughout the state and major damage along the coast particularly in Harrison County. Additional rainfall predicted for the weekend of April 18, 1980 could prolong and possibly compound the flooding situation and damage already sustained.

Although the total magnitude of damage cannot be ascertained at this time, estimates identifying over seven million dollars in damage to local roads, bridges and public property have been submitted. Tornado damage in Gulfport alone has been estimated at almost \$15,000,000. One fatality and a few injuries have been reported. Many individuals have been housed in American Red Cross shelters and many more are staying with families and friends, some for the third time in as many weeks. Almost three thousand families and their homes are affected by the current disaster.

The President
April 16, 1980
Page 2

Agricultural damage is not a significant factor at this time even though over half a million acres of farmland are now inundated.

The State Natural Disaster Plan has been executed and has been operational in accordance with Section 301 of the Law. State and local efforts in response to this situation have been on-going from the first of March 1980.

Direct requests have been made for assistance to the Corps of Engineers under their statutory authorities for emergency flood fighting assistance in the form of pumps, sandbags and technical advice.

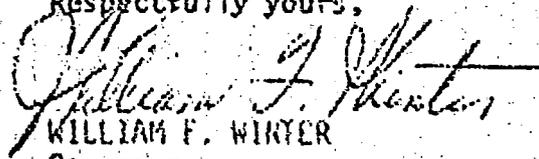
I find that this continual disaster situation is beyond the capabilities of both state and affected local governments.

I specifically request assistance under the Individual and Family Grant Program (Section 408). I estimate the total cost of such program will be \$1,000,000. State funds for the required 25% of this cost are available.

I request the following counties be designated as eligible for Federal assistance under your declaration:

Adams-	Forrest-	Jones-	Pike-
Amite-	Harrison-	Leake-	Simpson-
Benton-	Hinds-	Marion-	Tippah-
Carroll-	Jackson-	Pearl River-	Walthall-
			Yalobusha-

Respectfully yours,



WILLIAM F. WINTER
Governor
State of Mississippi

INFORMATION COPY

DISASTER PRIORITY

SUBJECT

RECOMMENDATION TO THE PRESIDENT
FOR A MAJOR DISASTER DECLARATION
LOUISIANA

FEDERAL EMERGENCY MANAGEMENT AGENCY

DATE

APR 18 1980

FEDERAL EMERGENCY MANAGEMENT AGENCY
Disaster Response and Recovery
Washington, D.C. 20472

The President
The White House
Washington, D.C.

Dear Mr. President:

On April 9, 1980, you declared a major disaster for the State of Louisiana because of severe storms and flooding which took place March 26 through March 31, 1980.

Although St. Tammany Parish was designated eligible for disaster assistance as a result of this incident, extensive reflooding occurred immediately after the declaration. Previously damaged areas in and around Slidell were again flooded and extensive flooding occurred in the New Orleans area and parishes southwest of the city.

Governor David C. Treen has requested that the Parishes of Assumption, Jefferson, Lafourche, Orleans, St. Bernard and St. Charles be designated eligible for Individual Assistance under the current declaration as a result of severe storms and flooding which have occurred in April, most notably during the period April 12-14, 1980.

To provide assistance under Public Law 93-288 for the damage done during the April 1980 period, it will be necessary to amend your original declaration.

I so recommend, and enclose the appropriate instrument for your signature.

Director
Federal Emergency Management Agency

Date:

Attachments:

Declaration Amendment Letter
Telegram to the Governor
Notice to the Press
Representation
Map
Governor's Request

SUMMARY OF FINDINGS

MISSISSIPPI

From March 1980 to date, Mississippi has experienced severe storms, flooding, mudslides, tornadoes and high winds which have caused damage in various parts of the State. The Governor has made a request specifically for the Individual and Family Grant Program. On questioning, State personnel indicate that the request is for the full spectrum of disaster assistance under Public Law 93-238. Damage assessments by FEMA have not been completed at this time. However, based on the assessments done so far, there is an unmet need for individual assistance in the Counties of Forrest, Harrison, Jackson and Marion.

Individual Assistance

◦ At least 896 homes have been affected with 589 families requiring some form of temporary housing. Approximately fifteen will require mobile homes; an estimated 403 will be able to have limited home repairs effected while the remainder will need other types of temporary housing. This latter category, estimated at 171, has homes which are unlivable due to wind damage.

◦ The Individual and Family Grant Program (IFG) is estimated at a much higher figure than the Governor anticipates. Total cost of this program is estimated at \$2,434,000 with the Federal share being \$1,825,500. There are an estimated 1,217 eligible victims, of which 403 will receive grants for limited home repair, a form of temporary housing, funded by this program.

◦ There is an estimated \$450,000 requirement for the emergency loan program by the Farmers Home Administration (FmHA).

◦ The Small Business Administration estimate is not completed. However, indications are that the number of applicants for business loans could exceed 400 and the number of applicants for personal loans could approach 1,000.

◦ Disaster unemployment assistance is estimated at 250 applicants for \$32,000.

◦ There is no identified need for emergency food stamps.

FEDERAL EMERGENCY MANAGEMENT AGENCY

WASHINGTON, D.C. 20472

The President
The White House
Washington, D.C.

REQUEST FOR MAJOR DISASTER DECLARATION

STATE: Mississippi

COMMENT: While further surveys may indicate that a portion of the subject disaster area is eligible for public assistance, data is not now available to support such action. In any event, the appropriations to your Disaster Relief Fund are virtually all obligated, and no obligation or disbursement for public assistance disaster aid is presently possible or is likely to be possible for at least several months. In the meantime, should public assistance prove necessary, contingent commitments will be made to authorized applicants on proper application and approval.

TYPE OF INCIDENT: Severe storms, flooding, mudslides, tornadoes and high winds

DATES OF INCIDENT: Beginning on or about March 28, 1980

DEATHS: One reported

INJURIES: Few reported

AREAS AFFECTED: As requested by the Governor:

The following Counties:

Adams	Forrest	Jones	Pike
Amite	Harrison	Leake	Simpson
Benton	Hinds	Marion	Tippah
Carroll	Jackson	Pearl River	Walthall
			Yalobusha

COMMITMENT OF STATE AND LOCAL RESOURCES:

- Implementation of the State Natural Disaster Plan
- Individual and Family Grant Program (State share \$250,000)

PRINCIPAL NEEDS EXPRESSED BY THE GOVERNOR:

- Individual Assistance
- Public Assistance

FEMA FINDINGS

HOMES AFFECTED: At least 816

FAMILIES NEEDING TEMPORARY HOUSING: 589

BUSINESSES AFFECTED: 812

POTENTIAL DISASTER LOANS: Incomplete estimate of \$450,000

UNMET UNEMPLOYMENT NEEDS: Estimated at \$32,000

POTENTIAL APPLICATIONS FOR INDIVIDUAL AND FAMILY GRANTS:

Estimated 1,217 applications for \$2.4 million (Federal share \$1.8 million)

UNMET HEALTH AND SAFETY PROBLEMS: None indicated

SIGNIFICANT PROBLEMS CAUSED BY DAMAGES TO PUBLICLY OWNED FACILITIES:

None known

RECOMMENDATION:

That the Governor's request be granted. (In the event of this declaration, I intend to designate Forrest, Harrison, Jackson and Marion Counties eligible for Individual Assistance

only. Any designation for Public Assistance will be based on completed damage assessments and, consistent with the supplemental nature of Federal assistance, an upward revision of the State and/or local government commitment.)

Director
Federal Emergency Management Agency

Date: April 18, 1980

Attachments:

Summary of Findings
Declaration Letter
Telegram to the Governor
Notice to the Press
Representation
Map
Governor's Request

Public Assistance

Damage assessments for Public Assistance are still in progress. A substantial amount of damage has been noted on Federal-aid system roads which are not eligible for assistance under Public Law 93-288. Other road damage in the northern counties appears to be minor at this time.

Conclusions

- ° The severity and scope of the unmet Individual Assistance needs are beyond the capability of the State and local governments and warrant a major-disaster declaration.
- ° The commitment of the State is minimal with regards to Individual Assistance. It is not acceptable if and when Public Assistance needs have to be addressed.

FEDERAL EMERGENCY MANAGEMENT AGENCY
Disaster Response and Recovery
Washington, D.C. 20472

The President
The White House
Washington, D.C.

Dear Mr. President:

On April 9, 1980, you declared a major disaster for the State of Louisiana because of severe storms and flooding which took place March 26 through March 31, 1980.

Although St. Tammany Parish was designated eligible for disaster assistance as a result of this incident, extensive reflooding occurred immediately after the declaration. Previously damaged areas in and around Slidell were again flooded and extensive flooding occurred in the New Orleans area and parishes southwest of the city.

Governor David C. Treen has requested that the Parishes of Assumption, Jefferson, Lafourche, Orleans, St. Bernard and St. Charles be designated eligible for Individual Assistance under the current declaration as a result of severe storms and flooding which have occurred in April, most notably during the period April 12-14, 1980.

To provide assistance under Public Law 93-288 for the damage done during the April 1980 period it will be necessary to amend your original declaration.

I so recommend, and enclose the appropriate instrument for your signature.

SIGNATURE

Director
Federal Emergency Management Agency

Date: APR 18 1980

Attachments:

Declaration Amendment Letter
Telegram to the Governor
Notice to the Press
Representation
Map
Governor's Request

THE WHITE HOUSE

WASHINGTON

Dear Mr. Macy:

I have determined that severe storms and flooding during the period March 26 through March 31, 1980, which caused damage that resulted in a major-disaster declaration for the State of Louisiana, have since that date caused additional damage which is of sufficient severity and magnitude to warrant major disaster assistance under Public Law 93-288.

I therefore amend the April 9, 1980, declaration of a major disaster for the State of Louisiana (FEMA-616-DR) so as to provide Federal assistance under Public Law 93-288 as a result of severe storms and flooding beginning on March 26, 1980. This amendment permits Federal help in other flood stricken areas affected by the severe storms and flooding continuing into April.

Sincerely,

Honorable John W. Macy, Jr.
Director
Federal Emergency Management
Agency
Washington, D.C. 20472

TELEGRAPHIC MESSAGE

NAME OF AGENCY THE WHITE HOUSE	PRECEDENCE ACTION: INFO:	SECURITY CLASSIFICATION
ACCOUNTING CLASSIFICATION	DATE PREPARED	TYPE OF MESSAGE <input type="checkbox"/> SINGLE <input type="checkbox"/> BOOK <input type="checkbox"/> MULTIPLE-ADDRESS
FOR INFORMATION CALL		
NAME	PHONE NUMBER	

THIS SPACE FOR USE OF COMMUNICATION UNIT

MESSAGE TO BE TRANSMITTED (Use double spacing and all capital letters)

TO:

Honorable David C. Treen
 Governor of Louisiana
 State Capitol
 Baton Rouge, Louisiana 70804

I have determined that severe storms and flooding during the period March 26 through March 31, 1980, which caused damage that resulted in a major-disaster declaration for the State of Louisiana, have since that date caused additional damage which is of sufficient severity and magnitude to warrant major disaster assistance under Public Law 93-288.

Today therefore, I have amended the April 9, 1980, declaration of a major disaster for the State of Louisiana (FEMA-616-DR) so as to provide Federal assistance under Public Law 93-288 as a result of severe storms and flooding beginning on March 26, 1980. This amendment permits Federal help in other flood-stricken areas affected by the severe storms and flooding continuing into April.

		SECURITY CLASSIFICATION
PAGE NO.	NO. OF PGS.	

April , 1980

OFFICE OF THE WHITE HOUSE PRESS SECRETARY

NOTICE TO THE PRESS

The President today amended a major disaster declaration for the State of Louisiana that was granted as a result of severe storms and flooding which began on March 26, 1980. The President's action will permit the use of Federal funds in relief and recovery efforts in additional flood-stricken areas of the State.

Federal relief activities in Louisiana will be coordinated by the Federal Emergency Management Agency. As a result of the President's action, Associate Director William H. Wilcox, Disaster Response and Recovery, Federal Emergency Management Agency, immediately designated the Parishes of Assumption, Jefferson, Lafourche, Orleans, St. Bernard and St. Charles eligible for Federal assistance, based upon Federal and State damage assessments.

Federal assistance from the President's Disaster Relief Fund will include individual and family grants as well as temporary housing assistance for eligible disaster victims. Low-interest disaster loans will be made available for disaster victims by the Small Business Administration and emergency loan assistance by the Farmers Home Administration

LOUISIANA REPRESENTATION

The Governor of Louisiana is:

David C. Treen (R)

Louisiana Senators are:

Russell B. Long (D)
J. Bennett Johnston, Jr. (D)

Representing the Affected Areas:

Robert L. Livingston (R)	1st District
Corrine C. Boggs (D)	2nd District
(Seat Not Filled)*	3rd District
Gillis W. Long (D)	8th District

*Vacated by Governor Treen in March. Election to fill the seat will be held Saturday, April 19, 1980.

For further information, contact FEMA: (202) 634-4087.

C O P Y

STATE OF LOUISIANA
Executive Department
Baton Rouge

David C. Treen
Governor

April 17, 1980

The President
The United States
Washington, D.C. 20500

Through: Mr. Dale Milford, Regional Director
FEMA - Region 6
Federal Regional Center
Denton, TX 76201

My Dear Mr. President:

Continued severe thunderstorms with heavy rains and rising streams have continued to wreck havoc in the Southern part of the State of Louisiana. I had previously requested assistance for damages caused during the period of March 26 through March 31. I must now extend the period of flooding and damages from March 26 through April 17. We suffered, in addition, one tornado during this period and also had five disaster-related fatalities.

Joint surveys by federal, state and local teams indicate the principal area of assistance to be in the individual assistance area. We reserve the right to re-submit claims if any major public assistance is indicated after the flood waters recede.

Our joint survey reveals approximately 5300 homes flooded and 120 businesses. Our best estimates are:

- \$50 million in private property losses
- 4,000 SBA home loans at \$24 million
- 50 SBA business loans at \$1 million
- 1,000 individual and family grants at \$1,500,000
- 200 families needing temporary housing at \$300,000
- 100 cases of disaster unemployment assistance at \$60,000
- 3,000 federal insurance claims at \$25 million
- FHHA and AISC will be minor

Under State Law, I have declared a State of Emergency in the Parishes of Jefferson, Orleans, St. Bernard, St. Charles, Lafourche, Assumption, St. Martin, Terrebonne, Ascension and Livingston.

C O P Y

April 17, 1980

The Louisiana National Guard, Department of Public Safety, Department of Transportation and Development, Department of Wildlife and Fisheries, and Department of Health and Human Resources have all been heavily committed throughout this emergency. Much damage was prevented by extensive sandbagging and timely evacuation. Shelters were opened and are still in use for families forced out of their homes.

Pursuant to Federal Disaster Assistance Administration Regulations, I certify that the total expenditures and obligations for this disaster, for which no federal reimbursement will be requested, are expected to exceed \$4 million comprised of as follows:

- 1.) All protective flood-fighting activities by state and local governments - \$1,500,000
- 2.) Restoration of damaged state and local facilities - \$2 million
- 3.) State's share of individual and family grants - \$500,000

The situation is of such severity and magnitude, that effective response is beyond the capabilities of the state and affected local governments for individual assistance, housing, Individual and Family Grants, and federal assistance is necessary in these areas.

Therefore, I request the Major Disaster Declaration FEMA 616 DR. be extended under the Disaster Relief Act of 1974, Public Law 93-288, for individual assistance, housing, and Individual and Family Grants for the Parishes of Jefferson, Orleans, St. Bernard, St. Charles, Lafourche, and Assumption.

The State of Louisiana will comply with the necessary terms and conditions of such a declaration. The State is prepared to implement the Individual and Family Grant Program upon the Presidential Declaration of a Major Disaster and approval by the FEMA Regional Director of the State Administrative Plan.

Sincerely,

/s/ David C. Troen

DCT/gay

C O P Y

FEDERAL EMERGENCY MANAGEMENT AGENCY
Disaster Response and Recovery
Washington, D.C. 20472

MEMORANDUM FOR: Lynn Daft, Associate Director
Domestic Council

FROM: John W. Macy, Jr., Director
Federal Emergency Management Agency

SUBJECT: Request for Amended Major-Disaster
Declaration for Louisiana

In support of our recommendation that the President amend the major-disaster declaration (FEMA-616-DR) for the State of Louisiana by extending the incident period, I submit the following information:

- o The severe storms and flooding which affected St. Tammany Parish recurred immediately after the April 9, 1980, declaration. This affected St. Tammany Parish again as well as the six additional parishes requested by the Governor for the on-going Louisiana (FEMA-616-DR) Disaster.

- o The additional damage includes:

- 5,233 homes affected, 315 with major damage, 4,918 with minor damage.

- 5,500 families affected, 200 may need temporary housing assistance.

- 120 small businesses were affected, approximately 20 received major damage.

- o The State commitment has been revised upwards as follows:

- All protective flood-fighting activities by state and local governments - \$1,500,000

- Restoration of damaged State and local facilities - \$2 million

- State's share of individual and family grants - \$500,000

CONCLUSIONS:

- o Amendment of the original declaration to "beginning on March 26, 1980" will enable Federal assistance under Public Law 93-288 to cover additional damage in Louisiana.
- o The definition of the incident shall remain "severe storms and flooding."
- o The incident period termination will be established in the Federal-State Agreement, which governs the terms of Federal funding.
- o Individual Assistance is warranted in the additional parishes requested.

THE WHITE HOUSE

WASHINGTON

April 19, 1980

MEMORANDUM TO THE PRESIDENT

FROM:

RAY JENKINS *RJ*

SUBJECT:

Pennsylvania Media Interview

Today at 9:30 you have a 30-minute interview with representatives of three medium-sized Pennsylvania newspapers recommended by CMPC. The meeting will be in the Oval Office.

The briefing papers for yesterday's interview should be adequate preparation for today's meeting, although there are local concerns. The participants, their newspapers, and some likely local topics are as follows:

- Saul Kohler, editor of The Harrisburg News, who will be writing for The Sunday Patriot-News, circulation 156,000. Kohler is a former Washington reporter who has been quite warm toward the Administration in a heavily conservative area. Recently The Patriot-News published a special edition on the first anniversary of Three-Mile Island, which is of intense local concern. This undoubtedly will be one of Kohler's questions. Kohler will be accompanied by his Newhouse Washington correspondent, Mike Rood, who will not participate in the interview.
- Gil Delaney, political editor of The Lancaster Intelligencer-Journal, circulation 132,000. Lancaster is downstream from Three Mile Island and, like Kohler, he may have questions about nuclear power.

-- Joyce Hoffman of The Allentown Sunday Call-Chronicle, circulation 156,000. Here, steel and particularly the trigger price mechanism is the top issue. A point you might make is the good economic development program for cities and the excellent federal-local partnership which the Administration has with Mayor Tulio.

You might be asked, as yesterday, questions about allegations that the CMPC's advertising campaign has raised veiled insinuations about Senator Kennedy's character.

Also, Iran is a lead issue in all parts of the state except Philadelphia, and you might emphasize our strong foreign policy, particularly recent steps in the Iranian situation.

The White House does not receive any of these newspapers, but we have obtained a few recent editorials from The Harrisburg Patriot, which are attached.

David Rubenstein is getting together some brief Q and A's on nuclear power, Three Mile Island, and the Kemeny Commission which should be on your desk before the interview.

Attachments

Editorial

Coal Conversion

Federal Money Aiding Switch

HERE'S some good news for those who were beginning to wonder if the federal government were willing to put its money where its mouth is in the fight to wean this country off the petroleum habit: The Department of Energy has announced a \$732,600 grant to cover most of the cost of converting the heat plant at John Harris High School from fuel oil to coal.

Beyond the matter of conservation, the announcement should be of particular interest to the Pennsylvania coal industry, which can blame much of its modern troubles on the wholesale rush in the last quarter-century to shut down coal-fired furnaces in institutional buildings in favor of cleaner (and in some cases cheaper) fuel oil.

Furnace conversion (from oil to coal) has been a major sticking point lately because of the prohibitive cost and the fact that many institutional furnaces had already been converted once — from coal to oil. In fact, aside from the environmental quality problem, many have felt all along that coal represents the best way to heat large buildings

such as schools, hospitals and even office skyscrapers. But when oil was plentiful and cheap, many decision makers saw it as an opportunity to "modernize" their heating facilities. Today they find themselves on the other side of the issue, but those who would like to convert (or reconvert) are unable to do so because of the cost. So they continue to heat with expensive oil and pray for warm weather.

THE CONVERSION grant program offers these decision makers an opportunity to adjust with a minimum of capital shock — it covers 50% of the cost of the John Harris project — and it probably means older but still serviceable buildings such as the handsome John Harris High School can be rescued from premature obsolescence.

And for those who question for cost or other reasons whether the federal government should be so deeply involved with local capital projects, be reminded it was the federal government that pressured many institutions to convert to oil in the first place for environmental reasons.

Inflation Fight

Government Must Do More

THE FEBRUARY cost-of-living figures are in and they show conclusively that January's inflation, projected at an annual rate of 18 percent, was no fluke. The February rate, 1.4 percent, projects to almost the same 18 percent — the highest level since wartime controls were lifted in 1946. Small wonder that a top administration official called the trend "very ominous."

With all the publicity being generated about a balanced budget, many suppose there will be an immediate decline in the inflation rate and, when it doesn't appear, will make the quantum jump to the conclusion that a balanced budget doesn't help or that the president and Congress aren't doing enough.

They will be wrong about the former and right about the latter.

It needs to be remembered that the balanced budget everybody is aiming at is for 1981 — a fiscal year that doesn't begin until Oct. 1. It will help to have a balanced budget next year provided we live within it. It will cut down on some government borrowing. Unfortunately a great deal of government borrowing takes place in programs not reflected in the budget.

For instance, the Federal National Mortgage Association and the Farm Credit Administration are expected to dip into the private credit market next year to the tune

of \$209 billion to finance interest subsidies and federal loan guarantees. Further, the so-called balanced budget does not represent a decrease in federal spending — only a slightly smaller increase than was originally planned. The 1981 budget will still be much larger than that for 1980. We're still spending more and more, not less and less. And we're planning our spending on the basis of anticipated increased inflation. Apparently the doctors don't have much faith in their own medicines.

There will be some minor ups and downs in the inflation rate during the next 18 months but nothing dramatic enough for either the president or the Congress to claim great success.

This is a fact of political life that Jimmy Carter is going to have to live with if he is to be nominated and have a reasonable expectation of re-election.

HIS REVERSES in New York and Connecticut make clear that his stay-home-and-tend-to-the-hostage campaign is running out of plausibility. Nothing is happening in the hostage situation that is vital to his day-in and day-out presence in the White House.

The 18 percent inflation figure means that the buying power of the average American wage fell 7.3 percent in the last 12 months. Voters who once rallied round the flag and the president will soon be rallying behind the economic attacks of his opponents unless Jimmy Carter can convince them that suffering is a part of the remedy and that no candidate has a

Dumbest Statement of the Year

RECOGNIZING that the competition is fierce and the year is still young, we venture to guess that the award for the dumbest statement by a politician for 1980 has been sewed up by Sen. Gary Hart, D-Colo.

Told by Nuclear Regulatory Commission officials this week that they were having trouble convincing residents in the vicinity of Three Mile Island that the proposed venting of radioactive krypton from the crippled reactor would not endanger public health, Sen. Hart's response was to suggest that the Pennsylvania Legislature "find some local experts to assure the people there that you (the NRC) aren't going to gas them to death."

He further stated, "I would think the state of Pennsylvania would have some responsibility. This is just one instance of where state governments are not being responsible."

The Colorado senator's statements not only reveal him to be out of touch with public feeling here, but also thoroughly confused about who is responsible for what. It is the federal government, after all, which has promoted and subsidized nuclear power for 30 years. It is the federal government which has assumed for itself the sole responsibility to regulate and oversee the nuclear industry.

A valid point can be made that the states (not just Pennsylvania) have been remiss in not developing the ability and personnel to make an independent evaluation of nuclear

issues, but the federal government has in fact discouraged states from exercising authority in an area it considers its own.

The most important responsibility that the state of Pennsylvania has in regard to the accident at Three Mile Island is to see that the federal government carries out its responsibility. The state's responsibility does not extend to wasting money on vain attempts at thought control so that the public will be docile enough to submit to releases of radiation without raising questions. The state has a responsibility to see that the mess at TMI is cleaned up, but cleaned up in a manner that does not strike fear in the public.

ACTUALLY, what Sen. Hart's statements reflect is the federal government's evasion of its own responsibility. As the mentor of the nuclear industry, it has spent billions of dollars to help nuclear power achieve its present level of development, but it hasn't spent one single dollar to mitigate the economic consequences of the accident on Metropolitan Edison's customers.

The state Public Utility Commission recently reminded President Carter of the government's "responsibility for the economic consequences" of the TMI accident. But if Sen. Hart's remarks are any indication of the government's position, the people of this area can expect neither financial assistance nor sympathetic understanding from Washington.

Editorial

Too Little, Too Late

Sanctions Won't Free Hostages

IT IS painfully evident that President Carter's latest turn of the screw on the Iranians is too little, too late.

President Bani-Sadr and Foreign Minister Sadegh Ghoibzadeh, both of whom are Western educated, may realize the hazards their country risks in isolating themselves from the rest of the world by continuing to permit and condone holding American diplomats hostage.

But the breaking of diplomatic relations and a tightening of the existing economic embargo against Iran holds no terror for Ayatollah Khomeini, a medieval religious fanatic, for whom martyrdom is the swiftest and surest path to everlasting glory. Iran's great potential as an emerging nation with the capacity to dramatically improve the lot of its people, and the nation's standing in the international community are of little consequence to Khomeini. To suffer and to stand alone is for him the ticket to the right hand of Allah. This is the man running the circus in Iran, and our feeble attempts at intimidation do not frighten him. Nor will they.

We have tried to use 20th Century persuasion on a 15th Century relic who values death more than he does life. We have given him and his band of stoolies almost com-

plete psychological advantage by publicly palpitating in anticipation of his every utterance. He has run the show in Iran, but what is more, he has run the show in this country as well.

It is time, at the very least, to turn the psychology around. It is time to make the Iranians guess, wonder and palpitate in anticipation of American intentions. Carter's actions are a start, but they must be followed up quickly by additional steps which should not be held back while the Iranian moderates go through their usual hopeless efforts to defuse the crisis. We have been down that barren road enough times.

The likelihood is growing that military action will be required to free the hostages. There is risk in that, but there is a growing risk in doing nothing. Iran should have no doubts about our resolve or our willingness to use force to free our people.

The best way to get the hostages home would be for the Iranians to come to their senses and release them without further ado. But we are dealing with a man who is not swayed by conventional pressures or internationally accepted norms of conduct. The sooner we face up to that fact, the sooner we can end the national agony.

THE WHITE HOUSE

WASHINGTON

April 18, 1980

MEMORANDUM FOR RAY JENKINS

FROM: DAVID RUBENSTEIN *DR*

SUBJECT: Interview with Harrisburg Patriot News

The major topic of concern in Harrisburg for the past year has been Three Mile Island, and now the proposed venting of radioactive Krypton 85 gas there. Attached is a suggested answer for the President on the venting issue. The answer is intended to keep the merits of the issue away from the President and to emphasize, instead, our concern about health and safety and about the process that must be undertaken before any decision on venting is made. I have talked to our campaign people in Harrisburg about this answer, and they concur in this suggested approach, as does Jack.

Also attached is a letter that Frank Press sent to Saul Kohler, who is the editor of the Harrisburg Patriot News and I believe the person who will be interviewing the President. The letter was published on the first anniversary of Three Mile Island to provide the paper with the Administration's view of what had been accomplished since the previous year. The letter concisely reviews the progress we have made and the steps the President has taken. To any type of question about the lessons of Three Mile Island or the President's views on nuclear safety, the letter contains the elements of an excellent reply.

As you know, the nuclear issue is hurting us in the Harrisburg area. The NRC's handling of Three Mile Island and particularly its proposed venting of Krypton gas has been closely linked in the minds of the area's residents with the Administration's nuclear policy. To the extent that the President has an opportunity in his interview, he should emphasize our concern about ensuring safe nuclear power and our commitment to the welfare of the residents of the Three Mile Island area.

THREE MILE ISLAND

Q: What is your position on the venting of the Krypton-85 radioactive gas at Three Mile Island, as proposed by the Nuclear Regulatory Commission?

A: I am, of course concerned about the effect of any venting; I am determined to make certain that, before any decision is made by the NRC, the best technical assessments of the situation have been made by EPA and by the Department of Energy, and the local residents have had a full opportunity to express their views.

While the decision about venting will be made by the NRC, which is independent of my direct authority, I am committed to doing everything possible to ensure that the NRC make the health and safety of the residents of the area its highest priority. It is certainly mine.

The Environmental Protection Agency, as the designated independent environmental regulatory agency, has the responsibility, on my behalf, to review the options presented by the NRC and to ensure that any proposed action meets the EPA environmental standards and protects the health and safety of the public. EPA is now working, at my direction, to meet this responsibility.

I have also taken action to ensure that the public and all interested parties have the opportunity to fully discuss the options that NRC has considered and recommended. EPA, together with NRC, has put in place a program that is providing the state and local officials and the public with a complete opportunity to review and advise the NRC on the options considered and recommended.

I would like to emphasize that the only criteria that can be used to assess the actions we should take with regard to clean-up activities are the public health and safety of the people in that region. The decisions on this matter cannot be clouded by the concern of the future operating potential of the plant or the financial situation of the utility involved.

THE WHITE HOUSE

WASHINGTON

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March 13, 1980

Dear Mr. Kohler:

It is now one year since the accident at the nuclear power plant on Three Mile Island. You, and your readers, may be interested in the many actions taken by the Administration to respond to the shortcomings that were revealed by the accident in our system for assuring the safety of nuclear power.

Following a personal visit to the accident site, the President established a Commission to conduct a comprehensive study and investigation of the accident. The Commission, chaired by John Kemeny, the President of Dartmouth College, performed a thorough investigation and made numerous and substantive recommendations for change. These included recommendations for: improved management and procedures in the Nuclear Regulatory Commission; improved emergency planning and response; greatly strengthened training, retraining and evaluation programs for operators and supervisors; and, a stronger commitment to safety by utilities and their suppliers. The President announced that he agrees fully with the spirit and intent of all these recommendations. And he has pushed forward to respond to recommendations under his control and has urged others to follow his lead.

Let me summarize the principal actions. First, within the next few weeks, the President will transmit his plan for reorganizing the NRC to Congress. He will provide the Chairman with the power and the ability to lead the Commission in the development of a unified and more reliable nuclear safety regulatory program. Second, the President has directed the Federal Emergency Management Agency to take responsibility for all off-site nuclear emergency planning and response. Work is underway to complete the review of emergency plans in all states with operating reactors by June 1980. Third, the President has asked the NRC and other agencies to accelerate the placement of a resident Federal inspector at every reactor site. Finally, the President has called in the NRC, the utilities, and other State and Federal agencies to implement the recommendations under their control and to strengthen their commitment to safe nuclear power. In order to monitor progress, the President will shortly announce the formation of an expert oversight committee that will periodically report its findings to him and the public.

We believe the Federal Government, the utilities, and the states have made substantial progress in responding to the accident at Three Mile Island. The accident has triggered a period of introspection with regard to our system for assuring the safety of nuclear power by all who are involved. By our combined efforts, we can and will greatly reduce

the likelihood that an accident as severe as that at Three Mile Island will occur again.

Yours sincerely,

A handwritten signature in cursive script that reads "Frank Press".

Frank Press
Science and Technology
Advisor to the President

Mr. Saul Kohler
Editor,
The Harrisburg Patriot-News
812 Market Street
Harrisburg, Pennsylvania 17105

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

April 18, 1980

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MEMORANDUM FOR THE PRESIDENT

FROM: FRANK MOORE *FM*
BOB SCHULE *BS*

SUBJECT: EMB Phone Calls

After consultations with Stu Eizenstat and the EMB Task Force, we have decided that it would be inappropriate and counterproductive to make calls to Senator Muskie and Congressman Udall at this time.

We will provide you with additional details on Monday.

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for Preservation Purposes

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THE WHITE HOUSE
WASHINGTON

April 18, 1980

MEMORANDUM FOR THE PRESIDENT

FROM: AL MCDONALD *AM*
ANNE WEXLER *AW*

SUBJECT: ANTI-INFLATION ACTIVITIES

For your information, attached is a summary of anti-inflation activities during the week of April 14.

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SUMMARY OF ANTI-INFLATION ACTIVITIES

Week of April 14, 1980

Outreach

Briefings - Anti-inflation actions were included in most White House briefings - 11 briefings, covering approximately 2100 people, 4 with Presidential participation.

Speakers - 81 speeches made between April 10-17 and 60 planned between April 18-26.

Continuing Actions

Compliance Actions - Phillips Petroleum Company and Ford Motor Company announced they would take corrective action to come into compliance with the price and pay standards. Phillips will forego \$8.8 million in profits to remain in compliance with the price standard. Ford will comply with the pay standard by reducing the level of executive pay increases over the coming year.

Price Standard - The Price Committee recommended an increase in the price standard for the second year from 6.75% to 7.5%.

Consumers - As the President mentioned in his press conference of April 17, over 8,000 retail outlets have instituted voluntary price ceilings on basic food and drug items. Twenty-two food chains with 5,188 outlets and 21 drug chains with 2,837 outlets are maintaining price ceilings on selected products.

Credit -

Agriculture and Small Business - The Federal Reserve announced on April 17 a seasonal credit program to allow non-member banks to borrow for seasonal needs from the Federal Reserve discount window. And, Chairman Volcker is asking member banks to give special emphasis to the needs of farmers and small business.

Housing - The President announced he would support the expansion of the Section 235 Program which provides interest rate subsidies for home purchasers.

Media

Television - CEA Chairman Charles Schultze appeared on the Today Show to discuss the President's anti-inflation program.

THE WHITE HOUSE
WASHINGTON

April 18, 1980

*Esther -
It turned out
ok -
Thanks
Jimmy*

MEMORANDUM TO: THE PRESIDENT
FROM: ESTHER PETERSON

Your indignation at the unauthorized use of my name for Big Business Day advertising was mild compared to my own.

My participation proved to be a nonevent as I knew it would be unless I made it an event by withdrawing.

Lloyd and Anne should have known my determination to give a constructive presentation. The legitimate concerns of both of them were met by discussion. They knew, or should have known, this would happen without having you involved.

My deepest regret is that with all the concerns and burdens you carry for our country that you had to waste a moment of time, energy or emotion on this issue.

I've expressed this regret to Anne and Lloyd.

A copy of my remarks is attached if you are interested.

*a good
statement*

Attachment

ESTHER PETERSON
BIG BUSINESS DAY
APRIL 17, 1980

WHEN MARK GREEN ASKED ME TO SPEAK AT BIG BUSINESS DAY I WELCOMED THE INVITATION, THIS WILL BE AN OPPORTUNITY TO GIVE MY PERSONAL VIEWS, NOT THE VIEWS OF THE CONSUMER ORGANIZATIONS TO WHICH I BELONG -- NOT THE VIEWS OF THE GOVERNMENT FOR WHICH I WORK -- NOT THE PRESIDENT WHO APPOINTED ME TO MY POSITION, BUT MY VIEWS.

I HAVE SPENT MUCH OF MY PROFESSIONAL LIFE SEARCHING FOR WAYS THAT CONSUMERS AND WORKERS CAN SHARE IN THE FRUITS OF OUR FREE ENTERPRISE SYSTEM -- SHARE IN THE OPPORTUNITY TO PURCHASE QUALITY GOODS AND SERVICES AT A FAIR PRICE; SHARE IN THE EMPLOYMENT OPPORTUNITIES THAT OFFER THE CHANCE TO PROVE AND BE REWARDED FOR OUR SELF-WORTH; SHARE IN THE INNOVATION AND TECHNOLOGY THAT SHOULD CONSTANTLY IMPROVE THE QUALITY OF OUR LIVES. AND EQUALLY IMPORTANT, PROVIDE ASSURANCES THAT WE CAN ACCOMPLISH ALL THESE THINGS WITHOUT SACRIFICING PERSONAL HEALTH OR SAFETY OF THE ENVIRONMENT IN WHICH WE LIVE.

I DID NOT ACCEPT TO BE PART OF A WE -- US -- THEY CONTROVERSY -- I PREFER A WE METHOD. NOR DO I INTEND TO BE PART OF A CARNIVAL "HALL OF SHAME" OR "CRIME IN THE SUITES" APPROACH TO SERIOUS QUESTIONS.

I MUST SAY THE WHOLE IDEA OF CONSUMERS GETTING TOGETHER TO FOCUS NATIONAL ATTENTION ON CORPORATIONS STRIKES ME AS SOMEWHAT IRONIC. IN FACT, WHEN I FIRST HEARD ABOUT THE IDEA OF BIG BUSINESS DAY, I WAS TEMPTED TO PICK UP THE PHONE AND CALL SOME OF MY FRIENDS IN BUSINESS TO TELL THEM HOW MUCH MORE APPROPRIATE IT

WOULD BE IF THEY GOT TOGETHER TO HOLD CONSUMERS DAY.

I WOULD GLADLY HELP THEM PUT TOGETHER AN AGENDA THAT COULD HELP THEM GET CLOSER TO AND MORE IN TOUCH WITH THE CONSUMERS THEY SERVE. THE AGENDA WOULD FOCUS ON THE REASONS CORPORATIONS MUST BE MORE ACCOUNTABLE TO THE PUBLIC, REASONS WHICH ARE ALREADY WELL KNOWN TO THE VAST MAJORITY OF THE BUSINESS COMMUNITY. REASONS WHICH INCLUDE THE FACT THAT THE ACTIONS OF ONE COMPANY OR ONE INDUSTRY TOUCH US ALL. THEY CAN EFFECT THE WATER WE DRINK AND THE AIR WE BREATHE. THEY CAN EFFECT THE HEALTH AND SAFETY OF THE USERS OF THEIR PRODUCTS AND THE WORKERS IN THEIR PLANTS. THEY CAN AFFECT THE ALLOCATION OF NATURAL RESOURCES, SUCH AS PETROLEUM, WHERE WASTEFUL CONSUMPTION CAN CREATE SHORTAGES FOR THE ENTIRE NATION. AND THEY CAN AFFECT THE PRICE AND QUALITY OF EVERY PRODUCT CONSUMERS PURCHASE.

ON CONSUMERS DAY, CORPORATE EXECUTIVES COULD HOLD TOWN MEETINGS ACROSS THE COUNTRY DESIGNED TO PROVIDE FRANK DISCUSSIONS ON THESE ISSUES AND OTHERS ABOUT WHICH PEOPLE REALLY CARE -- THE THINGS YOU HAVE BEEN TALKING ABOUT TODAY.

IN FACT, WHENEVER I MEET WITH REPRESENTATIVES OF THE BUSINESS COMMUNITY, MY FIRST PIECE OF ADVICE TO THEM IS TO GET OUT OF THEIR OFFICES AND DO FAR MORE TALKING TO THE BUYERS AND USERS OF THEIR PRODUCTS, AS SO MANY ALREADY DO. CONSUMERS HAVE MORE TO SAY TO INDUSTRY THAN SIMPLY THEIR RESPONSES TO MARKET SURVEYS, THAT ARE TOO OFTEN DESIGNED TO REPORT WHAT THE COMPANY WANTED TO HEAR IN THE FIRST PLACE.

THE IDEA OF TALKING WITH CONSUMERS, IS GAINING SUPPORT AND MOMENTUM THROUGHOUT THE BUSINESS WORLD. MORE AND MORE, BUSINESSES ARE WELCOMING PROPOSALS FOR CHANGE THAT EMERGE FROM BETTER COMMUNICATION. MANY BUSINESSES HAVE LEARNED THAT CONSUMER INPUT CAN HELP THEM TO BETTER SERVE THEIR CUSTOMERS AND SHOW UP WELL ON THE BOTTOM LINE. BUT ANY DISCUSSIONS BETWEEN CONSUMERS AND BUSINESS MUST PROCEED FROM SOME BASIC GUIDELINES. NO STEROTYPING, A FIRM KNOWLEDGE OF WHAT EACH GROUP IS UP AGAINST AND A SOUND UNDERSTANDING OF THE CONTRIBUTION EACH GROUP MAKES TO SOCIETY.

SOME CONSUMER ADVOCATES WILL HAVE TO BURY THEIR PREJUDICES THAT CORPORATE EXECUTIVES ARE CALLOUS, HEARTLESS, MONEY-GRUBBING EXPLOITERS. CONSUMERS MUST RECOGNIZE THAT BUSINESS AND BIG BUSINESS TOO, ARE A CREATIVE AND VITAL FORCE IN OUR FREE ENTERPRISE SYSTEM. OBVIOUSLY, PRODUCTIVE AND EFFICIENT BUSINESS NEEDS A DEGREE OF FREEDOM CONSISTENT WITH THE OBLIGATIONS WE ALL SHARE -- TO ACT HONESTLY, FAIRLY AND WITH DUE REGARD FOR OUR RESPONSIBILITIES TO OTHERS. AMERICA NEEDS BUSINESS TO PROVIDE JOBS, CAPITAL, INNOVATION AND THE PRODUCTS AND SERVICES ON WHICH WE ALL RELY.

THERE IS NO POINT IN SINGLING OUT INDIVIDUAL COMPANIES OR EXECUTIVES WHEN WHAT WE REALLY WANT TO DO IS ACHIEVE A BROAD AND FAIR DIALOGUE BETWEEN THE MAKERS AND THE SELLERS AND THE BUYERS OF OUR GOODS AND SERVICES.

SIMILARLY, BUSINESS LEADERS MUST STOP THINKING THAT ALL CONSUMERS ARE EITHER MORONIC ROBOTS WHO WILL BUY ANYTHING IF IT IS CLEVERLY ADVERTISED AND PUT IN A PRETTY PACKAGE OR SCREAMING

BANSHEES WHO WANT TO DESTROY THE ENTIRE FREE ENTERPRISE SYSTEM.

CONSUMERS ARE SMART AND SAVVY AND ARE GETTING MORE SO EVERYDAY. THEY WILL NOT ALLOW THE STATUS QUO TO PREVAIL IN THE FACE OF GROSS ABUSE OR INJUSTICE. THE PUBLIC HAS CRIED OUT WHEN LABOR CONDITIONS THREATENED WORKER HEALTH AND SAFETY, WHEN PRODUCTS CREATED DANGERS, WHEN FOOD AND DRUGS WERE ADULTERATED OR UNFIT FOR HUMAN CONSUMPTION, AND WHEN OUR ENVIRONMENT WAS THREATENED. CONSUMERS HAVE RESPONDED BY PRESSING FOR AND WINNING VITAL PROTECTIONS AND REGULATIONS, AND BY USING THEIR SELECTIVE PURCHASING POWER TO REWARD RESPONSIBILITY AND PUNISH OFFENDERS.

MY FIRST EXPERIENCE WITH CONSUMER POWER CAME BACK IN THE 30'S WHEN I WAS WORKING WITH THE CONSUMERS LEAGUE FOR FAIR LABOR STANDARDS. AS MANY OF YOU KNOW, THOSE WERE THE ALMOST UNBELIEVABLE DAYS WHEN WOMEN WERE WORKING 50 TO 60 HOUR WEEKS IN UNSAFE AND POORLY DESIGNED GARMENT FACTORIES FOR PAYCHECKS THAT RARELY EXCEEDED \$5.00 A WEEK. AS UNIONS GREW AND LABOR CONDITIONS IN CERTAIN FACTORIES BEGAN TO IMPROVE, THE LEAGUE WANTED THE BUYING PUBLIC TO KNOW WHICH FACTORIES WERE TREATING THEIR WORKERS FAIRLY AND WHICH ONES WEREN'T. THE DESIRE LEAD TO THE BIRTH OF A "LABEL" INSIDE ARTICLES PRODUCED UNDER FAIR AND SAFE WORKING CONDITIONS. IF CONSUMERS BOUGHT ONLY THOSE GOODS THAT HAD THE LABEL, THEY COULD ACTIVELY INFLUENCE THE KIND OF WORKING CONDITIONS UNDER WHICH THE GOODS WERE MADE. MILLIONS DID. THEY COULD HELP ACHIEVE THEIR SOCIAL OBJECTIVES BY CAREFUL USE OF THEIR PURCHASING POWER.

THIS WAS PERHAPS THE BIRTH OF THE AMERICAN CONSUMER MOVEMENT.

HOW FAR WE HAVE COME. CONSUMERS ARE NO LONGER AFRAID TO ASSERT THEIR SOVEREIGNTY IN THE MARKETPLACE. THEY PRACTICE SELECTIVE PURCHASING. THEY SEEK THE BEST QUALITY AT THE LOWEST PRICE. THEIR DEMANDS HAVE HELPED TO REVOLUTIONIZE PRODUCT DESIGN AND MARKETING, AS BUSINESS HAS RESPONDED BY INSTITUTING NEW COMPETITIVE TOOLS SUCH AS WARRANTIES, NUTRITIONAL AND ENERGY EFFICIENCY LABELLING. OUTCRIES AGAINST NEW PRODUCTS WHICH CONSUMERS DID NOT WANT TO FEED THEIR CHILDREN, HAVE SENT A CLEAR MESSAGE TO MARKETERS. AND CONCERTED EFFORTS WITHIN THE LEGISLATIVE ARENA HAVE PRODUCED A REGULATORY FRAMEWORK THAT PROVIDES US WITH VITAL PROTECTIONS.

THAT, ESSENTIALLY IS WHY I BELIEVE SO STRONGLY IN COMPETITION. I FIRMLY BELIEVE IN A FREE COMPETITIVE SYSTEM IN WHICH THE FIRM THAT BUILDS A BETTER MOUSETRAP WILL HAVE THE WORLD BEATING A PATH TO ITS DOOR. IN TOO MANY INDUSTRIES, HOWEVER, TOO FEW FIRMS DOMINATE, AND COMPETITION DISAPPEARS. OUR TASTES AND PREFERENCES IN PRODUCTS CAN BECOME MANIPULATED. WITH LITTLE CHOICE OF PRODUCTS AVAILABLE FOR PURCHASE, CONSUMERS CAN LOSE THEIR ABILITY TO FREELY CHOOSE. AND IN THESE DOMINATED MARKETS, WHEN A NEW-COMER DOES TRY TO BREAK IN, THE RESOURCES THAT CAN BE MOBILIZED TO STIFLE COMPETITION CAN BE DECISIVE. IN THESE CASES, WE NEED VIGOROUS AND ENTHUSIASTIC ENFORCEMENT OF THE ANTITRUST LAWS BY GOVERNMENT, PRIVATE FIRMS, AND INDIVIDUALS.

INDUSTRIES IN WHICH THERE IS INADEQUATE COMPETITION HAVE VERY SERIOUS CONSEQUENCES FOR OUR NATION. INNOVATION DISAPPEARS, AND DOMESTIC INDUSTRY FALLS PREY TO FOREIGN COMPETITORS. JOBS DISAPPEAR, INVESTMENT DISAPPEARS, OUR BALANCE OF PAYMENTS BECOME DEEPER IN THE RED. WHERE PRICE COMPETITION DOES NOT EXIST, PRICE

RISES CAN SIGNAL A NEW ROUND OF THE VICIOUS WAGE-PRICE INFLATION CYCLE. WE ALL HAVE A STAKE IN COMPETITION - BUT IT MUST BE COMPETITION THAT IS RIGOROUS -- THAT DISCIPLINES THE MARKETPLACE TO PRODUCE HIGH QUALITY GOODS, RESPONSIVE TO CONSUMER NEEDS AND DEMANDS, AND AT A FAIR PRICE.

BUT IT IS NOT ONLY IN THE MARKETPLACE WHERE HIGHLY CONCENTRATED CORPORATE POWER HURTS US. IT IS TAKING ITS TOLL IN WASHINGTON AND IN THE STATE HOUSES THROUGHOUT OUR LAND AS WELL. SPECIAL INTERESTS ON BOTH SIDES, ARE EXERTING THEIR INFLUENCE THROUGH POLITICAL ACTION COMMITTEES, AND TRADE ASSOCIATIONS.

WE HAVE SEEN THE BUSINESS SIDE OPERATE AGAINST THE CONSUMER PROTECTION AGENCY, THE FEDERAL TRADE COMMISSION, HOSPITAL COST CONTAINMENT AND ENACTMENT OF THE WINDFALL PROFITS TAX.

TOO MANY MEMBERS OF CONGRESS LACK THE COURAGE AND CONVICTION TO VOTE FOR THEIR OWN VIEW OF THE PUBLIC INTEREST BECAUSE THE REAL WORLD OF CAMPAIGN FINANCING MAKES IT IMPOSSIBLE FOR THEM TO STAND UP AND BE COUNTED. WE HAVE TO WORK HARDER TO MAKE OUR LEGISLATORS REMEMBER THE PEOPLE WHO ELECTED THEM AS THEIR REPRESENTATIVES -- THE PEOPLE WHO DON'T HAVE A LOT OF MONEY TO BUY VOTES, LET ALONE THE NECESSITIES OF LIFE.

PART OF THE REASON THAT MEMBERS OF CONGRESS ARE SO TERRIFIED TO VOTE FOR CONSUMER BILLS IS THAT THE BUSINESS PEOPLE IN THEIR HOME TOWNS TRULY BELIEVE THAT MANY OF THE PRO-CONSUMER BILLS ARE THE LEGISLATIVE INCARNATIONS OF ATTILA THE HUN. FEW EVER READ

THE BILLS. RATHER, TOO OFTEN THEY RELY ONLY ON MATERIALS SENT TO THEM BY WASHINGTON TRADE AND BUSINESS ASSOCIATION OFFICES. CONSUMER BILLS, IN ESSENCE, BECOME SORT OF FULL EMPLOYMENT BILLS FOR OPPOSING LOBBYISTS.

I HAVE ALSO FOUND TIME AND AGAIN THAT MANY INDIVIDUAL COMPANIES WHO BELONG TO THESE ASSOCIATIONS ARE TRYING VERY HARD TO DO RIGHT BY THE PUBLIC THEY SERVE. FOR EXAMPLE, RECENTLY, WHEN WE WERE TRYING TO GET SUPPORT FOR A VOLUNTARY PRICE CEILING PROGRAM THAT WOULD LIMIT THE COST OF CERTAIN COMMONLY-PURCHASED BASIC FOOD AND HOUSEHOLD ITEMS FOR A CERTAIN PERIOD OF TIME, SOME TRADE ASSOCIATIONS REJECTED THE IDEA, BUT A FEW AND MANY INDIVIDUAL COMPANIES WERE SUPPORTIVE, AND INSTITUTED MEANINGFUL PROGRAMS. THEY FELT THESE PROGRAMS WERE GOOD FOR BUSINESS, HELPED TO SLOW INFLATION, CREATED GOOD WILL AND CONSUMER CONFIDENCE AND ATTRACTED NEW CUSTOMERS.

THAT IS JUST ONE EXAMPLE, THERE ARE MANY OTHERS. SO MANY TIMES A SINGLE COMPANY HAS RECOGNIZED THE BENEFITS OF CONSUMER-ORIENTED CHANGE BY GIVING CONSUMERS BETTER INFORMATION, MORE OPPORTUNITIES FOR REDRESS, AND MORE MARKETPLACE PROTECTIONS. MANY RESPONSIBLE COMPANIES HAVE JOINED WITH CONSUMERS TO LOBBY AGAINST PROTECTIONIST LEGISLATION THAT INCREASED THE COST OF TRANSPORTATION, AND UTILITIES, OR LIMITED TRADE AND OTHER THINGS THAT ARE IN THE BEST INTERESTS OF CONSUMERS AND BUSINESS ALIKE.

BUT ACTING IN THE AGGREGATE, THE LOBBYISTS FOR THE SINGLE INTEREST GROUPS ARE OFTEN THE STAUCHEST PROTECTORS OF THE STATUS QUO, A STATUS QUO THAT OFTEN TIMES IN THE LONG RUN IS HARMFUL TO EVEN THEIR OWN INDUSTRIES. THE LESS WE HEAR FROM THE PUBLIC THE MORE THE VOICES OF SINGLE INTERESTS WILL DOMINATE THE DEBATE AND SET THE AGENDA FOR THE FUTURE. AS PRESIDENT CARTER RECENTLY TOLD CONSUMER FEDERATION OF AMERICA'S ANNUAL ASSEMBLY, "CONGRESS WILL NOT RESPOND TO CONSUMERS IF IT DOES NOT HEAR FROM CONSUMERS. AND THAT IS QUITE OFTEN THE DIFFERENCE BETWEEN VICTORY OR DEFEAT. WHILE WE SIT COMPLACENTLY BY OR CONCENTRATE ON ONE ISSUE OF THE AGENDA, LOBBYISTS ARE WORKING DAY AND NIGHT WITH A HIGHLY FOCUSED, HIGHLY COMPETENT EFFORT TO CHANGE ONE VOTE AND THEN ANOTHER AND THEN ANOTHER; TO SAVE ONE OBSCURE PARAGRAPH IN LEGISLATION THAT MIGHT CAUSE CATASTROPHE IN THE LIFE OF MANY AMERICANS. WE MUST SPREAD THE MESSAGE TOGETHER FOR WHEN THE SINGLE INTERESTS FIGHT AGAINST CONSUMERS, IT IS AN ASSAULT ON THE POCKETBOOKS, AND THE HEALTH AND THE SAFETY OF THE AMERICAN PEOPLE. THAT IS THE MESSAGE THAT NEEDS TO BE PROMULGATED. "

ANOTHER, EQUALLY IMPORTANT MESSAGE IS THE NEED FOR MORE PUBLIC REPRESENTATION IN CORPORATE DECISION-MAKING. AN ENORMOUS AMOUNT OF PUBLIC EDUCATION WILL BE REQUIRED BEFORE PEOPLE UNDERSTAND THE ISSUES AND BECOME ADEQUATELY MOTIVATED TO WORK FOR THEM. NO INSTITUTION, BE IT GOVERNMENT OR BUSINESS LIKES THE IDEA OF BEING OPEN TO THE SCRUTINY OF THE PUBLIC.

BUT WE ALL RECOGNIZE THE BENEFITS OF GREATER GOVERNMENT ACCOUNTABILITY AND OPENNESS. THINGS HAVE CHANGED WITH THE PASSAGE

OF SEVERAL TOUGH NEW LAWS AND REGULATIONS DEALING WITH ETHICS, PUBLIC PARTICIPATION AND OPENNESS. THE FEDERAL GOVERNMENT, UNDER PRESIDENT CARTER'S LEADERSHIP, HAS NEVER BEEN MORE ACCESSIBLE TO THE PEOPLE IT SERVES. FOR EXAMPLE, AS A RESULT OF HIS EXECUTIVE ORDER 12160, WE NOW HAVE TOP LEVEL CONSUMER OFFICES IN NEARLY EVERY DEPARTMENT AND AGENCY OF THE FEDERAL GOVERNMENT TOGETHER WITH REQUIREMENTS FOR THE MEANINGFUL INVOLVEMENT OF CONSUMERS IN THE DECISION-MAKING PROCESS. I'M CONSTANTLY ASTONISHED AT THE SCOPE AND DETAIL OF THE PRESIDENT'S KNOWLEDGE ABOUT CONSUMER ISSUES. MY OFFICE IS CONSULTED ON NEARLY EVERY MAJOR POLICY DECISION THAT IS BROUGHT FORWARD. WE DON'T WIN THEM ALL, BUT WE ARE BROUGHT IN AT THE EARLY STAGES WHERE WE CAN AND DO MAKE A DIFFERENCE. THINGS ARE CHANGING IN GOVERNMENT AND THEY WILL CHANGE MORE.

BUSINESS MUST CHANGE TOO. AND IT IS NOT JUST THE SOPHISTICATED CONSUMERS WHO THINK SO, IT'S PEOPLE IN CITIES AND TOWNS ALL OVER THE COUNTRY -- NOT JUST THE PEOPLE IN WASHINGTON OFFICES. THE LANDMARK STUDY CONSUMERISM AT THE CROSSROADS, PUBLISHED BY THE LOUIS HARRIS ORGANIZATION IN 1976 TALKED TO THOUSANDS OF AVERAGE CITIZENS AND WHILE CONCLUDING THAT MOST COMPANIES DO A GOOD JOB OF PROVIDING REASONABLE PRODUCTS AT FAIR PRICES, IT ALSO STATED, "THE BUSINESS COMMUNITY IS SHARPLY OUT OF STEP WITH THE AMERICAN PEOPLE ON CONSUMER ISSUES."

ANOTHER INTERESTING COMPONENT OF THE HARRIS STUDY WAS PUBLIC RESPONSE TO THE STATEMENT, "ALL LARGE COMPANIES SHOULD BE REQUIRED TO EMPLOY ONE SENIOR DIRECTOR OR MANAGER WHOSE JOB WOULD BE TO DEAL WITH CUSTOMERS' PROBLEMS AND COMPLAINTS."

THE PUBLIC AGREED BY 77% TO 8%. THE SECOND STATEMENT, "ALL LARGE COMPANIES SHOULD BE REQUIRED TO HAVE REPRESENTATIVES OF THE PUBLIC AND CONSUMER GROUPS ON THEIR BOARDS OF DIRECTORS," RECEIVED PUBLIC SUPPORT BY 65% TO 16%.

WE ARE, ALL OF US, CONSUMER AND CORPORATION ALIKE, MOVING INTO A FUTURE THAT PROMISES TO BE RADICALLY DIFFERENT FROM THE WORLD WE NOW KNOW. IT IS NOT JUST OIL THAT WILL BE IN SHORT SUPPLY, IT IS ANY NUMBER OF NEEDED RESOURCES. IN MY LIFETIME ALONE, THE WORLD HAS CHANGED FROM A PERIOD OF MAKING OR GROWING ALL WE NEEDED TO A TIME WHEN OVER 16,000 ITEMS ARE STOCKED IN THE AVERAGE SUPERMARKET -- MY CHILDHOOD STORE STOCKED 200 ITEMS.

IN MY LIFETIME, THE ROLE OF GOVERNMENT HAS CHANGED RADICALLY FROM OFFICIAL INDIFFERENCE TO SOCIAL ACTIVISM. ALL OF OUR INSTITUTIONS HAVE CHANGED.

AND THEY ARE CHANGING RAPIDLY TODAY. THE REAL CHALLENGE TO US IS TO UNDERSTAND AND HELP DIRECT THE CHANGE WE ARE NOW UNDERGOING -- NOT JUST IN ECONOMIC PROBLEMS, BUT IN THE WAY PEOPLE THINK, WHAT THEY FEEL, WHAT THEY RESPOND TO.

TO ACCOMPLISH OUR GOALS, WE MUST WORK IN A POLITICAL SYSTEM FULL OF FRUSTRATIONS FOR REFORMERS. THERE WILL BE FEW CLEAR-CUT VICTORIES. PROGRESS OFTEN HAPPENS IN INCHES, NOT MILES. BUT IT HAPPENS, NEVERTHELESS.

FRANKLIN ROOSEVELT SAID IN HIS 4TH INAUGURAL ADDRESS,
"THE GREAT FACT TO REMEMBER IS THAT THE TREND OF CIVILIZATION
ITSELF IS FOREVER UPWARD; THAT A LINE DRAWN THROUGH THE MIDDLE
OF THE PEAKS AND VALLEYS OF THE CENTURIES ALWAYS HAS AN UPWARD
TREND."

THERE IS ANOTHER SAYING IN POKER, "TO WIN, YOU HAVE TO BE
AT THE TABLE."

IN OTHER WORDS, KEEP WORKING AND KEEP THE FAITH. WE ARE
IN THIS FOR THE LONG HAUL. THE CONSUMER MOVEMENT AND REFORM
IN GENERAL HAVE MADE TREMENDOUS STRIDES IN THE LAST FEW DECADES.
WHAT WE TAKE FOR GRANTED TODAY WERE DISTANT DREAMS FOR ME WHEN I
FIRST GOT INVOLVED IN THESE ISSUES.

BUT WE STILL HAVE FAR TO GO. THAT MEANS MORE WORK.
THAT MEANS BUILDING AND SUSTAINING COALITIONS, GETTING THE
VOTES, RIDING OUT THE DEFEATS, BUT STAYING IN THERE.

THIS IS STILL A COMPASSIONATE, GENEROUS, OPEN COUNTRY FULL
OF PEOPLE WHO CAN TELL WHAT IS FAIR AND WHAT IS NOT, AND WHO WANT
TO DO THE RIGHT THING. OUR JOB IS TO HELP PEOPLE DO THE RIGHT THING,
HELP CHANNEL THE ENERGIES OF AMERICA INTO BUILDING A BRIGHT
FUTURE FULL OF PROMISE AND HOPE FOR ALL OF US.

THANK YOU.

THE WHITE HOUSE

WASHINGTON

April 18, 1980

C

MEMORANDUM FOR THE PRESIDENT

FROM: Jack Watson
Arnie Miller

SUBJECT: Assistant Secretaries for Civil Rights and
Legislation, Department of Education

We join with Secretary Hufstedler in recommending that you select Cyndy Brown as Assistant Secretary for Civil Rights and Martha Keys as Assistant Secretary for Legislation in the Department of Education.

Civil Rights

You approved our recommendation in January to select Elaine Jones, Washington staff attorney with the NAACP Legal Defense and Education Fund, for this post. We encountered potential appearance of conflict issues in processing her formal nomination, however, since the Fund has been the chief litigant on the Adams higher education desegregation case which constitutes a substantial portion of the Department's civil rights activity. After careful consideration, Ms. Jones concluded it would be in the Administration's best interest not to go forward with her appointment at this time.

Ms. Brown, 37, now directs the Education Department's civil rights transition team. She served as Deputy Director of HEW's Office for Civil Rights (OCR) since 1977 before joining the transition in December 1979. Ms. Brown earlier held several positions directly focused on civil rights and education, including: Co-Director of the Lawyer's Committee for Civil Rights Federal Education Project, Program Associate at the Children's Defense Fund and a civil rights specialist on education matters at OCR from 1966-1970.

She is an Oberlin graduate and received a Masters Degree in Public Administration at Syracuse's Maxwell School. She is respected by the civil rights community, knows the issues extremely well, and is experienced in managing within the Federal bureaucracy.

Legislation

Martha Keys served as a Member of Congress from Kansas from 1974-1978. Since 1979 she has worked as a Special Adviser to the Secretary of HEW.

Martha is respected on the Hill and by human services and education interest groups. She knows the issues, and will bring respect and integrity for the Department's legislative activities. Keys, 50, holds a B.A. from Missouri.

Frank and his staff believe Martha will be a solid addition to your legislative team. They recommend that you appoint her to this position.

RECOMMENDATION

We and Shirley recommend that you nominate Cyndy Brown and Martha Keys as Assistant Secretaries in the Education Department. Stu, Frank, Louis and Sarah concur.

✓

approve

disapprove

J

CYNTHIA G. BROWN

1651 Newton Street, N.W.
Washington, D.C. 20010

BIRTH DATE: March 18, 1943

TELEPHONE: Office -- 245-7553
Home -- 234-1447

EMPLOYMENT EXPERIENCE

MAY 1978 - PRESENT

Office for Civil Rights (OCR), Department of Health, Education and Welfare

September 1977 - Present: Principal Deputy Director and Deputy Director for Compliance and Enforcement*

Responsibilities

Serve as Principal Deputy to the OCR Director who is the chief enforcement officer of HEW for laws prohibiting discrimination on the basis of race, color, national origin, sex, and handicap. Assist in the direction of a Washington and regional staff of 1700. Exercise line responsibility for all OCR offices including those responsible for policy development, program planning, regional investigative operations, technical assistance, training, management, budget, and administration. Supervise all Regional Directors. Represent OCR in meetings with officials of institutions affected by OCR enforcement activities and representatives of people protected by the laws OCR enforces. Undertake special project management, the most recent of which is development of a policy on elimination of sex discrimination in intercollegiate athletics.

May 1977 - September 1978: Deputy Director for Compliance and Enforcement

Responsibilities

Directed the Washington and regional staff responsible for investigations and resolutions of complaints and other reviews of discriminatory practices. Supervised all regional directors and headquarters staff responsible for direct programmatic and management support to regional offices.

* I hold two different Deputy positions, one of which is subordinate to the other.

OCTOBER 1975 - APRIL 1977

Co-Director, Federal Education Project, Lawyer's Committee for Civil Rights Under Law

Responsibilities

Co-directed the Federal Education Project, which did (and still does) provide basic information and technical assistance to parents, community groups and school officials; publish a monthly newsletter; monitor administration of federal agencies; comment on federal education and civil rights regulations and policies; and litigate in areas of Title I of the Elementary and Secondary Education Act, Vocational Education Act and antidiscrimination laws affecting public education.

At the request of interested Senators and Congresspeople, assisted in the analysis and preparation of amendments and provisions of the Education Amendments of 1976 concerning Title I and desegregation, participation of women in vocational education, and limitations upon antidiscrimination laws.

Additional Activities

Chairperson, Education Task Force, Leadership Conference on Civil Rights

Coordinated an ad hoc coalition of groups concerned about the rights of minorities, women and handicapped persons.

Participated actively in National Coalition for Women and Girls in Education.

Member, Advisory Council to Project on Equal Education Rights, NOW Legal Defense and Educational Fund, Inc.

JULY 1970 - OCTOBER 1975

Program Associate, Children's Defense Fund of the Washington Research Project, Inc. (formerly just Washington Research Project, Inc.)

Responsibilities

Undertook oversight of federal education programs affecting poor and minority group people, particularly the Emergency School Aid Act, Title I of the Elementary and Secondary Education Act of 1965, and the school desegregation compliance program carried out by the HEW Office for Civil Rights.

At the request of interested Senators and Congresspeople, worked with the Senate Select Committee on Equal Educational Opportunity, the Senate

Education Subcommittee and the House General Education Subcommittee in the development of the Education Act of 1972 and 1974; prepared analysis of proposed and enacted federal education legislation; drafted congressional testimony.

Coordinated a Southern Education Coalition of civil rights groups and private agencies concerned about governmental policies and practices in elementary and secondary education in the South.

Was one of four Project Directors on CDF study Children Out of School in America (October 1974). Had major responsibility in preparation and writing of School Suspensions: Are They Helping Children? (September 1975), It's Not Over in The South (May 1972), The Emergency School Assistance Program: An Evaluation (November 1970), and The Status of School Desegregation in The South 1970 (December 1970).

JULY 1966 - JULY 1970

Office for Civil Rights (OCR), Department of Health, Education and Welfare

April 1968 - July 1970: Special Assistant to the Director of Division of Elementary and Secondary Education

Responsibilities

Assistant to director of southern and northern school desegregation compliance program.

October 1967 - April 1968: Assistant to Chief of the Education Branch, Division of Program Planning and Development

Responsibilities

Assisted in preparation of school desegregation "guidelines" under Title VI of the Civil Rights Act of 1964; developed initial procedures for the OCR school desegregation program in the North; assisted with development of OCR nationwide surveys of school districts; did various special projects for top OCR personnel.

July 1966 - October 1967: Civil Rights Specialist in Elementary and Secondary Education for Texas and Louisiana

Responsibilities

Reviewed school desegregation plans; investigated complaints; performed on-site investigations; and prepared for administrative hearing cases of districts in noncompliance with Title VI.

EDUCATION

Graduate MA in Public Administration (June 1966)
— Graduated with Honors
(Metropolitan Studies Program)
Maxwell Graduate School of Citizenship
and Public Affairs
Syracuse University
Syracuse, New York

Undergraduate BA, Government (July 1965) — Graduated
with Honors in Government
Oberlin College
Oberlin, Ohio

Secondary Western Hills High School
Cincinnati, Ohio

PUBLICATIONS

"Nixon Administration Desegregation," Inequality in Education, Harvard
Center for Law and Education, August 3, 1971.

"Busing, Leaving the Driving to U.S." Inequality in Education,
Harvard Center for Law and Education, December, 1971.

"The South's New Dual School System: A Case Study," New South, Fall 1972.

Articles in Federal Education Project Newsletter, 1976.

MARTHA KEYS

Education: B.A., University of Missouri, 1952

Age: 50

Current: Special Advisor to the Secretary of HEW,
1979 to present

Prior: Member of Congress from Kansas from 1974 - 1978

Bole

NAME _____

1303

TITLE CARL and ESTHER KAPHART
Esther- Clinton County Democratic Chair; Carl- County Commis-

Requested by sioner

CITY/STATE Avis Pennsylvania

Date of Request Kraft

Phone Number--Home (717) 753-3080

4/15/80

Work _____

Other _____

INFORMATION (Continued on back if necessary)

The Kapharts were early C/M supporters in 1976, but have since become neutral. They are disenchanted because they run a busing service, and are concerned about the high cost of fuel and the tax increase of 10¢. They are very influential in their area.

Ask them for their continued support.

NOTES: (Date of Call 4-18)

Helping out - enthusiastic -

POB NAME _____ 1281
JOHN McGARRY (wife- Margaret Patrice)
TITLE Salesman, Drexel Furniture Company
CITY/STATE Drexel Hill, Pennsylvania Requested by Kraft
Phone Number--Home (215) 259-5336 Date of Request 4/15/80
Work (215) 544-4800
Other () _____

INFORMATION (Continued on back if necessary)

Mr. and Mrs. McGarry were unable to get on the ballot as C/M delegates this year because of technical problems. They are both 1976 supporters.

Encourage John to work for the C/M effort in the Upper Darby area (5th Congressional District). This area is currently weak for us.

NOTES: (Date of Call 4-18)

In N.C. - Will help in NC of Penn in Nov

NAME _____

DAVID ZACHERL (zak rle)
Clarion County Democratic Chair

1314

BDR
TITLE _____

Requested by Kraft

CITY/STATE Shippenville, Pennsylvania

Date of Request 4/15/80

Phone Number--Home (814) 226-9497

Work _____

Other _____

INFORMATION (Continued on back if necessary)

Mr. Zacherl is a C/M supporter who has circulated delegate petitions for us, but who needs motivation for the get-out-the-vote drive in the last week before the primary. Issues of concern in his area are education -- Clarion State College is located in the County -- and the need for funding for low-income housing.

Ask him for his active support in this important final week, (over)

NOTES: (Date of Call 4-18)

Working - "looks good up here"

and ask him to encourage others to support C/M at the polls on
primary day. (You last spoke with him Jan 10 - copy attached)

lh

NAME

BOB WARD
Chairman, 31st Ward

1312

TITLE

CITY/STATE Pittsburgh, Pennsylvania

Requested by Kraft

Phone Number--Home (412) 462-7118

Date of Request 4/16/80

Work ()

Other ()

INFORMATION (Continued on back if necessary)

Mr. Ward is retired, and as Chairman of the 31st Ward he is very involved in the C/M effort in Pittsburgh. He has done much to boost the morale of the staff we have working there. He was also instrumental in obtaining the endorsement of C/M from the 32 Club, the organization of ward leaders in the city.

(over)

NOTES: (Date of Call 4-18)

Really working.

Thank him for his help and support, and ask him to double his efforts in the last few days before the primary.

**Electrostatic Copy Made
for Preservation Purposes**

Bob NAME

1308

TITLE ROBERT RAVENSTAHL
Chairman, 26th Ward

Requested by Kraft

CITY/STATE Pittsburgh, Pennsylvania

Date of Request 4/16/80

Phone Number--Home (412) 321-0339

Work (412) 321-1020

Other ()

INFORMATION (Continued on back if necessary)

Mr. Ravenstahl is a C/M supporter, and a friend of Tom Foerster, the Chairman of the County Board of Commissioners. Foerster believes that Mr. Ravenstahl can help deliver the north side of Pittsburgh for C/M.

Thank him for his support, and ask him to become involved in the get-out-the-vote drive this last week before the primary.

NOTES: (Date of Call 4-18)

All 32 Chairmen for Gm

PR

NAME

MARGARET MOLINARO PRATT

1307

TITLE

C/M Delegate Candidate

Requested by

Kraft

CITY/STATE

Connellsville, Pennsylvania

Date of Request

4/16/80

Phone Number--Home

(412) 628-2623

Work

(412) 628-1901

Other ()

INFORMATION (Continued on back if necessary)

Margaret is County Commissioner Carmine Molinaro's sister. She has been a tremendous help in the Fayette County area, especially in the home phoning effort.

Thank her for her help and support, and ask her to redouble her efforts in this last important week before the primary.

NOTES:

(Date of Call 4-18)

*Working hard -
"lot of undecided"*

Ball

NAME

ALFRED (BUDDY) PELEGRINI (pell i green e)

1306

TITLE

Democratic Chair, Township of Forward

Requested by

Kraft

CITY/STATE

Forward, Pennsylvania

Date of Request

4/16/80

Phone Number--Home (412) 258-7464

Work (412) 258-4249

Other () _____

INFORMATION (Continued on back if necessary)

Mr. Pelegrini has been involved in State Senator Zemprelli's campaign for the U.S. Senate, a race in which C/M has remained neutral. Mr. Pelegrini is also a C/M supporter. Congressman Joe Gaydos (20th Congressional District) has spoken very highly of him.

Thank him for his support, and ask him to help with the get-out-the-vote drive these last few days before the primary.

NOTES: (Date of Call 4-18)

Very excited - Eager to help.

PRK

NAME _____

1301

TITLE JAMES DaVIA
Chairman, 11th Ward

Requested by Kraft

CITY/STATE Pittsburgh, Pennsylvania

Date of Request 4/16/80

Phone Number--Home (412) 361-5977

*wife
Maricella*

Work (412) 661-6201

Other () _____

INFORMATION (Continued on back if necessary)

Mr. DaVIA is a C/M supporter.

Thank him for his support, and ask him to get involved in the get-out-the-vote drive during this important final week before the primary.

NOTES: (Date of Call 4-18)

Both working. Looks good.

PK NAME _____ 1285
TITLE DEBBIE HOCHBURG
C/M Volunteer
CITY/STATE Upper South Hampton, Pennsylvania Requested by Kraft
Date of Request 4/15/80
Phone Number--Home (215) 355-2558
Work (215) 674-8022
Other () _____

in-law

INFORMATION (Continued on back if necessary)

Ms. Hochburg is one of our best volunteers in Bucks County. She has recruited many other volunteers, put together home phoners' kits, and has helped with literature drops. She and her mother met Miss Lillian at a rally at the Hugh Carcella Hall on April 3rd.

Thank her for all her help, and encourage her to double her (over)

NOTES: (Date of Call 4-18)

She wants a Jimmy Carter *pin-*

efforts this last week before the primary.

**Electrostatic Copy Made
for Preservation Purposes**

BSK NAME _____
TITLE WALTER WEEKS
C/M Delegate Candidate
CITY/STATE Bensalem, Pennsylvania
Phone Number--Home (215) 245-1049
Work (215) 245-7432
Other () _____

1288

Requested by Kraft
Date of Request 4/15/80

*Wife
Linda*

INFORMATION (Continued on back if necessary)

Mr. Weeks is also the township committeeperson for the city of Bensalem. He has been working extremely hard for C/M, especially in the fields of phone calling, volunteer recruitment and literature distribution. He is concerned with the rebuilding of the local Democratic party.

----- Thank him for all his help and support, and encourage him to (over) -----

NOTES: (Date of Call 4-18)

Both working - "May not win"

redouble his efforts this last week before the primary.

**Electrostatic Copy Made
for Preservation Purposes**

Bob

NAME _____

AUGUST "AUGGIE" CARLINO
Chairman, 8th Ward

1300

TITLE _____

CITY/STATE Pittsburgh, Pennsylvania

Requested by Kraft

Phone Number--Home () _____

Wife Millie

Date of Request 4/16/80

Work () _____

Auggie - 20

Other (412) 687-5632

INFORMATION (Continued on back if necessary)

Mr. Carlino has joined the 32 CLUB, the organization of ward leaders, in endorsing C/M. Frank Lucchino (le KEE no), the Comptroller of Pittsburgh, speaks very highly of him.

Thank him for his support, and ask him to urge his committee persons to support C/M at the polls on primary day.

NOTES: (Date of Call 4-18)

*Whole family glad to help -
"Will win in 8th"*

PSK NAME _____
TITLE ANN SCHNEIDER
School Teacher
CITY/STATE Landsdown, Pennsylvania
Phone Number--Home (215) 259-8232
Work (215) 386-0492
Other () _____

1287

Requested by Kraft
Date of Request 4/15/80

INFORMATION (Continued on back if necessary)

Ms. Schneider is also the township committeeperson in the 7th precinct of Landsdown. She teaches at Belmont School, a private institution outside of Philadelphia. She is an early C/M supporter and is working hard this year; she has the potential of delivering 2,000 to 3,000 votes. She is concerned about the energy crisis. (over)

NOTES: (Date of Call 4-18)

Excited - working - nice

Ms. Schneider was invited to the White House Women's Briefing on April 10th, but she lost her way driving down to Washington.

Thank her for all her help and support. Encourage her to urge others in her area to work to get out the vote this last week before the primary.

RV

NAME Congressman Ed Boland

1297

TITLE D-Massachusetts

CITY/STATE _____

Phone Number--Home () WH Operator

Work () 225-5601

Other () _____

Requested by Frank Moore

Date of Request 4-18-80

INFORMATION (Continued on back if necessary)

Thank Congressman Boland for his help on the draft registration vote yesterday. Mention that it is important to get the bill passed on Tuesday.

NOTES: (Date of Call 4-18)

Glad to help -- & on floor