



MEMORANDUM

FROM: Jan Scruggs, President

SUBJECT: Publicity and Support for Memorial since Announcement of Design

DATE: December 21, 1981

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This memorandum provides information regarding the extent of the publicity which the design for the memorial has received since it was announced on May 6, 1981; it also outlines the support which the memorial effort has received since that time from the various segments of American society. The publicity and support are documented in a separate set of attachments, which are referenced by numbers in the text of the letter. The attachments are available for inspection in the VVMF offices.

I. ANNOUNCEMENT OF AND PUBLICITY FOR DESIGN AND MEMORIAL

The design for the Vietnam Veterans Memorial was announced publicly at a press conference on May 6, 1981, held in the board room of the headquarters of the American Institute of Architects in Washington. The story, with photos of a model of the design, was reported by, among others, The Washington Post, The Philadelphia Inquirer, and Long Island's Newday, as well as the AP, UPI, and Los Angeles Times Service. The wire service stories and photos were carried in major newspapers throughout the country on the following day (Attachment 1). During the following weeks, the design was further publicized in follow-up stories and articles (Attachment 2). These included Newsweek magazine (Attachment 3), and Vanguard, the official publication of the Veterans Administration (Attachment 4). An article by New York Times architecture critic Paul Goldberger was widely carried by other papers (Attachment 5). The Christian Science Monitor ran a feature article in August (Attachment 6). General announcements of the memorial effort and design have been carried as recently as last month, in Family Weekly, which has a circulation of over 17,000,000 (Attachment 7).

The progress of the memorial was widely reported in early September through wire service stories (Attachment 8), and the announcement of the memorial's inscription in late October received equally broad coverage (Attachment 9).

Vietnam Veterans Memorial Fund, Inc.

1110 Vermont Avenue, N.W., Suite 308, Washington, D.C. 20005 (202) 659-2490

11. PUBLICITY AND SUPPORT FROM VETERANS AND MILITARY RELATED ORGANIZATIONS

A. The American Legion (Legion). The Legion is the country's largest veterans organization. It has 2,640,000 members and 16,000 posts. The Legion Auxiliary has 939,000 members. Approximately 500,000 members are veterans of the Vietnam era; half of these actually served in Vietnam. At its National Convention in Boston in August 1980, the Legion adopted Resolution No. 503 (Attachment 10), endorsing its participation in the memorial effort by cooperating with VVMF to raise the necessary funds.

In April 1981, National Commander Michael J. Kogutek announced the Legion's pledge of \$1.0 million for VVMF. That month 36,000 letters were mailed to Legion leaders, requesting that they organize fund raising drives in their communities (Attachment 11). On May 24th, the Legion's pledge was widely publicized during the running of the Indianapolis 500. Driver Tom Sneva dedicated his effort to the Legion's VVMF fund drive. The July 1981 issue of the Legion's magazine featured a photo of the model of the memorial and news about the \$1.0 million pledge (Attachment 12). In its August issue the Legion magazine ran a full page ad, including a rendering of the memorial's design, requesting contributions (Attachment 13).

In late August, I was a guest at the Legion's national convention in Hawaii, where VVMF was provided with exhibit space to display renderings of the memorial. At the convention, the Legion Auxiliary presented VVMF with a \$16,000 contribution (Attachment 14).

In October the Legion began a direct mail appeal to its entire membership (Attachment 15), soliciting contributions for its VVMF fund drive. The solicitation letter features a rendering of the memorial. Each member is also receiving a color decal commemorating the drive (Attachment 16). The December issue of the Legion magazine included an article by VVMF Project Director Robert W. Doubek, which explains the memorial's design in detail (Attachment 17).

At present, the Legion has raised over \$500,000 toward its pledge which is on account at Legion headquarters, and will be turned over at one time. Additional contributions, totalling over \$13,000, have been forwarded directly to VVMF by Legion posts and members throughout the country since May.

B. Veterans of Foreign Wars of the U.S. (VFW). The VFW has 9,500 posts and 1,900,000 members, 525,000 of whom served in Vietnam. In its June 1981 issue, VFW magazine ran a photo of the model of the memorial and an article "Support Vietnam Veterans Memorial" (Attachment 18). In June, Commander-in-Chief Arthur J. Fellwock wrote to all 9,500 post commanders, requesting 100% participation in donating to VVMF (Attachment 19).

In August, I was a guest at the VFW's 1981 national convention in Philadelphia. VVMF had an information booth about the memorial, with a display of artist's renderings. At the convention, the VFW adopted Resolution No. 202, which noted that the design for the memorial had been selected and resolved to fully support the efforts of VVMF and to encourage the VFW membership to make individual contributions (Attachment 20). At the convention's session on Tuesday, August 18th, I presented a special certificate of appreciation to Commander-in-Chief Fellwock. Mr. Fellwock, in his acceptance speech, emphasized that the VFW had supported, was supporting, and would continue to support the "long overdue Vietnam Veterans Memorial in Washington." These events and others affecting the memorial were reported in the October issue of VFW magazine (Attachment 21, pp. 14, 48, 27, 29, and 30.) VFW magazine ran an additional request for contributions in its November issue (Attachment 22).

At a special ceremony and press conference to be held on Wednesday, December 23rd, in Washington, Commander-in-Chief Fellwock will present VVMF with a check for over \$250,000, representing the response of VFW posts and auxiliaries to his solicitation for donations (Attachment 23). Since last May, contributions totalling \$23,000 have been sent by VFW posts directly to the VVMF offices (Attachment 24).

C. AMVETS. AMVETS has 150,000 members and 1,200 posts. It's national executive committee mandated full support for VVMF in April, 1980. AMVETS National Commander Donald R. Russell is conducting an internal fund raising drive for VVMF and has asked each department and post to contribute. All funds are being collected at AMVETS national headquarters for a sizable donation to be made collectively at a later date (Attachment 25).

The enthusiastic support of local Legion, VFW, and AMVETS posts for the memorial fund raising campaign has been widely reported in the press (Attachment 26).

D. Air Force Association. AFA has 153,000 members. It made a \$1500 donation to VVMF, and has frequently encouraged contributions in appeals in AIR FORCE Magazine. The July 1981 issue carried a story about the design competition and a photo of the model of the winning design. In that issue, Military Relations Editor James A. McConnell, Jr., reported on the announcement of the design and encouraged AFA members to contribute (Attachment 27).

E. The American Gold Star Mothers, Inc. The AGSM has 8,000 members, half of whom lost sons in Vietnam. It was one of the earliest organizations to support VVMF and it has been the most enthusiastic. Past national presidents Regina Wilk and Emogene Cupp regularly volunteer their services in the VVMF office, and Mrs. Wilk testified for AGSM on behalf of the memorial design before the National Capital Planning Commission (NCPC) on December 3rd. The AGSM publication regularly carries information on the memorial effort.

F. Association of the U.S. Army. AUSA donated exhibit space for an information table and display of the memorial design at its annual meeting in Washington in October 1981.

G. Fleet Reserve Association. The 147,000 membership of FRA is composed of enlisted personnel of the Navy, Marine Corps, and Coast Guard. In addition to a donation of its membership list for a VVMF direct mail fund raising solicitation in April, 1981, FRA carried a photo of the model of the memorial along with a story and request for contributions in the July 1981 issue of its publication Naval Affairs (Attachment 28). In a letter of December 14, 1981, FRA national president Lawrence J. Cummings expressed FRA's full support for "this fitting memorial" (Attachment 29).

H. Marine Corps Association. MCA has 80,000 members, who are primarily active duty Marine Corps personnel. In October, 1981, MCA made a \$10,000 donation to VVMF.

I. Military Chaplains Association. MCA has 2,500 members. The May-August 1981 issue of its publication, The Military Chaplain, ran a photo of the model of the memorial, along with a story about the design competition and a request for donations (Attachment 30).

J. National Guard Association. The NGA expressed early support for the memorial effort, and recently expressed its continued support.

K. National League of Families of American Prisoners and Missing in Southeast Asia. From the beginning of the memorial effort, VVMF has worked with the League of Families to insure that the memorial properly recognizes the men remaining missing/unaccounted for from Vietnam. A VVMF representative addressed the League's convention in June 1980. In the process of refining the chosen design, VVMF developed a system of code symbols which specially denote the names of the missing/unaccounted for, and which can be altered in the event that a man returns alive or his remains are found (Attachment 31). The memorial's inscription and the code system were reported in the League's December 9th Newsletter (Attachment 32).

L. Reserve Officers Association of the U.S. The ROA was an early supporter of the memorial effort, and has made numerous appeals for contributions to its 123,000 members in its monthly publication, The Officer. In June, 1981, ROA made a special direct mail appeal to its chapter leaders (Attachment 33). An editorial in the November issue of The Officer discussed some criticism of the design and affirmed ROA's support for the effort (Attachment 34). ROA Executive Director Major General J. Milnor Roberts testified on behalf of the project before NCPG on December 3, 1981 (Attachment 35).

M. Retired Officers Association. TROA has 282,000 members. It was an early, and has been a continuing, supporter of VVMF, especially through requests for donations in its publication, The Retired Officer. An editorial in the November 1981 issue by its editor Colonel Minter L. Wilson, JR., dismissed the recent attacks made on the design and affirmed TROA's support for the memorial effort (Attachment 36). The issue also carried an ad requesting donations.

N. Vietnam Veterans of America. VVA, founded in 1978, has 10,000 members, and is the only Vietnam veterans membership organization recognized as a veterans service organization by the Veterans Administration. It's executive director, Robert O. Muller, is considered a leading spokesman for Vietnam veterans. The director of VVA's Washington office, John F. Terzano, testified before the NCPC on December 3, 1981, to express VVA's support of the chosen design for the memorial (Attachment 37).

O. Other Veterans and Military Related Organizations.

1. Air Force Officer's Wives' Club. AFOWC made a substantial donation to the VVMF, and the November 1981 issue of its magazine Protocall, ran a story, with artist's renderings, about the memorial, and encouraged individual donations to VVMF (Attachment 38).

2. Armed Forces Benefit and Aid Association. The October issue of AFBA's publication, Association Journal, ran a story about the memorial with artist's renderings and a request for contributions (Attachment 39).

3. Army magazine carried an artist's rendering of the memorial in its September 1981 issue (Attachment 40).

4. The National Vietnam Veterans Review ran a story with artist's renderings and an appeal for contributions in its October 1981 issue (Attachment 41).

5. First Marine Division Association. FMDA ran an ad describing the memorial and requesting contributions in the printed program for its reunion in August 1981 (Attachment 42). In the September/October issue of its official publication, The Old Breed News, FMDA published a letter from VVMF Executive Vice President Doanld E. Schaet with an update on the memorial effort (Attachment 43).

6. In its November issue, the Marine Corps Gazette ran a full page ad requesting contributions for VVMF (Attachment 44).

7. The United States Armor Association, like numerous other specialized service and unit organizations, made a sizeable contribution, i.e., \$1,000, to VVMF (Attachments 45, 46, and 47).

8. The Red River Valley Fighter Pilots Association, an organization of Air Force and Navy pilots who carried out the bombing campaign over North Vietnam, will shortly publicize the memorial effort in its publication MIG SWEEP (Attachment 48).

9. Nam/POW's, an organization of former Vietnam prisoners of war, recently contributed \$500 to VVMF (See Attachment 48).

10. Paralyzed Veterans of America. Since the announcement of the design concept the VVMF has worked with PVA to insure that the memorial is fully accessible to the handicapped. Individual chapters of the PVA have contributed to VVMF (Attachment 50).

11. The Regular Veterans Association of the United States fully supports the memorial effort (Attachment 51).

### III. SUPPORT FROM CORPORATE SECTOR

On July 15, 1981, Paul Thayer, Chairman of the Board of The LTV Corporation, accepted the chairmanship of the VVMF Corporate Advisory Board, to spearhead fund raising for VVMF in the corporate sector. He has recruited twenty chief executives from major U.S. corporations to serve as vice and group chairmen for their particular industries (Attachment 52). Mr. Thayer and John McElwee, chairman of John Hancock Mutual Life Insurance Company, along with representatives of other vice-chairmen, attended a breakfast at the Capitol on September 21st hosted by Lloyd Unsell of the Independents Petroleum Association of America. Also in attendance were Senators Warner, Mathias, Dole, and DeConcini, and House Majority Leader Wright. At a press conference that morning, Mr. Thayer announced a pledge to raise \$2.0 from the corporate sector (Attachment 53). To date \$748,000 has been raised. Major corporate gifts (Attachment 54) include \$75,000 from the Exxon Corporation, \$63,000 from the Boeing Company and its employees, \$30,000 from Texaco, a \$50,000 pledge from The LTV Corporation, and \$25,000 from the Bell System Companies. In addition to its gift of \$50,000 in July, Mobil Oil Corporation dedicated one of its public service announcements to VVMF. The ad (Attachment 55) appeared in 15 major newspapers between November 5th and November 12th.

Additional expressions of support from the business community include a three page article, with a photo of the model of the memorial, in the June 1981 issue of Petroleum Independent, the publication of the Independent Petroleum Association of America (Attachment 56) as well as a story with a photo in the June 1981 issue of Constructor, the publication of the Associated General Contractors of America (Attachment 57).

On June 5, 1981, the National Association of Broadcasters, in a virtually unprecedented move, endorsed the memorial effort. It's endorsement was prompted by the fact that the memorial would not make a political statement and by the overwhelming success of the radiothon held by WPKX, Alexandria, Virginia. During a sixty-one hour period from May 8-10, the weekend after the memorial design was announced, Washington area residents telephoned pledges totalling \$256,000 to VVMF. These events were reported in the July 6th issue of Broadcasting magazine (Attachment 58).

NAB donated exhibit space for a VVMF display at its Radio Programmers Conference held in Chicago in August. Support for the memorial effort was the theme of the conference; a flyer was included among the materials provided to participants (Attachment 59). As a result six additional radiothons were scheduled, in addition to the ones held in San Antonio in June (\$126,000) and Little Rock in July (\$35,000).

#### IV. SUPPORT FROM LABOR

In April 1981, the AFL-CIO executive committee endorsed the efforts of VVMF, and in a letter mailed on May 13, 1981, to all 102 international union presidents, AFL-CIO president Lane Kirkland stated his hope for broad participation from the labor movement in the fund raising campaign for the memorial. To date, AFL-CIO member unions have contributed a total of \$45,000. The memorial effort, with photos and rendering of the memorial, was publicized, among others, in the September issue of Air Line Pilot, the publication of the Air Line Pilots Association (Attachment 60), the June 1981 issue of The Government Standard, the publication of The American Federation of Government Employees (Attachment 61), and in the December issue of The Mailhandler, the publication of the postal workers union (Attachment 62).

#### V. SUPPORT FROM MEMBERS OF CONGRESS

Many members of the Congress have chosen to support the memorial effort through reports to their constituents in district and state newspapers. These include Senators Wallop, DeConcini, Jepsen, Sasser and Levin (Attachment 63), and Representatives Beard, Siljander, Brown, Marriott, Kindness and Edwards (Attachment 64). In addition, on November 10th Senator Danforth introduced a resolution, with 34 co-sponsors, that would provide for "Taps" to be played each evening at the memorial (Attachment 65). On November 21st, Senator Sasser, with 21 co-sponsors, introduced a bill to provide for issuance of a stamp to honor the dedication of the memorial (Attachment 66). In a "Dear Colleague" letter of December 11th, Senators Warner and Mathias provided an update on VVMF's progress and requested the support of each Senator (Attachment 67).

#### VI. SUPPORT FROM VIETNAM VETERANS

The majority of Vietnam veterans who have joined organizations are in the major veterans groups and the Vietnam Veterans of America. Nevertheless, many have formed their own organizations on the local and state level, which are actively engaged in raising funds for the Vietnam Veterans Memorial. Also, Vietnam veterans have formed ad hoc organizations and campaigns all over the country specifically to support the memorial effort. Typical of the former are the Idaho Vietnam Veterans Association (Attachment 68), the Unity of Veterans, Pottstown, Pennsylvania (Attachment 69), The Forgotten Warriors Post #101, Missoula, Montana (Attachment 70), The Committee of Vietnam Era Veterans in Ann Arbor, Michigan (Attachment 71), which recently prompted the city of Ann Arbor to endorse the memorial project (Attachment 72), and local chapters of the Vietnam Veterans of America (Attachment 73). Typical of the ad hoc groups is the effort of a group of Vietnam veterans in Gloucester, Massachusetts, who organized a week of programs in October to raise funds for the memorial (Attachments 74 and 75). Another fine example is the effort of Kevin Troy, a Vietnam veteran who is spearheading an effort to raise \$10,000 for the memorial in his local community of Westfield, Massachusetts (Attachment 76). As a result of his efforts VVMF was presented with a check for \$5,000 at a ceremony at the U.S. Capitol on December 12th (Attachment 77).

In Joliet, Illinois, a group of Vietnam veterans has organized the Cross Medallion Corporation, to market a distinctive lapel pin for Vietnam veterans. Cross Medallion is donating \$1.00 from each cross sold to VVMF (Attachment 78), and VVMF has received over \$1,000 from this effort.

In Philadelphia, Vietnam veteran Bob Strohecker and his wife have been selling T-shirts at his auto service station, with proceeds going to VVMF. His effort has attracted wide publicity, and over \$900 has been raised since last May (Attachment 79).

In San Francisco, Vietnam veterans organized a fair and benefit rock concert in October in order to raise funds for local programs and contribute to the memorial effort (Attachment 80).

Richard G. Williams, a Vietnam veteran, is making a personal gift of \$5,000 to VVMF on the condition that the design remain as is (Attachment 81).

#### VII. PUBLICITY AND SUPPORT OF PROFESSIONAL JOURNALS AND DESIGN CRITICS

The results of the competition were reported in MEMO, the newsletter of the American Institute of Architects (Attachment 82), and in the June issues of Progressive Architecture (Attachment 83) and Architectural Record (Attachment 84). The August issue of AIA Journal ran an article entitled "An Extraordinary Competition", with photos of the award winning design and other entries (Attachment 85).



Favorable reviews of the design came from architecture critics Wolf Von Eckardt of The Washington Post (Attachment 86) and Paul Goldberger of The New York Times (Attachment 87). In a later article in Time magazine, Von Eckardt reaffirmed the strength of the chosen design, in the face of recent criticism (Attachment 88). Most recently, Benjamin Forgey, the new architectural writer at The Washington Post, in an independent evaluation, affirmed the appropriateness of the design (Attachment 89).

#### VIII. SUPPORT FROM COLUMNISTS AND COMMENTATORS

Numerous editorials and columns have been written about the memorial since the announcement of the design both, in the national and local press, with an overwhelming consensus in its favor. These range from "The Vietnam Veterans Advisor" column in the September issue of Penthouse magazine (Attachment 90), to editorials in The Washington Star, The New York Times, and the Cleveland Plain Dealer (Attachments 91, 92 and 93). A supportive article, with a request for contributions, was featured in the October 10, 1981, issue of Human Events, The National Conservative Weekly (Attachment 94). The National Review, with a favorable article in its December 11, 1981, issue (Attachment 95), rescinded its prior opposition to the project. An article distributed by Derus Media Service of Chicago, "A People's Memorial to Vietnam Veterans" (Attachment 96), has been widely published, especially in smaller papers, and an update on the memorial effort by Gen. Michael S. Davison, USA (Ret), the commander of II Field Force in Vietnam, was widely published on the occasion of Veterans Day (Attachment 97).

In an editorial on November 9th, The Army Times defended the design for the memorial as "simple, honest and in good taste" (Attachment 98). Likewise, on Veterans Day, James J. Kilpatrick stated in his syndicated column that "this will be the most moving war memorial ever erected" (Attachment 99).

Editorials representing the voices of Americans in smaller cities and cities far from Washington show strong support for the memorial's design. Many appeared on the occasions of Memorial Day in May and Veterans Day last month, while others appeared over the summer. Typical are "Memorial's Design Inspired", appearing in the Albuquerque Tribune on May 25th (Attachment 100), "Vietnam War Memorial", appearing in Kingsport, Tennessee, Times-News, on August 17th (Attachment 101), and "A Day to Honor Those Who Served", appearing in the Tyler Texas Telegraph on November 11 (Attachment 102).

#### IX. SUPPORT FROM GENERAL PUBLIC AND COMMUNITY ORGANIZATIONS

The support of the general public for the Vietnam Veterans Memorial project has been expressed in many ways, including letters to editors, fund raising efforts by community organizations, and well organized city and statewide campaigns. A sampling of letters to the editors is attached (Attachment 103), along with letters received at the VVMF offices (Attachment 104).

The state Jaycee organizations in Florida and Minnesota have adopted the memorial drive as official projects (Attachments 105 and 106).

The Lake-Porter County (Indiana) leadership Council sponsored a "Run-a-thon" in November to launch a community fund raising drive for the memorial (Attachment 107).

In Nevada, a state wide fund raising drive was organized in August under the chairmanship of Nevada Lieutenant Governor Myron Leavitt, and has been widely publicized (Attachment 108).

The city of Nashville, Tennessee, declared Sunday, October 3rd, as Vietnam Veterans Day, and support for the memorial effort was urged as part of the day's ceremonies (Attachment 109).

Perhaps the most outstanding example of the voluntary and grass roots nature of the Vietnam Veterans Memorial project is the Illinois Campaign. The campaign was organized and is being conducted by Alf Thompson, an 86 year old WWI veteran who in 1974 spearheaded a nationwide campaign to telephone Vietnam veterans and say "thanks" for their service (Attachment 110). Mr. Thompson has recruited a chairman in each Illinois county for the campaign, which was sanctioned by Illinois Governor James R. Thompson, who proclaimed the month of November in Illinois, as "Vietnam Veterans Memorial Fund Month" (Attachment 111). The campaign was highlighted on November 11th by the largest Veterans Day parade held in the country in Mattoon, Illinois. I was invited to be grand marshal, and the parade received coverage on national TV news that evening. As of December 15th, the campaign has raised contributions in excess of \$17,000 (Attachment 112).

VVMF continues to receive offers of assistance each day from individual Americans and organizations (Attachments 113 and 114).

#### X. CONCLUSION

The best indicator of the appropriateness of the memorial's design and the nation's desire to complete the project on schedule is the tremendous overall response of the American public in contributing the funds necessary to make the project a reality. In the two years following its incorporation on April 27, 1979, VVMF had raised a total of about \$1.7 million toward its goal of \$7.0 million to finance the entire memorial project. In the seven months since the announcement of the design, an additional \$1.4 million has been received. Over 250,000 individual Americans have now contributed to the memorial effort. As of December 16th, over 900 Americans have contributed over \$21,000 in response to James Kilpatrick's Veterans Day column alone!. News clippings bring in reports of new efforts on behalf of the memorial daily (Attachment 115).

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Outstanding pledges from the American Legion, VFW, and the corporate sector amount to \$2.5 million, for a total of \$5.1 now committed. While all necessary design and structural data is not yet available to develop a firm figure for construction cost, we are very hopeful that we will not need to raise the full \$7.0 million. At any rate, we are totally confident that all necessary funds will be raised to meet our goal of breaking ground on March 1, 1982, and dedicating the memorial on November 11, 1982. Especially in recent weeks have we seen a dramatic increase in the rate of donations with \$178,000 received during the week ending December 11th.

As you know, all formal procedural steps for approval of the memorial's design and plans were completed with the favorable action of the National Capital Planning Commission on December 3rd. Our designer and architect of record plan to complete all working drawings by January 11th, and the Gilbane Building Company, our construction manager/general contractor, expects that we shall settle on a guaranteed maximum price for the project by February 15th.

The granite for the facing on the memorial's walls was ordered on November 17th, and will arrive in bulk form in Barre, Vermont, by February 15th to be fabricated there into polished slabs. We are presently preparing bidding documents for the work of inscribing the names of the dead and missing on the walls, and expect to begin installing the finished pieces on the site by July 15th.

Our mail is now bringing an increasing number of letters from Americans all over the country who plan to attend the dedication ceremony next November (Attachment 116). Some even request that we make their hotel reservations, which of course is impossible, as we have a full time staff of only eight. The dedication of the memorial will be a great day not only for Vietnam veterans and the families of those who gave their lives but for the country as a whole.

The memorial will stand as a symbol that our country does recognize the traditional values of service, sacrifice and devotion to duty. The national Vietnam Veterans Memorial will also stand as a symbol of what people of this country can do without having to ask the government for monetary assistance.