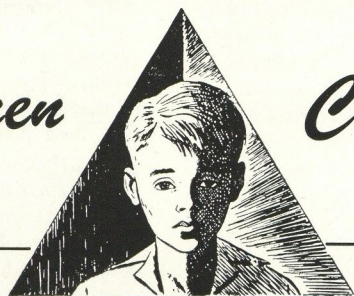


OUR CHILDREN'S VOICE

Retarded Children



Can Be Helped!

VOL. IX — ISSUE No. 4

106

JANUARY, 1958

AHRC TO HOLD TELETHON

THE MARTHA RAYE SHOW for AHRC

In show business — along Broadway, in the night clubs, at the TV studios — the announcement that Martha Raye will devote her great talents and energies to help retarded children for 19 solid hours of television was read with approval and unusual enthusiasm. Loved by show people, press and public alike, Miss Raye is considered one of the “greats” of the entertainment world.



AHRC considers itself fortunate that the Martha Raye Show on February 8-9 over WABD, Channel 5, will be led by a star who has all the special qualities needed to make such an appeal an outstanding success — dynamic energy, a ready and endless humor, a lengthy repertoire of song and dance, an authoritative and endearing presence — and, above all, a great and generous heart. Miss Raye's chief interest in life is her daughter, Melodye. It is fitting that her 19-hour television show to help retarded children will be the first marathon ever emceed by a female star.

On the weekend of February 8-9 Martha Raye, star of stage, screen, radio and television, will conduct the first full-length 19-hour television marathon for the benefit of the Association for the Help of Retarded Children in the Greater New York metropolitan area. The “Martha Raye Show for AHRC” will emanate from the vast New York Coliseum and will be telecast to the nearly 5 million television homes in the 35 counties of New York, New Jersey and Connecticut covered by station WABD, Channel 5.

Mindful of the challenges and the opportunities of this full-scale presentation of the cause of retardation, a special committee headed by Mr. Cyril Weinberg has been hard at work developing the many aspects of this entertainment-education-fundraising project.

“It is the committee's hope,” Mr. Weinberg reports, “that when we go on the air at 10 o'clock Saturday night, February 8, we will have reached out to all the communities of the area for maximum publicity and volunteer help, promotion and advance pledges, so that we will have an overwhelming success when we go off the air at 5 p.m. on Sunday. To that end we are asking the cooperation of all members, units, organizations and friends devoted to helping the retarded not only in New York State but also in the adjoining areas of New Jersey and Connecticut.”

The Martha Raye Show will provide fast-moving, varied, top-notch entertainment throughout its 19 hours of presentation as a framework within which to accomplish immense strides in public education and to raise a maximum total of public contributions.

In order to mount this appeal smoothly and effectively, thousands of volunteers will be needed to man the telephones by which the public will call in pledges, to serve food to performers and to workers, to handle the various steps in tabulating and accounting for pledges, around the clock at the Coliseum. Similar volunteer help will be required in the various telephone centers to be located outside of New York City. In appealing for volunteers, Committee Chairman Weinberg urged that, in addition, each member and friend of AHRC “consider himself a publicity committee of one to tell as many people as possible about the Martha Raye Show scheduled for February 8-9 and to develop as many advance pledges as possible in the meantime.” We are doing everything we can at headquarters. We have retained the services of experienced

(Continued on page 2)

WHEN: FEB. 8-9

WHERE: N. Y. COLISEUM

STATION: WABD (5)

OUR CHILDREN'S VOICE

issued four times a year by

THE ASSOCIATION FOR THE HELP OF RETARDED CHILDREN, INC.

200 FOURTH AVENUE — NEW YORK 3, N. Y.

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A Non-profit, Tax-Exempt Organization of Parents and Friends
of Mentally Retarded Children

Chartered by the State of New York
February, 1949

Affiliated with National Association for Retarded Children, Inc.

President: BERNARD M. FINESON

Executive Director and Editor: JOSEPH T. WEINGOLD

Associate Editor: CHARLES KLEIN

An Opportunity and a Challenge

(EDITORIAL)

When Dumont Broadcasting decided to give us the time, facilities and manpower of television station WABD for nineteen consecutive hours on the weekend of February 8-9, it signalled the arrival of AHRC at a new level of public awareness. For, recent telethons on Channel 5, all eminently successful, have been conducted for health groups with a well-established public following in the area.

It is true that the statistics of retardation are compelling. But, as strongly as these figures carry the conviction of need, the station's willingness to lend itself to this appeal is more a recognition of the hard work, courage and steadfast support of the pioneering men and women who little by little have brought us to the point of major emplacement among local health organizations.

Evidence of the same kind lies in Martha Raye's gift to us of her amazing energy and unique talents, as the first woman ever to undertake the sole leadership of a full-length, 19-hour television entertainment and appeal. We have pledged to her every possible support in building a star-studded show that will entertain the viewer from start to finish, that will convey a dignified, enlightened concept of the problems of retardation and the hope of their solution, that will raise the necessary hundreds of thousands of dollars to place the Martha Raye Show for AHRC among the top telethons in New York's fund-raising history.

The money collected will go far toward achieving the aims of AHRC. Of even greater importance, perhaps, is the tremendous opportunity to tell the full story of the retarded child — the extent of the problem, the avenues of hope that are beginning to open — through a medium that makes us welcome visitors to the homes of millions of families in the community. If we tell that story well, the effect of such a presentation will be felt for many years and will make more productive every fund-raising and public relations effort to come.

To measure up to the opportunity, to stage a show that will keep a maximum number of viewers tuned-in around the clock, to give them an understanding of mental retardation and the objectives of AHRC, and to raise a really impressive sum of money — that is the challenge. It is a challenge we know we can meet if we have the help and support of those who have stood by AHRC in the past.

A Message from Our President

Dear A.H.R.C. Member:

In the fruitful years since 1953 when I first became President, our organization has expanded in every way — membership, chapters, facilities. But the Association for the Help of Retarded Children is not content to stand still. We must initiate new projects for retarded children and we must finance more research into causes and cures.

That's why we're holding a Telethon on February 8th-9th over Channel 5, WABD, starring Martha Raye. This is our great opportunity and we can take advantage of it only if every member of the A.H.R.C. answers this call to arms.

I am asking each of you to constitute yourself a committee of one to talk up the Feb. 8th-9th Telethon. Tell your friends, tell your neighbors, tell the merchants you patronize, your P.T.A. and other organizations to which you belong. If you can volunteer your time, we can use your services. If you can't give time perhaps you can solicit pledges from your community.

This job is too big for a borough, a county or a city. It needs the help of every member to put it across. The bandwagon has just begun to roll. Won't you please get aboard and help make this the biggest and most successful Telethon ever.

Sincerely yours,

BERNARD M. FINESON,
President, A.H.R.C.

Many Jobs for Volunteers

On the Martha Raye Show for AHRC, as on all telethons, the public's response, the pledges, will be made by phone and recorded on special pledge forms.

200 individual telephone extensions will be installed at special tables not far from the stage at the Coliseum. These phones will service the main telephone number covering the five boroughs of New York City. To man these phones will require 1500 volunteers working in 6 shifts through the nineteen hours from air time at 10 p.m., February 8, to the end of the show at 5 p.m., February 9.

After the telephone volunteer has recorded the pledges on the special printed duplicate forms, a series of paperwork operations takes place to assure speedy and efficient collections. Volunteers check the pledges for legibility. They are then torn apart and separated (the carbon is a follow-up postcard). Next, the "numerical sorters" classify the forms in four categories according to the dollar amounts of the pledges. Finally the original pledge forms are alphabetized in pigeon holes.

Another group of volunteers will, meanwhile, be working at adding machines keeping an accurate tally of incoming pledges. Still another group will make call-outs, verifying pledges of amounts above a designated minimum.

In addition, other volunteers will service the food and refreshment facilities, help supervise various phases of the physical operation and provide transportation to talent and others as required. On a modified basis, the same procedures will take place at the telephone centers away from the Coliseum.

AHRC TELETHON

— (Cont. from page 1)

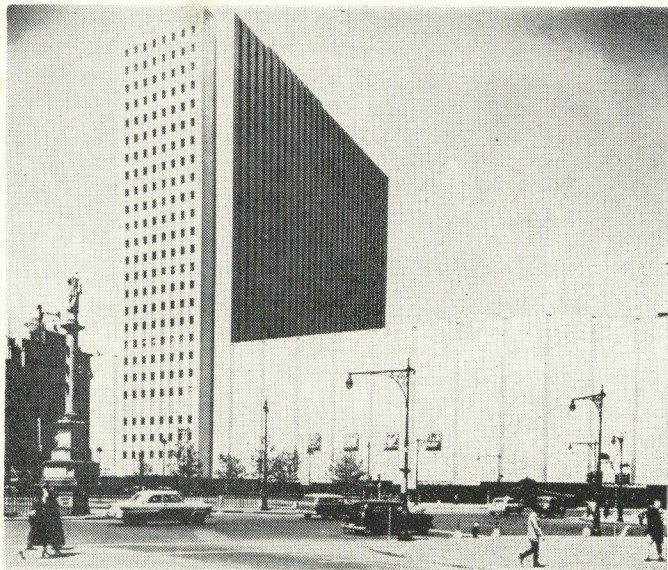
professionals, Hale & Baker, Inc., of 55 West 42nd Street, who will function as producers and coordinators on every level. But it is the individual member and friend of AHRC to whom we look for the help that will guarantee success.

GET YOUR FRIENDS TO TUNE IN AND MAKE A PLEDGE!

FIRST TELETHON AT COLISEUM

The Martha Raye Show for AHRC will be a television "first" — the first extended television show to emanate from the New York Coliseum.

The \$35,000,000 exposition hall, the showplace of a city of many showplaces, provides the ideal physical setup for a TV appeal of this kind. Its sheer bigness and most modern facilities promise an efficient and effective production.



The second floor, which has been assigned to the AHRC show, has 82,517 square feet for stage and auditorium; talent waiting and dressing rooms; incoming telephone installations and tables; accounting, sorting and tabulating areas; several food bars for talent and volunteers; and areas for overflow crowds — all on one floor. The open court of the second floor, where stage and audience seating will be located, measures 150 x 150 feet, with a ceiling 65 feet high. Escalators, elevators and the many wide corridors and lobbies of the building allow ample space to handle the thousands of children and

BEST FOOT FORWARD

The history of successful telethons proves the need for intensive advance promotion and giving. During the first hour or so of the AHRC telethon, the public will be stimulated to pledge in great quantity if Martha Raye and other stars have the names and amounts of advance pledges which can be read on the air.

In order to generate the excitement of strong public response in the early hours of the show, friends and supporters of AHRC are already spreading the news of the telethon to all their neighbors, friends and acquaintances, urging them to be sure to tune in to the Martha Raye Show and asking them to make their pledges. In some instances members of AHRC have already spoken for pledges they have developed in advance. During the weeks remaining before February 8-9, a truly successful outcome will be strongly influenced by such activities.

Theatre Authority Cooperates

The Martha Raye Show for AHRC has been approved and cleared by Theatre Authority, Inc. permitting the participation of stars and performers of the entertainment unions. In pursuing its function of regulating the conditions under which performers may appear in behalf of worthy, non-profit enterprises, Theatre Authority favored the telethon application of AHRC among others that were made during recent months. The member organizations of Theatre Authority, Inc. include: Actors Equity Association; American Federation of Television and Radio Artists; American Guild of Musical Artists; American Guild of Variety Artists; Screen Actors Guild; Chorus Equity Association; League of New York Theatres; Actors Fund of America; Authors League Fund; Episcopal Actors Guild; Jewish Theatrical Guild; Catholic Actors Guild; Negro Actors Guild.

adults expected to come down on Sunday, February 9, to meet the stars and place their cash contributions in the "fishbowl."

AHRC — 200 Fourth Ave., New York 3, N. Y.

- ☐ You may count on me to help during the 19-hour Martha Raye Show for AHRC. I know you will send me all the details but, meanwhile, put me down for February 8-9 at my nearest telephone center during the following hours: (Please Check)

	Clerical	Phone	Motor Pool
Sat., Feb. 8, 9:30 PM to 12:30 AM			
Sun., Feb. 9, 12:15 AM to 2:30 AM			
Sun., Feb. 9, 2:15 AM to 7:30 AM			
Sun., Feb. 9, 7:15 AM to 10:30 AM			
Sun., Feb. 9, 10:15 AM to 2:30 PM			
Sun., Feb. 9, 2:15 PM to closing			

- ☐ I will tell as many people as possible to tune in to the show and urge them to make their pledges.

- ☐ To help Martha Raye start the ball rolling on Saturday night, February 8, I hereby pledge \$.

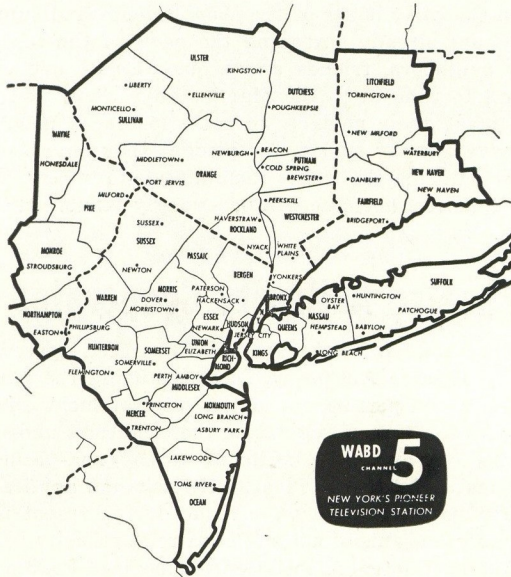
NAME _____

ADDRESS _____ PHONE _____

PLEASE FILL-IN THIS COUPON AND MAIL IT NOW

THREE STATE COVERAGE

The first full-scale Telethon to help retarded children will take place in a television market which may not be geographically the largest in the county but is unquestionably the very densest in numbers of viewers. A total of some 4,785,000 homes are equipped to receive the programs of 7 New York television stations.



The third station on the dial, Channel 5 (WABD), can be seen in a total of 35 counties in New York, Connecticut and New Jersey, an area with a population of 17,110,000. The significance of these numbers becomes even greater, Executive Director Joseph T. Weingold points out, when the accepted 3% prevalence quotient for retardation provides the conservative estimate that about 146,000 TV homes in this vast viewing market will be personally and directly affected by the message of the scheduled 19-hour show. In recent years no other organization has launched such an appeal upon so broad a basis of affected, sympathetic audience.

To implement this breadth of geography, population and prevalence, there will be numerous telephone centers across the region to permit local participation and to facilitate the
(Continued next column)

RECENT TELETHON HISTORY

Since the first telethon held in New York about 7 years ago, this dramatic method of fund-raising and public education has been employed an estimated 20 times in the New York TV market, raising a total of about \$7,500,000.

As the novelty of this device wore off, the public responded in a really substantial way to those marathons which matched the development of the television medium itself with a more developed and careful planning not only of the telethon show but of the organizational structure in the community behind the visual presentation. Last year one telethon presented a fine entertainment that won high critical praise but its cash collections of \$500,000 were considerably short of the pledged amount reported. On the other hand, the \$680,000 collected by another health organization was \$100,000 more than the amount appearing on the "tote" board at the close of that show. And the most recent telethon in New York, hailed as the most successful yet staged, is now enjoying a collection experience which promises a final gross of more than 100% of the amount pledged.

THREE STATE COVERAGE

— (Cont.)

calling in of pledges. With plans still incomplete, 11 such local centers have been tentatively arranged for: Nassau, Suffolk, Westchester, Orange, Rockland and Ulster Counties in New York; Bergen-Passaic Counties in New Jersey; and the cities of Norwalk, Danbury and Meriden in Connecticut.

Visible, dramatic evidence of this widespread activity and emplacement in the broad community will be given by a series of "remote" locations — segments of actual show programming that will originate from points other than the "home base" at the Coliseum. Already in the planning stage are two such remotes, one at Frankie's Market in New Jersey (one of the largest shopping facilities in the nation) and the other on Long Island.

And to extend the coverage of this great appeal for retarded children, TV station WATR in Waterbury, Connecticut, has agreed to carry the full program to additional cities and towns in the northern part of that state and in southern Massachusetts.

None of these developments would be possible or effective without the dedicated activity of participating sister chapters and their supporters in the areas.

HELP THE MARTHA RAYE SHOW HELP AHRC!

ASSOCIATION FOR THE HELP OF RETARDED CHILDREN, INC.
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