[MS 0087.ms.003.02.4]

KOGO
CALL FOR ACTION
BOX 628, SAN DIEGO, CA. 92112

April 1, 1970

Dear Friends:

We are indeed pleased and proud to announce that Station KOGO of San Diego will sponsor the CALL FOR ACTION project in which you have shown interest since last November when it was brought to your attention.

We have met with Mr. Clayton Brace, General Manager of KOGO, and Mr. Dick Roberts, Program Director, who will serve as coordinator for the project. They have listened to our suggestions and approved of them. All of us are agreed that San Diegans in need of guidance toward the answers they seek, will benefit greatly from this agency referral program

CALL FOR ACTION is indeed indebted to the TIME-LIFE BROADCAST COMPANY for their confidence in this undertaking, and we look forward to facing this challenge together.

The sponsor is set, the project can begin! ALL we need is you and your willingness to join with us. Please watch your mail for further details and, most importantly, may we request that you go to your telephone right now and call our Volunteers Chairman, Mrs. Herbert Mulvaney at 224-6122, or our Research Chairman, Mrs. Myron Lustig at 224-5108, and volunteer your services for whatever time you may have available.

I look forward to working with you as our project gets off to a wonderful start.

Sincerely,

Gertrude Thaler (RS)

Mrs. Morton Thaler
General Chairman