

# BUILD THE DREAM

2003 Volume 1, Issue 1 ★ MLK MEMORIAL NEWSLETTER



WASHINGTON, DC

*A Newsletter From  
the Washington, DC  
Martin Luther King, Jr.  
National Memorial  
Project Foundation*

## MESSAGE FROM THE PRESIDENT

*"Greater love hath no man than one who would lay down his life for a friend."*



### GREETINGS:

Thank you for joining our efforts to honor the memory of Dr. Martin Luther King, Jr. and celebrate the legacy he left for the world as a servant of all mankind.

Without firing a shot or harming a soul, Dr. Martin Luther King, Jr. changed the course of history and called on a nation to fulfill its promise to guarantee the "unalienable rights of life, liberty, and the pursuit of happiness," for all of God's children, based not on "the color of one's skin, but the content of their character." In fact, his principles of non-violence helped to lift millions of people from the shadows of despair and overcome what seemed like insurmountable obstacles.

Today, when one asks the question: "Who should build a lasting memorial to Dr. Martin Luther King, Jr.?"—the answer, resoundingly, should be all those who have benefited from the works and teachings of one of the world's foremost figures. People from across the country and around the world have joined together in support of the Martin Luther King, Jr. National Memorial Project, but we cannot reach our funding goal, nor begin construction of this long-overdue memorial without your much-needed support.

If you've given—please give again! If you haven't, it's now your turn! Please respond as quickly and generously as you possibly can and share this information with others who may wish to support this important project. Alumni and college chapter members of the Alpha Phi Alpha Fraternity are expected to do their part in making this Memorial a reality.

Thank you,  
Harry E. Johnson, Sr., Esq., President  
Washington, D.C. Martin Luther King, Jr. National Memorial Project Foundation, Inc.

## MLK MEMORIAL FOUNDATION GEARS UP FOR "BUILD THE DREAM" NATIONAL FUNDRAISING CAMPAIGN

As the MLK Foundation continues to move forward on finalizing the design, we look forward to increasing our fundraising efforts so that everyone can be involved in helping to build this crucial memorial. Over the next year, with the help of the Ad Council, Saatchi & Saatchi, Manning Selvage and Lee, Susan Davis International and YP&B Christian, the MLK Foundation will be rolling out a multifaceted campaign to raise awareness for the Memorial and seek funding from individuals across the nation.

### Build the Dream—What does it Mean?

You probably have noticed the new title of this newsletter and our Web site address—Build the Dream. Why Build the Dream? Working with our public relations partners we developed a simple brand that captured what the MLK Foundation was trying to accomplish. Build the Dream represents all of our past and ongoing efforts to construct a Memorial that will ensure that Martin Luther King Jr.'s message is remembered across all generations.

MESSAGE FROM THE EXECUTIVE DIRECTOR

*“An invasion of armies can be resisted, but not an idea whose time has come.” Victor Hugo*



The time has come for the world to put forth the energy necessary to construct a viable, permanent, living memorial to Dr. Martin Luther King, Jr. While a memorial may take on many shapes, it has been the style since time began for a stone edifice to honor the memory of anyone. The Seven Wonders of the World were constructed as semi-permanent reminders of a contribution, a conquest or a message. Whether it was the Pantheon, the Pyramids, or a totem pole, the purpose was the same—preserve the memory.

Why preserve the memory? Why immortalize the name, the image and the message of a Baptist preacher who lived less than two score years? The answer is simple—“Those that cannot remember the past are condemned to repeat it” (George Santayana). Dr. King was a product of his era, as are we all. But where he differed was his willingness to identify a wrong, speak out against injustice, recognize a solution, and exhibit the courage of one’s convictions. He exhibited a truly rare combination of attributes—anger without becoming angry, compassion without complacency, resilience without resorting to small-mindedness. He demonstrated in thought, word and deed that the bravest did not strike back, did not fall prey to taunts, did not give in to the instant reaction of an eye for an eye.

In the Motherland, the griot kept historical facts in his head, informing and reminding from memory. It is not enough to depend on the recollection of elders to remind future generations of the accomplishments of the past. Lest it all be forgotten, there is a need for a permanent reminder. There is a need for a “focus” for energy—a central, monolithic, transmitting tower. Men and women can visit this focus to replenish, rekindle, and resurrect memories of an era. Like the siren’s song, the energy from the focus will summon all to gather, discuss, acknowledge and recall the movement that impacted us all—and still does. A focus that contains excerpts of messages that are timeless and on-point. A focus depicting an image of the man who led millions through a labyrinth of bigotry, a turbulence of hatred, and a storm of ignorance. This focus will preserve remembrance of one who gave his life so that others could live in dignity; who spoke eloquently on behalf of many whose voices were muzzled; who had a vision that allowed positive energies to be seen through the veil of despair. I cannot imagine a greater labor of love than working for the Washington, D.C. Martin Luther King, Jr. National Memorial Project Foundation.

Through the efforts of a dedicated few—George Sealy, Al Bailey, Eddie Madison, and Oscar Little, among them—we have reached a point where this Memorial is close to reality. The need for the Memorial has been a passion within a core group for two decades. The journey is long, but the rewards are many. The satisfaction of seeing the project through to completion is fitting of the greatest of Maslow’s Hierarchical Needs, that of self-actualization. I pledge my continued energy in our quest for “balance” on the hallowed grounds of the National Mall. I appreciate your forbearance and the addition of your resources. Together the theory of synergism will reign true. This newsletter will keep you informed of the project team’s progress in its mission—to construct a proper testament to the Man, the Movement, and the Message.

LeRoy Lowery, III, Executive Director  
Washington, D.C. Martin Luther King, Jr. National Memorial Project Foundation, Inc.

HERE ARE SOME OF THE EXCITING THINGS OCCURRING:

Ad Council Campaign

The MLK Memorial Foundation has partnered with the Ad Council to develop a public awareness campaign for the MLK Memorial. In the campaign a number of top celebrities offered their time to participate in broadcast, print and radio advertisements. One of the broadcast advertisements was directed by Sydney Pollock (“Tootsie,” “Out of Africa,” and “The Firm”) and features Halle Berry. The first advertisements will run in April 2003.

The Ad council created a similar campaign for the National World War II Memorial featuring Tom Hanks, and was credited with providing the support needed to build the Memorial. Some of the other PSAs created by the Ad Council include, the UNCF’s “A Mind Is A Terrible Thing to Waste; Smokey Bear’s “Only You Can Prevent Forest Fires,” The Crash Test Dummies: “You Could Learn A lot from a Dummy,” and McGruff the Crime Dog’s: “Take A Bite Out of Crime.” Marketing organizations volunteer their time to develop campaigns for the Ad Council.

A New Web site

The MLK Memorial Foundation has a new Web site thanks to the marketing firm Saatchi & Saatchi. Saatchi & Saatchi’s Los Angeles office donated their time to create a new and innovative site.

Two of the unique components on the new Web site are the donor section and main page. When a person decides to donate from the Web site, they create their own individual “character” that will show up on the main page. The idea is to show on the main page a growing community of support for the MLK Memorial.

Here is how the giving process works. When individuals go to the donation page, they have general “characters” they can customize (the “character” is a silhouette of a person). For example, individuals can determine their “characters” height, gender, skin color, hair color and length and clothing attire. A message can also be created that will be displayed with the “character.” When they hit the give button, their “character” and message will be displayed on the main page. Other viewers to the site, or return visitors, can search for specific “characters” and their message on the main page. In time, the main page will be full of “characters” supporting the Memorial.

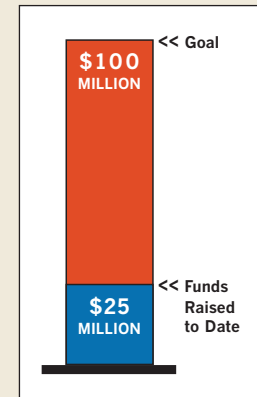
Other aspects of the site will include, an interactive tour of the MLK Memorial, background information on Dr. King, resources for educators, the latest on Memorial progress and updates on public relations and fundraising activities.



Take a look at [www.buildthedream.org](http://www.buildthedream.org) to see this exciting new Web site.

FINANCIAL UPDATE

The MLK Memorial Foundation has raised an estimated \$25 million out of the \$100 million needed to begin construction of the Memorial. ONE OF THE GUIDELINES FOR BUILDING THE MLK MEMORIAL IS THAT THE FOUNDATION CANNOT OBTAIN FEDERAL FUNDING. As a result, we must raise all the funds from the community. We need your help. To learn how you can contribute to the MLK Memorial call 1-888-4THE-DREAM (1-888-484-3373) or visit [www.buildthedream.org](http://www.buildthedream.org).



Morgan Freeman Promotion

On July 12, 2002 a series of promotional television PSAs featuring Morgan Freeman were filmed in Washington DC. The PSAs were shot on the National Mall, with the Lincoln Memorial prominently in the background. The PSAs aired on Comcast (Washington, DC metro area) and Willie Gary’s cable network (Atlanta area). Freeman also recorded audio PSAs, participated in interviews with the media and a conducted a photo shoot. The radio PSAs and photographs will be target-marketed for distribution for print and radio broadcast.

As part of his media outreach, Freeman participated in an on-line discussion on Washingtonpost.com. You can read a transcript of the chat by logging onto [www.washingtonpost.com/mlkmemorial](http://www.washingtonpost.com/mlkmemorial), a web page donated to the Foundation by the [Washingtonpost.com/Newsweek](http://Washingtonpost.com/Newsweek) Interactive. Washingtonpost.com’s audience is comprised of approximately 26% DC, Maryland and Virginia viewers, and 74% national viewership.



Freeman recently appeared in “The Sum of All Fears.” His breakthrough performance in “Street Smart” in 1987 earned him the first of his three Academy Award nominations. He was nominated for Best Actor in “The Shawshank Redemption” and “Driving Miss Daisy.” He received a Golden Globe for both roles. Freeman’s career spans more than 30 years of theatrical film roles, work for the stage, television specials and narration.

The Freeman PSAs are available for distribution. Members of Alpha Phi Alpha and others across the country are asked to contact their local radio and television stations to request airplay of these spots. For copies of the PSAs, a list of local media contacts in your area or more information, contact the MLK Memorial Foundation at 202-737-5420.

## MLK MEMORIAL MAKES STEADY PROGRESS TO COMPLETION

Building a memorial on the National Mall is a complicated process. It involves hearings, public debates and if requested by select commissions, additional studies. We are excited about the tremendous progress we have made so far. Here is what we have achieved:

- ★ On November 12, 1996, President Clinton signed Congressional legislation proposing the establishment of a Memorial in the District of Columbia to honor Dr. King.
- ★ On July 16, 1998, the authorization of the building of the MLK Memorial on the Mall in the District of Columbia was granted by Congress and signed by President Clinton.
- ★ On December 2, 1999, The National Capital Planning Commission (NCPC) approved the site on the National Mall for the MLK Memorial, making it the first memorial on the Mall to commemorate an African American.
- ★ By May 1, 2000, more than 900 submissions from 52 countries were received for the MLK Memorial design contest.
- ★ On September 13, 2000 the MLK Memorial Foundation announced that ROMA Design Group, based in San Francisco, won the national design contest for the memorial.
- ★ On April 18, 2002, the Commission of Fine Arts voted to approve the design concepts for the MLK Memorial.

## THANK YOU TO OUR CONTRIBUTORS

The Washington, DC Martin Luther King, Jr. National Memorial Foundation would like to take this opportunity to thank all the companies, individuals and organizations who have supported our effort to build a memorial honoring Dr. King's legacy on our National Mall. We would especially like to recognize **General Motors, Tommy Hilfiger** and **Bell South** for their ongoing support.

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a lasting memorial to  
Dr. Martin Luther King, Jr.?”—  
the answer, resoundingly,  
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HELP BUILD THE DREAM!

MAKE THE MARTIN LUTHER KING, JR. NATIONAL MEMORIAL A REALITY.

MARTIN LUTHER KING JR.  
NATIONAL MEMORIAL PROJECT  
401 F Street, NW, Suite 334  
Washington, DC 20001

