

# BUILD THE DREAM

2003 Volume 1, Issue 2 ★ MLK MEMORIAL NEWSLETTER



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

## MEDIA CAMPAIGN LAUNCHED ON CAPITOL HILL



On May 7, 2003 the MLK Foundation successfully launched the *Build the Dream* Ad Council advertising campaign on Capitol Hill in Washington, DC.

Senate Majority Leader Bill Frist (R-TN) hosted the event. "The time has come for Dr. King to take his rightful place on our National Mall alongside so many other great Americans," Frist said. "We cannot forget that this country is a better place because of Dr. Martin Luther King, Jr."

Frist was joined at the news conference by Sens. Paul Sarbanes, (D-Md.), and John Warner, (R-Va.), House Speaker Dennis Hastert, (R-Ill.), Rep. Elijah Cummings, (D-Md.), chairman of the Congressional Black Caucus, Dr. Roderick Gillum, vice president, GM, Guy Vickers, president, Tommy Hilfger Foundation.

After remarks from lawmakers, Peggy Conlon, President & CEO of the Ad Council unveiled the television and print ads. The ads ask the question, "what would the world look like if Martin Luther King, Jr. never had a dream?"

For the television ads, Oscar-winning actress Halle Berry is shown being escorted through a restaurant to the back room with the sign "colored section." In another ad, Today Show's Al Roker goes from treadmill to treadmill in a gym, frustrated that they all say "white guests only." Print ads show photos of public telephones marked "white only" and "colored only," along with baby-changing stations, ATM machines and bus seats reserved for whites. Radio ads will also run with similar themes.

The news conference generated stories in media outlets all over the country, including Access Hollywood, Extra and the Today Show. The advertisements have begun airing and will continue throughout the year.

## YAHOO! SERVES AS PREMIER INTERNET SPONSOR

The Washington, DC Martin Luther King, Jr. National Memorial Project Foundation has named Yahoo! as its premier Internet sponsor. The company, as part of their long-term commitment to its corporate cause "Embracing Diversity," will donate millions of media impressions to help increase awareness for the Memorial and to help drive donations to the Project. Yahoo! is also hosting the online donation tool, allowing visitors to both Yahoo! and the Foundation Web site to make contributions with the easy click of a mouse. All across the Yahoo! network visitors will view special content, banners and

information on the Memorial Project that will urge them to help make history and keep the dream alive.

"Yahoo! is proud to be the premier Internet sponsor of the Memorial Project," says Jerry Yang, co-founder of Yahoo!, "Now people everywhere can help build the dream."

**YAHOO!**<sup>®</sup>

## MEMORIAL PROJECT...AT A GLANCE

The building of a Memorial on the National Mall in Washington, D.C. is an onerous task that is not fully comprehended by many, not even construction professionals! The checks and balances within the system are designed to protect the integrity, indeed the sanctity, of the most exclusive real estate in America.

No memorial was allowed in Area I of the National Mall that did not honor a President or a global military conflict until 2002, when a small statue was built to commemorate George Mason, a signer of the Declaration of Independence.

It took more than 10 years of intense lobbying before Congress approved and President Clinton signed in November 1996 Public Law 104-333, authorizing Alpha Phi Alpha Fraternity, Inc. to collect funds and construct the Memorial to Dr. Martin Luther King, Jr. Even with this mandate, it was not until 1999 that the commissions governing the National Mall approved the site for the Memorial to Dr. King, the last site for a memorial on the Mall.

The Ad Council, a prestigious, non-profit organization, held a press conference in May 2003, announcing the kick-off of a major Public Service Announcement campaign. The conference was held in the U.S. Capitol and featured Senate Majority Leader Bill Frist (R-Tenn.), Speaker of the House Dennis Hastert (R-Ill.), Congressional Black Caucus Chairman Elijah Cummings (D-Md.), GM vice-president, Rod Gillum, Rev. Joe Ratliff, ELC member Dr. Bob Wright and others. Many news services and the major networks covered the conference and aired a video news release featuring Foundation president, Harry E. Johnson, Senator Frist and Reverend Joseph E. Lowery, immediate past president and co-founder of the Southern Christian Leadership Conference. The media coverage of the event was overwhelmingly positive and extensive.

Under the leadership of Foundation President Harry E. Johnson, the work to raise the funds and construct the Memorial is on schedule and within program budget.

- ★ Bills to extend the authorizing legislation were unanimously referred from committees to the floors of the House and Senate in June. The House bill, introduced by Rep. Diane Watson, has 83 co-sponsors. The Senate bill, introduced by Senators Paul Sarbanes and John Warner, has 42 co-sponsors. We are very optimistic that passage will take place in this session of Congress because we have over 170 members on the Foundation's Honorary Congressional Committee — Senators and Representatives, Democrats and Republicans.
- ★ Every recent memorial on the Mall, including the Vietnam Memorial, the Franklin Roosevelt Memorial and the World War II Memorial, has required extensions of authorizing legislation.

- ★ Financial audits of the Foundation are conducted annually and are up to date. For 2001 and 2002 clean audit opinions were rendered by the CPA firm.
- ★ No recommendations were made for the 2002 audit. Further, under the auspices of CFO Richard Marshall, a former finance director on loan to the Foundation from General Motors, taxes have been filed on time and are available for public scrutiny as with any 501(c)(3) organization. The Form 990 for 2002 shows a five-figure cash balance for operating funds and a seven-figure balance in investment accounts.
- ★ The leadership of the Foundation includes a diverse and experienced assemblage. The Board of Directors are Arthur Fleming, former Senior VP, GMAC; Roderick Gillum, VP General Motors; Tricia Harris, COO, The Martin Luther King, Jr. Center for Nonviolent Social Change; Frank Jenkins, CEO, Jenkins and Associates; Jack Kemp, Co-director, Empower America; Hon. Patrick Kennedy, US Representative (D-RI); Gregory Phillips, Executive Director, Alpha Phi Alpha Fraternity, Inc.; Rev. Joe Ratliff, Senior Pastor, Brentwood Baptist Church; George Reaves, VP, Bank One; Frank Russell, former Executive GM, AXA; Christopher Schroeder, CEO and Publisher, Washingtonpost.Newsweek Interactive; Stacey D. Stewart, President and CEO, Fannie Mae Foundation; Guy Vickers, President, Tommy Hilfiger Foundation; Chris Womack, Sr. VP, Southern Company; and Harry E. Johnson, Sr., president, Alpha Phi Alpha Fraternity, Inc. and president and CEO of the MLK Foundation.
- ★ The Foundation has received almost \$26 million in cash, pledges and in-kind services toward the \$100 million required to construct the Memorial and run the Project. The budget is in line with the \$140 million estimate for the World War II Memorial, which is now under construction. Endorsements of support have been pledged by major organizations, including all eight Pan-Hellenic organizations, the NAACP, Urban League, etc.
- ★ Dr. King's family fully supports the Memorial. Mrs. Coretta Scott King endorsed the design of the Memorial in 2000, is co-chair of our Honorary Committee and recently co-signed a letter with Ambassador Andrew Young and Gary Cowger, president of GM North America, requesting support from CEO's of major corporations. Martin Luther King, III, is a member of the Foundation's Executive Leadership Cabinet.
- ★ The Ad Council accepted the Foundation's application for the PSA campaign in 2002, only the second one for an organization raising funds. They designed the thought-provoking Build the Dream campaign with advertising giant Saatchi and Saatchi. They produced, distributed, monitored and encouraged the airing of the PSA's in over 2500 media outlets across the country and designed a new web site [www.buildthedream.org](http://www.buildthedream.org) hosted by Yahoo.com. This work is done at cost or pro bono.
- ★ Public Service Announcements featuring Morgan Freeman, Al Roker, Halle Berry and the voice of Dennis Haysbert are being shown on television stations across the country. The artists did not charge for their work. (Call the general managers in your area to encourage more airtime on your local stations). Print ads have appeared in Parade, USA Today and Oprah Winfrey's "O" magazine. They will appear in subsequent issues of Readers Digest, National Geographic, Woman's Day and others.

## DESIGN AND CONSTRUCTION UPDATE

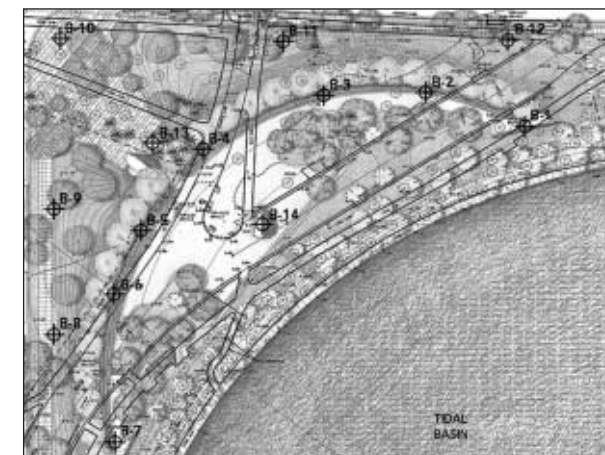
The building of a memorial is a 24 step process that has the potential of spanning a decade (or more) to plan, develop and bring to fruition. It all begins with the drafting of appropriate language of a bill, and seeking congressional sponsors in support of the legislation to the dedication and transfer of the Memorial to the National Park Service for management.

The Washington, DC Martin Luther King, Jr. National Memorial Project has successfully completed the first sixteen steps in that process. Currently the Foundation is actively engaged in Step 17, which is to — Refine the schematic design, based on review comments from the commissions, and produce preliminary design and environmental assessment for National Park Service who, upon approval, will submit to National Capital Planning Commission, Commission of Fine Arts and Society of Historical Preservation Office.

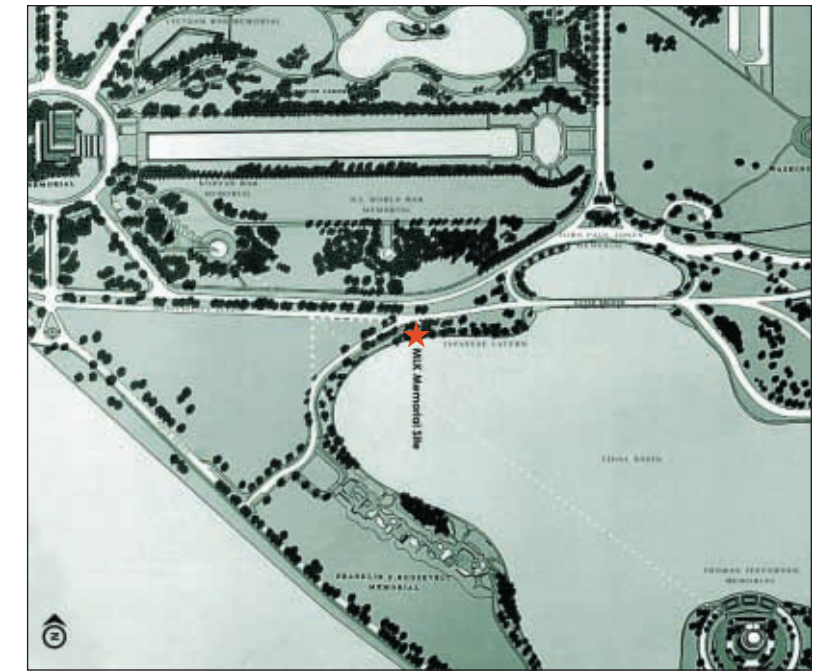
### Environmental Assessment

The National Park Service in association with the Washington, DC Martin Luther King, Jr. National Memorial Project Foundation, Inc. has been working with the EA Consultant Team over the past six months in the preparation of an Environmental Assessment (EA). The EA will identify the impacts associated with the "Proposed Action" (to build a memorial) and a "No Action Alternative" and recommend mitigation measures for each of them. The information contained in the EA is important, because it affirms the level of compliance obtained in the proposed design. Moreover it is a mandatory step stipulated by the National Environmental Policy Act and National Historic Preservation Act under which a memorial on the National Mall must comply.

"The scope of the Environmental Assessment (EA) involves a multiplicity of environmental and socio-economic factors, such as; water resources, vegetation, hazardous materials, climate and air quality, noise levels, traffic, archaeological resources, wild life and land use, to name a few", said Alan Harwood the Project Director of EDAW, Inc. and Senior Consultant on the project.



Borings Map



### Geotechnical Investigation

The consultant's soils investigations included drilling fourteen soil test borings (see right) beginning April 18 through May 6, 2003, conducting soil laboratory testing and preparing a preliminary geotechnical report to assess the subsurface conditions, the presence of ground water, and foundation support alternatives. The soil test boring data indicated the following; topsoil was encountered at depths ranging from 3 inches to 8 inches across the proposed site. Most of this soil will be utilized as fill soils for site grading and construction of roadways and sidewalks along the perimeter of the site.

Ground water observations were made in the soil borings during drilling and up to 24 hours after completion. Measurements indicated ground water at depths of 4.5 to 9.0 feet below the surface. Depending upon the variations in precipitation, surface runoff, evaporation, tides, time of year and other similar factors the architect and/or engineer should anticipate fluctuations in the level of hydrostatic water table.

The Memorial design elements include a curved retaining wall, a stone monument, a plaza, and interconnecting walkways throughout the four-acre site. Soil test borings indicate very soft soils to a depth of about 45 to 58 feet. Prior to this investigation the consultants anticipated the depth of the bearing strata to be approximately 50 to 80 feet below the surface. This was predicated on prior subsurface investigations conducted at the FDR Memorial site, also performed by Schnabel Engineering.

The consultant's report concluded that any significant structural loadings would probably require the use of steel piles. "Steel H-piles were quite successful at the FDR Memorial," reported Eric C. Henmueller, P.E., and Senior Engineer of Schnabel.



## ALPHA PHI ALPHA CHAPTERS COMPETE FOR GRAND PRIZE

The members of Alpha Phi Alpha Fraternity, Inc. continue to support the Martin Luther King, Jr. Memorial Project by conducting city-wide fundraising events.

The trendsetter for fundraising was the city of El Paso, TX chapter which in 2001, set the bar with a donation of over \$75,000. In 2002, the Detroit, MI chapter sponsored a gala that netted over \$61,000 for the Foundation. Most recently, the Fort Worth and Dallas, TX chapters also conducted fundraisers. Plans are currently underway for major fundraisers in New York, Atlanta and Houston.

The Alpha Phi Alpha Fraternity will recognize the Alpha chapters that raise the most money at a conference in August 2004. For more information on the competition, call 202-737-5420.

## GET HELP FOR YOUR FUNDRAISER

We encourage all Alpha Phi Alpha chapters to conduct fundraisers for the MLK Memorial. Don't know where to start? Chapters are encouraged to contact the Foundation office for the name of your regional MLK Memorial representative to assist in initiating your fundraising program. The Foundation's fundraisers, The Remington Group, stand ready as well to visit your city to provide customized support for your endeavor.

## FOUNDATION FORMS "CELEBRITY DREAM TEAM"

**Halle Berry, Morgan Freeman** and **Al Roker** are only three celebrities who have offered their support to the Memorial through the Ad Council campaign. Other celebrities have offered their help to ensure a Memorial to Dr. King is built. As a result, the MLK Foundation formed a celebrity committee called the "Dream Team." The "Dream Team" will be comprised of well-known figures from a diverse community, including authors, athletes, artists, actors and musicians. Members of the "Dream Team" will promote the Memorial through special events, interviews and public appearances.

The MLK Foundation is continuing to recruit members for the "Dream Team." To date, the following individuals have agreed to be "Dream Team" members:

- ★ **Morgan Freeman**
- ★ **Al Roker**
- ★ **George Foreman**
- ★ **Jerry Stackhouse**
- ★ **Whoopi Goldberg**
- ★ **Tavis Smiley**
- ★ **Martin Sheen**
- ★ **Lionel Ritchie**
- ★ **Walt "Baby Love" Shaw**
- ★ **Joe Phillips**
- ★ **Elizabeth Shue**
- ★ **Andrew Shue**

## WE NEED YOUR SUPPORT

The MLK Memorial needs support from everyone. To find out how you can help "Build the Dream," call 1-888-4the-dream.

# BUILD THE DREAM!

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

