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Collection: Blackwell, Morton: Files
Folder Title: Stand Up for America – 07/04/1984
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WPVI-TV 4100 City Line Avenue
Philadelphia, Pennsylvania 19131
(215) 878-9700
Capital Cities Communications, Inc.

May 3rd, 1983

Mr. Morton C. Blackwell
Special Assistant to the President
The White House
1600 Pennsylvania Avenue, N.W.
Washington, D.C. 20500

Dear Mr. Blackwell:

"Stand Up For America", to take place at noon on the Fourth of July, 1984, will be an unparalleled demonstration of national unity and patriotism involving four and a half million Americans. It will, without a doubt, capture the imagination not only of our nation, but of the entire world.

In brief, "Stand Up For America", is a 3000 mile-long line of hand-holding Scout troops, churches, Indian tribes, veteran and ethnic groups, labor unions, old folk's homes, schools, Service personnel, vacationers, performers and politicians stretching across our nation "from sea to shining sea". In one great moment of awesome oneness, the President of the United States will step forward and reach out to join together that line.

Following the advice of Mrs. Whittlesey, as suggested by Carolyn Sunset of her staff, I am requesting of you the opportunity to present more fully the particulars of "Stand Up For America". Hopefully, you will agree that this extraordinary project is worthy of President Reagan's interest and involvement.

For over two decades, I served in Philadelphia pastorates. First, in a ghetto parish and as Police Chaplain; and then, in the pulpit of the famous Messiah Lutheran Church. Presently, I host and produce the long-running syndicated "Captain Noah" children's programs, on WPVI-TV.

Most Sincerely,

A handwritten signature in cursive script that reads "W. Carter Merbreier".

W. Carter Merbreier

CC: Faith Ryan Whittlesey

THE WHITE HOUSE

WASHINGTON

4-29-83

MEMORANDUM FOR MORTON BLACKWELL

FROM: CAROLYN SUNDSETH

SUBJECT: Stand Up for America

July 4, 1984 Mr. W. Carter Merbreier has a plan to get people to people from the Atlantic to the Pacific to join hands (literally) for a moment of unity. He has just gotten a commitment from the girl and boy scouts to monitor every 100 feet (158,000). Senator Heinz & Governor Thornberg have agreed to participate.

He wants Presidential personal participation if possible. Faith wants you to prepare a schedule proposal and I have asked him to send you enough background material to do it. He has had a children's show for years in Philadelphia and Faith knows him from her Pennsylvania years. I explained to him it might have to be a surrogate and we can't schedule a year ahead but he wants to reschedule the time if the President can't participate.

You will be hearing further from him. Thanks.

WPVI TV

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*Call
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School prog*

WPVI-TV 4100 City Line Avenue
Philadelphia, Pennsylvania 19131
(215) 878-9700
Capital Cities Communications, Inc.

April 11th, 1983

The Honorable Faith Ryan Whittlesey
Office of Public Liaison
The White House
1600 Pennsylvania Anenue, N.W.
Washington, D.C. 20500

Dear Ambassador Whittlesey:

"Stand Up For America", to take place at noon on the Fourth of July, 1984, will be an unparalleled demonstration of national unity and patriotism involving four and a half million Americans. It will, without a doubt, capture the imagination not only of our nation, but of the entire world.

I am requesting the opportunity to meet with you to fully explain, "Stand Up For America". Hopefully, you will agree that this is an extraordinary project worthy of President Reagan's interest and involvement.

For over two decades, I served in Philadelphia pastorates: in a ghetto parish and as Police Chaplain; and then in the pulpit of the famous Messiah Lutheran Church on Broad Street. As you or your children probably know, I presently host and produce the long-running, syndicated "Captain Noah" children's programs on WPVI-TV, in Philadelphia.

Most sincerely,

W. Carter Merbreier

*Buy 5 carts, 158000 mile
monitors
Dir
Chamberlain
is going for it
See 1 day*

JUN 13 1983

WPVI TV 6

WPVI-TV 4100 City Line Avenue
Philadelphia, Pennsylvania 19131
(215) 878-9700
Capital Cities Communications, Inc.

June 3rd, 1983

Ms. Carolyn Sunset
Office of Public Liaison
The White House
1600 Pennsylvania Avenue, NW.
Washington, D.C. 20500

Dear Carolyn:

I have addressed this presentation to you, not knowing whether it should be directed to Ms. Whittlesey or Mr. Blackwell. Will you see that it gets to the right place?

A copy of the encouraging letter from Governor Thornburgh, of which we spoke, is the last page in the folder.

What am I looking for? The knowledge that President Reagan, Mrs. Whittlesey and her staff are aware of and supportive of "Stand Up For America". A letter from The President, that would indicate his support and participation, not unlike Gov. Thornburgh's.

For your information, Carolyn, should anyone inquire: "Stand Up For America", is a non-profit organization created for this one event to be dissolved shortly after its completion. Should any money remain, it will be given to a patriotic charity. Every effort is being made to protect "Stand Up For America", from any taint of greed or gain.

I deeply appreciate your help and interest. Should it be of any help, I would be happy to come to Washington to meet with Mrs. Whittlesey or Mr. Blackwell.

Most sincerely,

W. Carter Merbreier

This should go to Scheduling. This idea strikes me as rather far-fetched and unlikely of completion. I suggest we not make any pledge of aid until we get more signs of success from the sponsors.
M. Blackwell
6/29/83