

THE WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET

ID# 479906

MA

INCOMING

DATE RECEIVED: MAY 07, 1987

NAME OF CORRESPONDENT: MR. DAVID H. FULTON

SUBJECT: SUGGESTS CREATION OF A "PRESIDENTIAL
ACHIEVEMENT AWARD" IN HONOR OF AMELIA EARHART

		ACTION		DISPOSITION	
ROUTE TO:		ACT	DATE	TYPE	C COMPLETED
OFFICE/AGENCY	(STAFF NAME)	CODE	YY/MM/DD	RESP	D YY/MM/DD
HOWARD BAKER		ORG	87/05/06	HBA	87/05/07 PY
DEPARTMENT OF TRANSPORTATION		RAP	87/05/06	TR	87/05/26
REFERRAL NOTE: PREPARE DRAFT FOR HOWARD BAKER SIGNATURE		A	87/05/28	TR	87/06/17 PY
REFERRAL NOTE:					
REFERRAL NOTE:					
REFERRAL NOTE:					

COMMENTS:

ADDITIONAL CORRESPONDENTS: MEDIA:L INDIVIDUAL CODES: _____

CS MAIL USER CODES: (A) _____ (B) _____ (C) _____

*ACTION CODES:	*DISPOSITION	*OUTGOING	*
*	*	*CORRESPONDENCE:	*
*A-APPROPRIATE ACTION	*A-ANSWERED	*TYPE RESP=INITIALS	*
*C-COMMENT/RECOM	*B-NON-SPEC-REFERRAL	*OF SIGNER	*
*D-DRAFT RESPONSE	*C-COMPLETED	*CODE = A	*
*F-FURNISH FACT SHEET	*S-SUSPENDED	*COMPLETED = DATE OF	*
I-INFO COPY/NO ACT NEC		*OUTGOING	*
*R-DIRECT REPLY W/COPY *			*
*S-FOR-SIGNATURE *			*
*X-INTERIM REPLY *			*

REFER QUESTIONS AND ROUTING UPDATES TO CENTRAL REFERENCE
(ROOM 75, OEOB) EXT-2590
KEEP THIS WORKSHEET ATTACHED TO THE ORIGINAL INCOMING
LETTER AT ALL TIMES AND SEND COMPLETED RECORD TO RECORDS
MANAGEMENT.

June 17, 1987

Dear Mr. Fulton:

I want to thank you for your idea suggesting that President Reagan create a "Presidential Achievement Award."

Your idea certainly seems to be a fitting way to honor a great American pioneer -- Amelia Earhart. Her spirit and achievements continue to inspire Americans of all ages to soar to heights they scarcely imagined possible.

As you may know, however, the President currently honors Americans by bestowing upon them either the Presidential Medal of Freedom or the Presidential Citizens Medal.

The Medal of Freedom is awarded to persons who have made especially meritorious contributions to the security or the national interests of the United States, to world peace, or to cultural or other significant public or private endeavors. This is the highest award bestowed upon an individual by the President. Any person can make a recommendation to the President for this award. After reviewing the recommendations, the President decides who is worthy of this recognition.

Similarly, the President awards the Presidential Citizens Medal to citizens of the United States who have performed exemplary deeds of service for the country or their fellow citizens. As with the Medal of Freedom, anyone can make a recommendation to the President for this award. Both of these awards can be presented posthumously.

With the availability of these two very prestigious awards, the President has ample means, I believe, to recognize both living and deceased Americans who have contributed to the national interest in an outstanding way.

I note that Amelia Earhart has not been posthumously awarded either of these medals. If you would like to nominate her for either award, I suggest you write the Honorable Frederick J. Ryan, Jr., Assistant to the President, The White House, Washington, D.C. 20500, advising him of your recommendation.

Thank you again for taking time to share your idea with us.

Sincerely,

Howard H. Baker, Jr.
Chief of Staff to the President

Mr. David H. Fulton
President
Fulton & Associates
4010 East Providence Road
Charlotte, NC 28211

HHB/CAD/efr 6HHBC

cc: Lorraine Camarano - Rm. 61 - OEOB

Card

Suggested response from Howard H. Baker, Jr.

Mr. David H. Fulton
Fulton & Associates
4010 E Providence Road
Charlotte, NC 28211

Dear Mr. Fulton:

I want to thank you for your idea suggesting that President Reagan create a "Presidential Achievement Award."

Your idea certainly seems to be a fitting way to honor a great American pioneer ~~Amelia Earhart~~. Her spirit and achievements continue to inspire Americans of all ages to soar to heights ~~never~~ ^{they} ~~imagined in their own lives~~ ^{possible.}

sincerely

^{however,}
As you may know, the President currently honors Americans by bestowing upon them either the Presidential Medal of Freedom ~~Award~~ or the Presidential Citizens Medal.

The Medal of Freedom is awarded to persons who have made especially meritorious contributions to the security ^{or} of the national interests of the United States, to world peace, or to cultural or other significant public or private endeavors. This is the highest award bestowed upon an individual by the President. Any person can make a recommendation to the President for this award. After reviewing the recommendations, the President ~~then~~ decides who is worthy of this recognition.

Similarly, the President ~~also~~ awards the Presidential Citizens Medal to citizens of the U.S. who have performed exemplary deeds of service for the country or ^{their} fellow citizens. As with the Medal of Freedom, ^{anyone} ~~anybody~~ can make a recommendation to the President for this award. Both of these awards can be presented posthumously.

^{type out}
~~In light of~~ these two very prestigious awards, ~~presently being~~ bestowed, ^{With the availability of} I believe the President ^{has ample means,} ~~is ably served with~~ ^{I believe,} ~~a means~~ to recognize both living and deceased Americans who have contributed to the national interest in ^{an} ~~their own~~ outstanding way.

^(I note that)
~~Since~~ Amelia Earhart has not been posthumously awarded either of these medals ^{on either award,} ~~and~~ ^{if} you would like to nominate her, I suggest you write the Honorable Frederick J. Ryan, Jr., Assistant to the President, The White House, Washington, DC 20500, ^{advising} ~~letting~~ him know of your ^{desire to} ~~intention of nominating~~ Mrs. Earhart for one of the above awards. ^{→ recommendation.}

Thank you again for taking time to share your idea with us.

Sincerely,

Howard H. Baker, Jr.

Chief of Staff



**U.S. Department of
Transportation**

Office of the Secretary
of Transportation

400 Seventh St., S.W.
Washington, D C. 20590

May 26, 1987

MEMORANDUM TO: Sally Kelley
Director of Agency Liaison
Presidential Correspondence

FROM: Ruth Drinkard Knouse *Ruth Knouse*
Director, Executive Secretariat

SUBJECT: Suggest Creation of a "Presidential Achievement
Award" in Honor of Amelia Earhart

Attached is a suggested reply for Howard Baker's signature
to Mr. David H. Fulton concerning the creation of the
Presidential Achievement Award in honor of Amelia Earhart.

Attachment

THE WHITE HOUSE OFFICE

REFERRAL

MAY 8, 1987

ACTION <small>is assigned to</small>	
<i>A</i>	
CONTROL NO.	
870511-003	
SIMS	S-10

TO: DEPARTMENT OF TRANSPORTATION

ACTION REQUESTED:

DRAFT REPLY FOR SIGNATURE OF:
HOWARD BAKER

DESCRIPTION OF INCOMING:

ID: 479906
MEDIA: LETTER, DATED MARCH 25, 1987
TO: HOWARD BAKER
FROM: MR. DAVID H. FULTON
PRESIDENT
FULTON & ASSOCIATES
4010 EAST PROVIDENCE ROAD
CHARLOTTE NC 28211

SUBJECT: SUGGESTS CREATION OF A "PRESIDENTIAL
ACHIEVEMENT AWARD" IN HONOR OF AMELIA EARHART

PROMPT ACTION IS ESSENTIAL -- IF REQUIRED ACTION HAS NOT BEEN
TAKEN WITHIN 9 WORKING DAYS OF RECEIPT, PLEASE TELEPHONE THE
UNDERSIGNED AT 456-7486.

RETURN CORRESPONDENCE, WORKSHEET AND COPY OF RESPONSE
(OR DRAFT) TO:
AGENCY LIAISON, ROOM 91, THE WHITE HOUSE, 20500

SALLY KELLEY
DIRECTOR OF AGENCY LIAISON
PRESIDENTIAL CORRESPONDENCE

05 DOT

Draft response 473906

FULTON & ASSOCIATES

MARKETING CONSULTANTS

Dave Fulton, President • 4010 E Providence Rd. • Charlotte, NC 28211 • (704) 366-7855

March 25, 1987

Honorable Howard Baker
White House Chief of Staff
The White House
1600 Pennsylvania Avenue
Washington, D.C. 20500

Dear Senator Baker,

I have developed an idea for a Presidential opportunity that I believe would highlight President Reagan and his staff in a most favorable and capable manner, while at the same time recognizing outstanding Americans.

The idea revolves around the creation of a "Presidential Achievement Award" presented to distinguished Americans this coming July 4, 1987. The award would be co-named for the famous aviation heroine, Amelia Earhart, in honor of the 50th anniversary (July 2) of her attempted round the world flight in 1937.

The awards ceremony would occur in Amelia Earhart's birthplace city of Atchison, Kansas, in the heartland of the nation.

Department of Transportation's Elizabeth Dole would assist with the presentations.

I have attached a brief outline explaining the concept and rationale.

I'd be honored if you find the concept worthy of consideration and offer my services to assist with successful implementation.

Sincerely,

David H. Fulton

David H. Fulton

DHF:jf
Enclosure

cc: President Ronald Reagan
Secretary of Transportation Elizabeth Dole
Honorable Robert Dole - Kansas

FULTON & ASSOCIATES

MARKETING CONSULTANTS

Dave Fulton, President • 4010 E Providence Rd. • Charlotte, NC 28211 • (704) 366-7855

AMELIA EARHART PRESIDENTIAL ACHIEVEMENT AWARD

Concept:

Award winners are Americans from all walks of life selected by President Reagan for outstanding contributions to the nation that have uplifted the country's morale, have a continuing benefit to the populace, and are in keeping with the spirit of our Founding Fathers for a unified nation where all people have the freedom to attempt to achieve.

Rationale:

Create an award for which the winners are selected by President Reagan alone, after studying suggestions from key staff, advisers, and the public. Opportunity is presented to highlight decisiveness of President Reagan and ability of his staff to make practical suggestions.

Make use of the 50th anniversary of the flight of Amelia Earhart falling two days prior to July 4, 1987, to create a unique Independence Day event generating positive media coverage for President Reagan.

Make 50th anniversary of Earhart's flight an appropriate occasion to honor great Americans and create a lasting remembrance to Earhart.

Utilize the opportunity to link President Reagan with American heroes on July 4th.

Utilize Amelia Earhart's birthplace, Atchison, Kansas, as the focal point for President Reagan's July 4th activities. Atchison, 1980 population 11,407 contrasts with last year's New York celebration by focusing on President Reagan in a small town setting, a crossroads community in the heartland of America. President Reagan can refer to American pioneers settling towns like Atchison during the westward development of our nation.

An opportunity is presented for President Reagan to quote from Walter Lippman's famous newspaper column about Earhart, written 50 years ago. The column describes risk taking, heroes, and looking to the unknown. Using the column in President Reagan's speech would both honor the award winners and serve as a metaphor mirroring the risks and accomplishments of President Reagan as an American achiever. (Excerpts from Lippman's Earhart column are attached).

Amelia Earhart Facts and Achievements:

Born in Atchison, Kansas

Learned to fly in California

Nursed soldiers in World War I

Social worker in Boston, Massachusetts

First woman passenger on a Trans Atlantic flight

First woman to fly across United States alone in both directions

First woman to fly across Atlantic alone

First woman to fly from Honolulu to U.S. mainland

Vanished over Pacific July 2, 1937, attempting flight around the world

Possible Award Winners:

Amelia Earhart - Pioneer Aviator

Jonas Salk - Developed polio vaccine

Alan Shepherd - First American in space

James Stewart - Outstanding actor and patriot

Christa McAuliffe - First teacher selected for spaceflight

Bob Keeshan - Children's television pioneer as "Captain Kangaroo"

Richard Petty - All time winning race driver, popular public figure, and leading southern Republican

Founder of RIF (Reading is Fundamental)

Founder of MADD (Mothers Against Drunk Drivers)

Outstanding participant in "Just Say No" campaign

Outstanding policeman, fireman, educator, district attorney, nurse, doctor, any American hero

Implementation:

Presidential staff prepares list of candidates for President Reagan to select initial award winners. List is a broad spectrum of American patriots and achievers including variety of occupations, race, colors, and creeds.

President Reagan announces he has created award and asks all Americans to forward their nominations to him.

Initial presentation made in Atchison, Kansas, Earhart's birthplace.

Presentations made Saturday evening, July 4th during prime time for possible live T.V. coverage and for Sunday morning newspaper stories.

Senators, congressperson, and governor from each award winner's home are invited to ceremony by President Reagan to ensure media coverage and coalition of political support.

An All American high school band from across the nation plays National Anthem and patriotic selections. These individuals receive a separate Presidential citation.

WALTER LIPPMAN'S AMELIA EARHART COLUMN

Summary:

Fifty years ago Walter Lippman wrote in his nationally syndicated newspaper column a tribute following Amelia Earhart's disappearance. The column described why heroes venture into the unknown and the great achievements that result from not being afraid to pursue new avenues.

I believe the column contains several highly appropriate statements that President Reagan could quote. These statements would honor the award winners as well as lend a heroic implication to why our nation's leaders pursue unusual courses and cross uncharted waters.

Appropriate excerpts from the column appear below:

Text:

"The best things of mankind are things that are undertaken, not for some definite, measurable result, but because someone, not counting the costs or calculating the consequences, is moved by curiosity, the love of excellence, a point of honor, the compulsion to invent, or to make or to understand. In such persons mankind overcomes the inertia which would keep it earthbound forever in its habitual ways. They have in them the free and useless energy with which alone men surpass themselves.

"Such energy cannot be planned and managed and made purposeful or weighed by the standards of utility or judged by its social consequences. It is wild and free. But all the heroes, the saints and the seers, the explorers and the creators, partake of it. They do not know what they discover. They can give no account in advance of where they are going, or explain completely where they have been. They are possessed for a time with the extraordinary passion which is unintelligible in ordinary terms.

"No preconceived theory fits them. No material purpose actuates them. They do the useless, brave, noble, the divinely foolish and the very wisest things that are done by men. And what they may prove to themselves and to others is that man is no mere creature of his habits, no mere automaton in his routine, no mere cog in the collective machine, but that in the dust of which he is made there is also fire, lighted now and then by great winds from the sky."