

RECOMMENDATIONS OF THE PRESIDENT

August 8, 1965

1. COMMENDATION OF THE ADMINISTRATION OF PRESIDENT

LYNDON B. JOHNSON. It is herewith recommended that the following resolution be approved by both the Board of Trustees and the House of Delegates. It expresses its own justification.

RESOLUTION

Whereas, the concept of "The Great Society" as promulgated by President Lyndon B. Johnson has fired the hearts of all Americans as an ideal which can be achieved, and

Whereas, ~~the~~ rapid passage of such legislation as the Civil Rights Law of 1964, the Anti-Poverty Program, the Aid to Education Bill, Medicare, and the Voting Rights Law 1965, is indisputable evidence of the Government's determination to secure equal justice and opportunity for all, and

Whereas, such acts as the Federal protection given the Selma to Montgomery marchers, the withholding of funds from hospitals and institutions which refuse to sign the compliance pledge of the Civil Rights Act, and the inspection and enforcement activities of the Department of Health, Education and Welfare, are further evidence of the Government's sincerity, therefore,

Be it Resolved, That the National Medical Association, in 70th Annual Convention assembled, does hereby commend the President of the United States for the fearless and indefatigable leadership he is giving the country in throwing off the shackles of the past and in bringing first class citizenship to every American, and

Be it Further Resolved, that the National Medical Association commends the leaders and members of both houses of the Congress for the particular bipartisan support which has been given these recent measures in the national interest, and

Be it Further Resolved, that the National Medical Association hereby urges its entire membership to cooperate in fullest measure with the agencies of the Government in seeking implementation of the new laws to the end that "The Great Society" may indeed become a reality in these United States of America.

2. REPORT OF THE PRESIDENT'S COMMISSION ON HEART DISEASE, CANCER AND STROKE. It is recommended that the House of Delegates adopt a resolution concerning this report which would express support as far as our judgment will permit. The A. M. A. is opposing the proposals.

Justification. It will be necessary for the Association to express itself on the nationally publicized Report of this Commission because of its far-reaching implication.

3. BIRTH CONTROL. It is recommended that the NMA's previous position supporting planned parenthood and population control be reaffirmed.

4. OJIKE MEMORIAL HOSPITAL. It is herewith recommended that in support of this project the National Medical Association:

- 1) donate \$2000 as an act of this Convention to the Ojike Memorial Hospital Foundation;
- 2) that the N. M. A. urge its constituent and component societies to make separate contributions of funds in such amount and raised in such manner as they see fit to make; and
- 3) that the N. M. A. urge its individual members to make individual contributions in addition to

the foregoing according to their desires. It is understood that all the solicitation of funds be carried out by the Ojike Foundation, which would bear all expenses pertaining thereto.

Justification. At the 1963 Convention in Los Angeles the House of Delegates passed some motion to the effect that each constituent unit would voluntarily raise \$5000 for the Ojike Hospital project so that an amount totalling about \$250,000 would be presented to it. This motion followed a stirring appeal by Dr. Mbadive of Nigeria and the action was taken at the height of an emotional tide which swept over the delegates. A committee was appointed without any specific commission being spelled out and the committee did not function. The matter lay fallow during the year 1963-64.

Early in my administration Nigerian representatives began to press for these \$5000 contributions. I pointed out that the action of the House was wholly unrealistic, but recognized a commitment of some degree. I offered to appeal to our members to make as large individual contributions as they saw fit, providing the Foundation would take care of the direct solicitation and collection of funds. This was agreed to. In a letter to the membership I did make such an appeal but the Foundation set in motion no machinery to collect the money. If it had done so a basis for appraisal of the sentiments of the membership-at-large would be at hand. The Foundation still seems to think that without its raising a finger the NMA will send it large checks until \$250,000 has been contributed. I have repeatedly tried to make clear that this is not and cannot be the case. The recommendation made seems the most reasonable possible with respect to a situation which never should have been permitted to come into being.

5. LIAISON COMMITTEE WITH THE AMERICAN MEDICAL ASSOCIATION.

It is recommended that this committee be revived and constituted, as in part, of the President, the President-Elect, the immediate Past President, the Chairman of the Board of Trustees and the Speaker of the House of Delegates.

Justification. The A. M. A. has revised and reconstituted its Liaison Committee and indicated a willingness to work with ours. Late in April, Mr. Robert Throckmorton, then General Counsel of the A. M. A., called your President for an appointment. We had lunch together on May 13 when Mr. Throckmorton advised that Dr. Blasingame, A. M. A. Executive Vice President, had instructed him to explore the possibility of another meeting of the Committee which might have a prepared agenda and be more productive than the last meeting had been.

It was your President's view that such a meeting would be more productive if there were something new to discuss. Accordingly, your President proposed a direct letter to the chief officers of the AMA affiliates in the Southern States in which a membership problem still exists and ask them to make an end of the problem once and for all. We would assist by putting the respective AMA county and state officers in touch with their counterparts in our organization.

The A. M. A. could react to this by: 1) assisting through a personal representative in any negotiations which might ensue; 2) by advising their constituent groups by mail of their knowledge of the approach and by urging cooperation with it, or; 3) the A. M. A. might not participate in but merely be a witness to the proceedings.

Nothing came of this. Mr. Throckmorton did send me the address list of the A. M. A. societies concerned. There was bilateral flaw in communication

and Mr. Throckmorton subsequently resigned from the A. M. A. (additional verbal discussion).

6. PUBLIC RELATIONS. It is recommended that the Association establish its own public relations office. For the first year this office could operate in the office of the Administrative Secretary. An initial budget of \$2,500 should be allotted. This would include the service fees of any employees.

Justification. Since the Association has been investing in public relations services since about the year 1957 it has spent a considerable sum of money with variable returns. Organizations comparable to our own have their own public relations offices and feel that these are adequate for all ordinary purposes. A significant amount of public relations work can already be done by the office of the Administrative Secretary. For the 1964 Convention this work was handled relatively inexpensively through him and the part-time employment of a public information officer from Freedmen's Hospital, and very satisfactory coverage was obtained. Much additional service could be performed in such matters as the gathering of news and the issuing of releases on subjects of interest throughout the year, if we had our own knowledgeable employee assigned to the work. It is very unsatisfactory to have to work with a strange public relations person who is not familiar with the field and almost have to write his stories for him. This is a great waste of time and effort. The NMA could make a modest beginning and develop through experience. There is no reason why we should not in a few years have as fine a public relations office as Henry Moon conducts for the N. A. A. C. P.

For proper incorporation of the establishment of the Council on Scientific Exhibits in the Constitution and By-Laws the following Section should be added to Chapter VII of the By-Laws:

"H. Council on Scientific Exhibits. The functions of this Council shall be: 1) to present series of scientific exhibits of high quality at the Annual Conventions of the Association; 2) to encourage the preparation of high quality at the Annual Conventions of the Association; 2) to encourage the preparation of scientific exhibits by members of the Association; 3) to bring to the Association by invitation audio-visual demonstrations of any nature which will disseminate scientific knowledge and information of medical import; and 4) to extend wherever possible the use of scientific exhibits as a public service of the National Medical Association."