

FAX...

To: Ann Mills Griffiths; Bill Bell

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31 May, 1995

Ann, Bill, Sir Richard:

You three are something else!

Me, I may make it. (First I was afraid I'd die... then I was afraid I wouldn't.)

So first Ward arrived at Washington National... and then "influenza."

Some thoughts herewith, sparked by those stimulating discussions yesterday.

Names used for illustration only. (I think we may need some...?)

If I'm still alive at 1157 hours today, see you at the Ascot.
(If not-- good news! WorldTouch can fund "The Bridge" as a memorial to Whatzis Name Ward.)



Larry Ward

p.s. You'll see my logic here. Keep it short and simple... and then enlarge on this as appropriate in direct communications with the families... both governments... and whoever.

The Bridge...

Here are my top of the head-- top of the heart-- reactions to our discussions of yesterday. To be honest, I'm tempted to present some sample copy first... and then to give you this rationale. Well:

1. The Name...

Good choice. Let's keep it simple-- resisting too much explanation, avoiding the weaker "Bridging" (whatever).

2. The Purpose...

You know my basic commitment is the same as yours. Let me suggest, however, that we emphasize the "humanitarian" aspect... anticipating and negating criticism and problems from whatever source. The important thing is that the families understand our priority. (~~That~~ we can control.)

3. The "Image"...

Let's keep it warm, positive. We lose nothing by stressing that the Issue is first and foremost a truly humanitarian concern.

a) Will it help to name some kind of "honorary chairperson?" Would have to be so obvious a choice that all three of us react with an instant and unanimous "Yes!" Or, to avoid putting all our begs in one ask-it, a sort of Advisory Committee? But not unless the idea sings!

b) How about asking the Goads to do a brief (3 or 4 minute) video using "Like a Bridge Over Troubled Waters"? We feature Vietnamese children, with all the warmth and tenderness of a Special Olympics promotion... an aged couple at The Wall (holding each other as they weep very quietly)... and a split screen look at Vietnam vets (from both sides)-- all appropriately captioned. Probably end with the Wall scene.

NEWS RELEASE

New Humanitarian Aid Program for Vietnam: "The Bridge"

UNDER THE NAME of "The Bridge," a major and unique new humanitarian aid program has been launched in Vietnam.

With its field headquarters in Danang, **The Bridge** will target needy children, disabled and disadvantaged veterans (in both Vietnam and the U.S.) and what it terms "one of the most pressing and painful humanitarian problems in our world," the issue of Americans still MIA in South^Ewest Asia.

"This new aid program should be welcomed by people of goodwill throughout the world," says Major General (Ret.) Colin Powell, former Chairman of the U.S. Joint Chiefs of Staff and himself a veteran of the Vietnam conflict.

Powell, honorary chair^{man} ~~person~~ for this new effort, states: "**The Bridge** will be totally non-governmental and non-political. Mere words and rhetoric ~~never~~ ^{ended the uncertainty over any POW/MIA's, nor} have erased the deep feelings and painful divisions persisting these 20 years after the war. Here is opportunity for Americans of all ages and political attitudes to join in a positive and healing experience of service-- ^{using} ~~building a bridge~~ ^{The Bridge} to a positive future' for Vietnam and ^{for people} for all those whose lives were touched by that conflict." ^{the}

Directing field operations for **The Bridge** will be Garnett ^(Bill) Bell. Also a Vietnam vet he will work closely with Larry Ward (a veteran relief executive who has been been widely honored for his thirty-seven years of aid and advocacy focused on Vietnam), and Ann Mills Griffiths (for two decades chief spokes^{man} ~~person~~ for the families of those ^{American} ~~MIA~~ ⁱⁿ Vietnam and neighboring countries).

States Dr. Ward: "Bill Bell is the ideal person to lead this very special new program. His personal life reflects the wide range of our humanitarian concerns. His first wife was killed in the tragic 'Baby Lift' air crash in 1975, and his ^{18 year} ~~present~~ wife who is Vietnamese-- fully shares his concerns for the still-suffering people of her ²⁵ ~~homeland~~. No one can top his practical field experience over the past ²⁵ ~~fifteen~~ years in seeking to obtain the fullest possible accounting* of those still MIA-- not yet 'home' from Vietnam." **END**

for America's POW/MIA's --

"The Bridge..."

*A bridge to the future-- for Vietnam, and for all
whose lives were scarred by its conflict*

A Bridge to Health and Happiness for Children...
...in Vietnam, who need medical, dental and educational
attention; "toys and joys" as well as physical care.

**A Bridge to New Life & Self-Sufficiency for Disabled
and Disadvantaged Veterans...**
... representing both sides of the war. Physical care for
those in Vietnam who need medical care, prosthetics and
skills training... spiritual and psychological care for
those in the United States who require "fresh start"
opportunities... ("Not everyone 'killed' in Vietnam has died
yet.") Positive interaction between former enemies; vets
helping vets across the seas.

A Bridge to Peace for MIA Families...
... in the United States. In full and positive liaison
with both governments involved, active representation in
Vietnam on behalf of the families whose long wait for
missing sons and daughters is not yet over. Specific and
responsible non-governmental efforts there to help obtain
the fullest possible accounting for the missing; detailed
and personalized communication with the families.

Major General (Ret.) Colin Powell, *Honorary Chairperson*
Garnett E. Bell, *Director/Vietnam Operations*

**A Cooperative Program of WorldTouch International
and the National League of Families**