

UPDATED FACT SHEET  
NATIONAL ERA MARCH - July 9, 1978  
and  
ERA LOBBY DAY - July 10, 1978

PURPOSE:

To demonstrate through large numbers grassroots support for the ERA and the extension 1) by marching in the streets of Washington on July 9th and 2) by lobbying in the halls of Congress on July 10th.

WHERE:

Washington, D.C.

MARCH, Sunday, July 9th - assemble at the western end of the Mall at 14th Street and Madison Drive (across the street from the Washington Monument).

LOBBYING DAY, Monday, July 10th - briefings to be held in the Presidential Room of Union Station starting at 9:00 AM for an all-day Lobbying Event.

TIME:

Marchers will assemble at the Mall at 11:00 AM.  
(March and Rally will be completed by 6:00 PM).

PARADE ROUTE:

North on 14th Street, East on Constitution Avenue, South on 1st Street, NW to the West Steps of the Capitol.  
(Partial City Map enclosed).

DELEGATIONS:

Any group having 20 or more participants may be classified as a delegation. Two members of this delegation shall be designated as Marshalls. All delegations must register with the March Coordinating Office no later than July 1st, but delegations should make an effort to register as soon as possible.

SPECIAL FEATURES:

Processional March. This is a Processional March in which all participants will be marching in unison, behind the banner of their delegation. Individual participants choose which ever delegation they want to march with or can march under the "Individuals for the ERA" banner.

White Clothing. March participants are being urged to wear white clothing for a variety of reasons, which include:

- The March is on the first anniversary of the death of Alice Paul, author of the ERA. We are trying to re-create visually the former suffrage parades in size, attractiveness and dramatic effect.
- Wearing white, as the suffragists did, connects us to the history of our long struggle for equal rights.
- Wearing white helps to increase the visual impact of the March--our numbers will look larger and more impressive, and will create an atmosphere of unified commitment to the ERA.
- The color white is cooler for the wearer, and July is an extremely hot month in Washington, D.C.



SPECIAL FEATURES:  
(continued)

BANNERS

A. Tri-Colored Uniform Banners. There will be tri-colored banners of gold, purple and white vertical stripes (replicas of the Suffrage banners), for delegations to purchase and carry. Delegations are being urged to purchase the tri-colored replica banner for the March; they are available at cost for \$40. Banners can be re-used for years and are light-weight, collapsible and easy to store. The deadline for ordering the March banner is June 19th, and they can be ordered by calling the March Headquarters and/or sending the registration form and/or request to NOW/National ERA March, P.O. Box 7813, Washington, D.C. 20044.

Uniform Banners are important for visual impact and the strategic link to the suffrage fight. This March is to demonstrate to Congress that there is widespread, organized, unified support for the ERA and extension. Washington, D.C. sees marches and demonstrations daily -- to be distinctive, a processional march with uniform color and banner presentation will draw better media attention (as last year's Alice Paul March did in receiving National media coverage). With massive media exposure, Congress will see the message clearly that a diversity of groups with differing agendas came together to express the single resounding message: Extend the deadline and ratify ERA!

B. Non-Uniform Banners. In the event that a banner is not purchased through the March Headquarters, and the delegation wishes to carry their own non-uniform banner, that banner must meet certain requirements of our March Permits and of the National ERA March:

1. Non-uniform banners may display the name of the organization or a message in support of the ERA. No other message about any other issue may be on the banner. An ERA message is one that might say, "Flight Attendants for ERA", but not one that says "Flight Attendants' Rights and the ERA".
2. Non-uniform banners are to be carried so that the top of the banner is no higher than shoulder height (or five feet from the ground); so should be carried on a horizontal pole or or hand-held horizontally.
3. Non-uniform banners should be no wider across than 15 feet. Street width prohibits excessively long banners.
4. Delegations carrying non-uniform banners who are subunits of a larger delegation having a uniform banner shall be positioned in the March following their state or national (i.e., larger) delegation. Delegations carrying non-uniform banners who are not subunits as above shall be positioned in the second half of the processional.

BANDS:

There will be bands participating in the March. If you know of any bands that want to participate, please have them contact the March Headquarters.



# PROVISION FOR THE HANDICAPPED:

We now have promises of interpreters for the deaf participants at both the assembly site and the Rally site. We also have promises of a braille brochure which Marshalls will have. All delegations are encouraged to recruit the handicapped and accomodate them within their delegations. For example, a member of the delegation might agree to guide a blind participant through-out the March. There will be limited transportation for the severely handicapped; so please contact the March Headquarters early.

## MARSHALLS:

We are putting out a call for people to volunteer to help facilitate the March as Parade Marshalls. The job of Marshall will include: keeping the March moving and the marchers enthusiastic with ERA songs and chants, getting marchers organized at the rally spot, preventing possible confrontations with hecklers, collecting donations, etc. Marshalls will receive a March Briefing and Marshall Training in D.C. the day before the March on Saturday, July 8th. Activists who have participated as Marshalls in past actions are particularly encouraged to volunteer. Send name, address, and phone number to the March Headquarters as soon as possible. Those who can serve as Marshalls, but cannot possibly come to Marshall Training should inform the March Headquarters by postcard indicating their name and delegation.

## FUNDRAISING/ SALES GUIDELINES:

Some delegations/organizations may want to sell commemorative buttons, T-shirts, or ERA-related items. We have strict Permit regulations to which everyone must adhere. These restrictions are as follows:

- . No fee may be collected, donations solicited, nor commercial activity conducted, and no articles except those expressing views in support of the ERA, through printed matter (such as newspapers, pamphlets, posters, buttons, or bumper stickers) may be offered for sale.
- . Our March Permit further restricts the selling of ERA items (as specified above) to the following areas only:
  1. The assembly site on the Mall, and
  2. Along a limited section of the March route.  
Items can be sold in the street or from the sidewalk on 14th Street and on Constitution Avenue.
- . All ERA items must be sold from the individual's person and not from a "permanent" stationary location at any time.
- . Our March Permit does not allow any ERA items to be sold in the following areas:
  1. From 1st Street and Constitution Avenue to the U.S. Capitol.
  2. In the area of the U.S. Capitol grounds at any time before, during, or after the rally.

## RALLY:

Following the March, there will be a rally at the West Steps of the U.S. Capitol. Speakers will be national leaders and celebrities.



## LOBBYING:

July 10, 1978: National Lobbying Day. Your participation in Washington on this day is critical. Congresspeople must see us crowding their halls and offices.

Briefings are planned to be held in the Presidential Room of Union Station starting at 9:00 AM. Appointments should be made with your Congressperson before your arrival. This will be their first day back after the July 4th recess.

If you live so far away that lobbying and March participation on a large scale are not possible, arrange to have large quantities of mailgrams and personal letters sent to your Congressperson to arrive on July 10th.

Each bus-load of ERA marchers should try to collect letter to Congresspersons by the boxful so these boxes can be delivered during the Lobbying Day on Monday.

## HOUSING:

Since it is very important for March participants to stay overnight for the Lobbying Day on July 10th, we have investigated "low-cost" housing relatively close by. Enclosed is a list of these facilities. We are also investigating places with sleeping bag space.

A hotel/motel brochure was enclosed in the first mailing -- if you need additional copies, please contact the March Headquarters. Remember that space is limited in D.C. in July as it is the tourist season. Hotel/motel reservations should be made immediately to assure space.

## BUS PARKING:

Buses for the March will deposit their passengers at the Mall area for the assembly of the March. These buses will then proceed down East Capitol Street to a parking-holding area located at the D.C. Armory--Lot #3 (see enclosed map). The parking fee per bus is \$5, payable upon arrival at the lot. All buses must park in this designated area and not elsewhere in the city.

After the Rally, the buses will return to the West Capitol grounds (Rally site) to pick up their passengers. (D.C. city map enclosed).

## FOOD:

Marchers may want to pack a non-perishable lunch and beverage as it may be difficult to have time to buy food without leaving your delegation.

NATIONAL ERA  
HEADQUARTERS  
ADDRESS:

National ERA March Headquarters  
425 13th Street, N.W., Suite 548  
Washington, D.C. 20004

Phone: (202) 737-2295

March is being coordinated by: The National Organization for Women

MAILING ADDRESS  
FOR FORMS WHERE  
CHECKS ARE  
INCLUDED:

NOW/National ERA March  
P.O. Box 7813  
Washington, D.C. 20044