

Independence Line of Credit

Independence Federal Savings Bank has the mortgage on the residence we live in which is located at 516 G Street SW, Washington DC. The purpose of this letter is to apply for a line of credit based on the equity that we currently have in that residence.

I received this letter from Mr. Thomas Ellis, Special Assistant to the President and Project Coordinator at Washburn University. Its self explanatory. I suggest that you read his entire letter before going any further. By doing that you'll not only appreciate the urgency of my request but why I am seeking a line of credit secured by the equity in the above mentioned residence to make certain that this project is funded, the video's produced and sold to both the institutional and consumers market.

Washburn University, my alma Mata is located in Topeka, Kansas. the state capitol of that state. Knowing that I am the recognized father of the nation's affirmative action, and that in June 2003, is the 33 anniversary of the initiative, that the United States Supreme Court, will hand a decision that will decide whether its served its purpose or should exist for a few years longer is enough to stimulate nation interest in the documentary now being produced at Washburn. But that's mere the preface to the scenario.

On February 1, 1999, the last year of the 20th Century, the results of a national survey that conducted throughout the nation's 36 million strong African America community was

published. Its purpose was to determine the persons that Black Americans considered the 20th century's 100 most Influential individual. Guess what? I was ranked number 18 among that group.

Incipiently when the list was published only 36 of the 100 person named were still alive. And of that number only 4 of the top 20 are still with us, and I am one of that number. During the last 3 years have I discovered that from a commercial stand point there is market value in being a living black history maker. Especially if you are the father of nation's Affirmative Action Enforcement Policy

When the list was published the citation beside my picture and name stated the following: **Arthur Fletcher...Developed the Affirmative Action Policy, which helped achieve many gains for African Americans, women and others."** Most American citizens black included thought in their mid-50s and younger have allowed themselves to believe, that Dr. King's "I had a Dream Speech" delivered on August --, 19--, changed America's racist culture forthwith.

As we all know today, -----years after the fact, nothing could have been further from the truth. That speech help set the stage for cultural change but that's all. Someone, knowledgeable as to the inter workings, of a "nation of laws and not men", had to go inside the federal government, specifically the executive branch, and covert King's visionary dream into a tangible measurable reality.

Looking back on 33 years of history, the facts reveal the following; that dream notwithstanding, the Affirmative Action Enforcement Policy, that I went inside the first Nixon Administration and implemented caused the change that millions and millions of African Americans, women and other racial minorities are experiencing and enjoying today and that the nation as a whole is presently benefiting from.

That last sentence is the launching pad, for my last and final contribution to future generations. The attached letter written by Mr. Thomas M. Ellis Special Assistant President and Project Coordinator at Washburn University is enough to convince me that in the 36 cities that houses a Federal Reserve Regional or District Bank, if I targeted my marketing campaign at the Black population only in those communities I would be appealing to 14,571,707.000. million individuals. And if no more that a mere 1% of that market purchased one Video cassette of the documentary per person, that would amount to ----- in products sold.

I have yet to set the price for a single copy. Nevertheless, suppose each video sold for \$29.95, plus taxes and shipping cost. That would amount to -----in sales in the

✓ African American community alone, in those 36 communities. The point is the dollar
INC A value in that particular demographic segment in these ~~cities~~ *the cities in question* is huge to say the least. But

that's just a fraction of the market for this documentary. Who knows how large its likely to be in the main stream population.

I know the following from first hand experience; African Americans will turn out in
~~droves~~ ~~and produce~~ ~~standing room only~~ audiences for a chance to hear a living history
maker. ~~Not only are they~~ hungry for the facts and are fascinated by detailed account of
the history a given Black American has made. Therefore, my marketing strategy and
tactics will be based on the following; appearing live on local TV and radio talk shows
plus engaging in community and neighborhood public affairs forums in each of the cities
in question.

CONVOY

~~EVENTS~~ *SWAIT* ~~20th~~ *BLACK*

Basidib harrin

PROGRAM