

THE WHITE HOUSE

WASHINGTON

March 23, 1981

MEMORANDUM TO THE PRESIDENT

From: Joe Holmes *Joe*

1. There are a number of producers who are fed up with the anti-hero material coming out of Hollywood and asked my help in getting cooperation from the administration to do pro-hero movies and tv series. They believe the right kind of material would bring young people to being more patriotic and restore pride in the Armed Forces. The bottom line is a desire to stimulate enlistments in the services:

Obviously this would be very helpful in maintaining the volunteer military. I also suspect, after watching the reaction of young people to you in the campaign, that the time is now right....young people are more patriotic.

I will be meeting with a small group of producers (including Jack Webb) in the next ten days and will then have a better understanding of how we can be helpful.

2. After your presentation of the Medal of Honor to Sgt. Benavidez, I contacted two producers with a cassette of the ceremony which I had filmed, and a suggested script. My objective was a movie of the week based on the exploits of Benavidez in winning the award. There is now a possibility of either (1) a Movie of the Week, A.C. Lyles, Producer (2) a new TV series narrated by Bob Stack featuring a Medal of Honor winner each week. The lead story on the series would be Sgt. Benavidez.

*Joe - I've been trying for years to persuade  
some one to do a series on Medal of Honor winners.  
One thing I've never done but which might work  
is to get a batch of the citations and let someone  
read them. They are in almost all cases so  
unbelievable you couldn't do them as fiction - as truth  
they would be sensational. The title could be, "Above &  
Beyond The Call of Duty."*