

At times each of us wonders: "Will I see the year 2000?"

Will my children? Will my grandchildren? Even if the world were to solve its nagging problems of food, energy, population and ecology, can it master an arms race which threatens our future?

The answer may well be that if we keep to the present course of multiplying warheads and escalating payloads, no one will see 2000.

A change of direction is imperative. We must start to end the arms race now.

And that is what **Operation Turning Point** is all about. It is a tangible response to an urgent need for a change in course.

**Operation Turning Point** is the focus for a nationwide educational campaign which will explore concrete alternatives to the arms race.

And **Operation Turning Point** is the way to tell our leaders of our desire for new initiatives toward that goal.

In May 1978, the United Nations Special Session on Disarmament will convene in New York City. The attention of the entire world will be focused on its deliberations. **Operation Turning Point** can harness the public energy which will be necessary to build understanding and support for the objectives of that Special Session, and to implement its decisions.

Working together through **Operation Turning Point**, we can help our nation to recognize that we have, indeed, reached a turning point in our destiny. It is vital that our decision makers know what we believe.

Because we all want to see 2000.

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### OPERATION TURNING POINT END THE ARMS RACE

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# I want to see 2000



### OPERATION TURNING POINT END THE ARMS RACE

## Operation Turning Point announces:

### Mass Media Campaign

In the fall of 1977, **Operation Turning Point** will begin a nationwide television, radio, and print campaign. Five television spots, five radio spots, and one print ad will be distributed to major stations, newspapers, and magazines around the country.

The campaign is structured around a series of brief, personal statements by a number of respected and familiar Americans. Their common theme is: "I want to see the year 2000..."

The following is a typical 30 second **Operation Turning Point** spot:

"I'm Paul Newman.

The citizen in this country is bombarded by information that emanates from those who have a big interest in seeing weapons systems developed.

The impression is: 'this is the only game in town — building missiles.'

I don't think it's the only game. I think there's another game which evolves around disarmament — because what we're going through now seems to be beyond insanity.

Do we have to play the weapons game? Is there another game in town? I think there is.

Find out. Write me at **Operation Turning Point**, Box 2000, Church Street Station, New York City 10096."

On request, **Operation Turning Point** will provide you with 30 and 60 second spots for your local television and radio stations; and a full page black

and white advertisement (8" x 10" velox suitable for reproduction) for your local newspaper or organization's magazine. Your own information as to your organization's address, meetings, etc. may be added to these spots.

### Leadership Tools

#### Leadership Kit

A Leadership Kit will be mailed by **Operation Turning Point** in response to orders received. It is sent, via third class mail. The kit contains:

1. **I want to see 2000**
2. **The Disarmament Process: Where To Begin**  
A 22 page booklet listing the major disarmament issues and a set of criteria for selecting the issues that seem most likely to produce results.
3. **At The Turning Point**  
A 12 panel leaflet described under "Materials for Mass Distribution."
4. **Prosperity Without Guns\***  
Addresses the major concern of the American public that disarmament will cause serious economic dislocation. It discusses strategies to alleviate dislocation through planning by government, the local community, and by industry itself. And it explains what concerned citizens can do to assist conversion.
5. An agenda for the United Nations Special Session on Disarmament.
6. A Discussion and Action Guide (including guidance for working with the Congress).
7. A bibliography.
8. A scenario for a simulation game on the U.N. Special Session on Disarmament.

\*Available November 1st.

9. An order form for additional material.

Each item may be ordered in quantity. (See order form.)

#### Mini-Library

It is vital that the leadership in **Operation Turning Point** be equipped with timely and effective data. Consequently, **Operation Turning Point** will provide a Mini-Library to persons who will be leading discussion groups, seminars, and other programs on disarmament and the United Nations Special Session. Requests for the Mini-Library should be written on the stationery of the organization or college where it will be used. A brief indication of expected usage will be helpful. The Mini-Library includes:

#### **Are The Russians Really Coming?**

by Congressman Les Aspin

#### **Nuclear Proliferation: A Strategy For Control**

by Andrew J. Pierre with Claudia W. Moyne

#### **World Military And Social Expenditures, 1977**

by Ruth Leger Sivard

#### **Controlling The Conventional Arms Race**

by the UNA-USA National Policy Panel on Conventional Arms Control.

The Mini-Library (value \$6.00) will be sent for a \$1.00 mailing charge.

#### Trademark and Logotype

A black and white copy of the **Operation Turning Point** trademark, containing information on color break-up and suggested layouts, will be sent free upon request.

The **Operation Turning Point** mark and name can be used on advertisements, brochures, posters, and stationery prepared by your organization.

## Materials for the General Public

**At The Turning Point**, a twelve panel leaflet, includes:

Historical background; treaties now in effect; those being discussed; and those being considered for ratification.

Major disarmament issues which will come before the United Nations Special Session in 1978.

Suggestions for citizen discussion and action.

A list of available resource materials.

**I want to see 2000** brochure, including order form.

#### **Arms Control And Disarmament:**

The U.N. Dimension, a UNA fact sheet.

**Ten Minutes For Peace**, a 16 page booklet of questions and statements designed to help readers explore some key issues related to peace.

**Highlights** of the Leadership booklet, "Prosperity Without Guns."

Nation-wide participation in **Operation Turning Point** can help everyone to understand the significance of the 1978 United Nations Special Session on Disarmament. It offers all of us the vehicle for carrying a vital message to our elected leaders:

**We want to begin to end the arms race now!**

# ORDER FORM

		Cost	Quantity
2000	<b>Television Spots</b> 5 Spots on 16mm color film	Free	_____
2001	<b>Radio Spots</b> 5 Spots on Tape	Free	_____
2002	<b>Print Ad</b>	Free	_____
2003	<b>Leadership Kit</b> Mailed third class	Free*	_____
	<b>Leadership Kit Items</b>		
2004	1. I Want to See 2000	Free	_____
2005	2. The Disarmament Process: Where to Begin	25¢ *	_____
2006	3. At The Turning Point	50¢ *	_____
2007	4. Prosperity Without Guns	\$1.00*	_____
2008	5. Discussion and Action Guide	25¢ *	_____
2009	6. Scenario for U.N. Special Session on Disarmament	50¢ *	_____
2010	7. Bibliography	25¢ *	_____
2011	8. Arms Control & Disarmament: The U.N. Dimension	25¢ *	_____
2012	<b>Mini Library</b>	\$1.00	_____
2013	<b>OTP Trademark</b>	Free	_____
2014	<b>Highlights of Prosperity Without Guns</b>	Free	_____
2015	<b>Ten Minutes for Peace</b>	Free	_____

\*Prices for quantity orders on request.  
You will be billed with the order.



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END THE ARMS RACE**



STAMP

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