



KEY TERMS EXTRAPOLATION

INTERNAL FORCES



JONAS SALK & THE STORY OF POLIO



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STRANGE THINGS ABOUT POLIO:

- 1. STRUCK MOSTLY DURING THE SUMMER.
- 2. HIGHLY COMMUNICABLE- DEVASTATING ENTIRE COMMUNITIES.
- 3. SEEMINGLY NOT TIED TO HYGIENE-RICH AND WELL CARED FOR PEOPLE CAUGHT IT TOO.
- 4. STRUCK CHILDREN THE HARDEST.
- 5. THOSE WHO SURVIVED WERE OFTEN







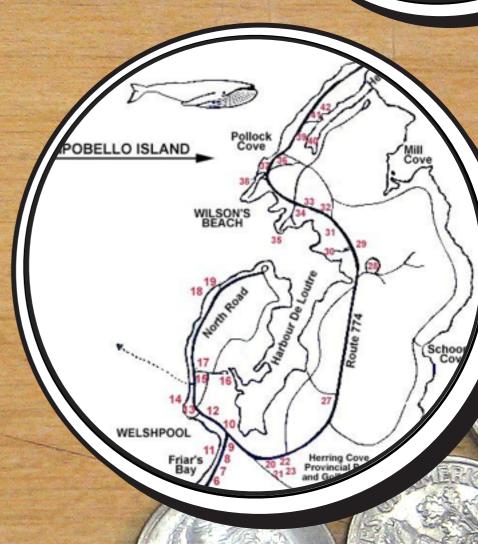




AUGUST 1921

ROOSEVELT HAD WORKED VERY HARD THROUGH A STIFLINGLY HOT SUMMER IN WASHINGTON AND WAS RUN DOWN.

ON HIS WAY TO HIS SUMMER HOME AT CAMPOBELLO ISLAND IN MAINE, HE STOPPED AT A BOY SCOUT JAMBOREE NEAR HIS HOME IN HYDE PARK.

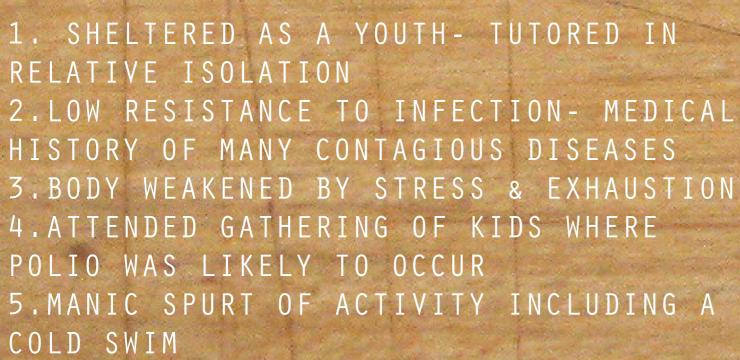


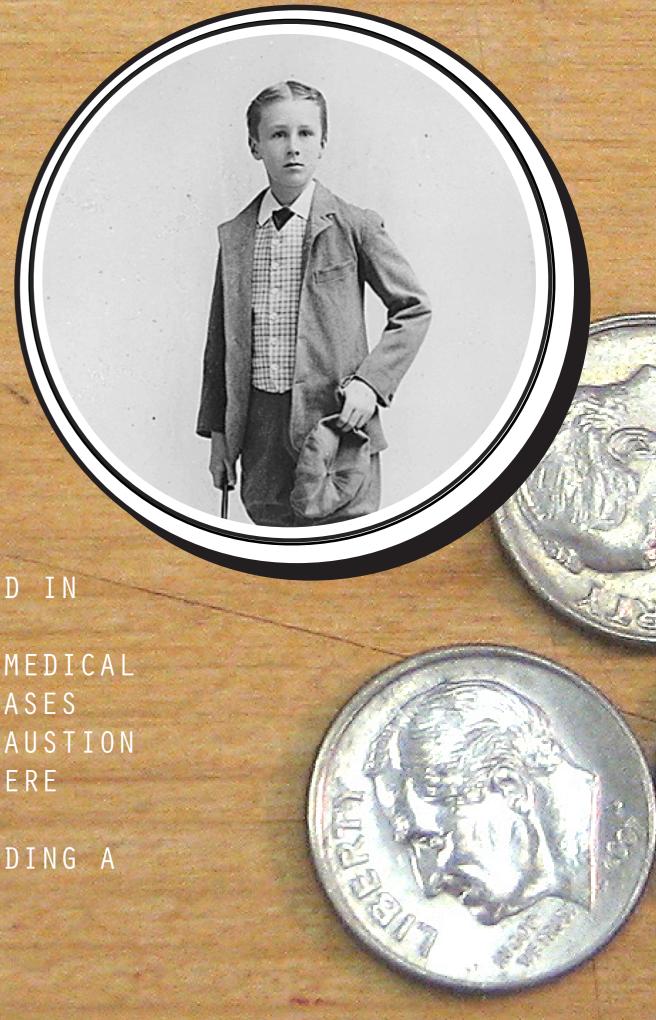


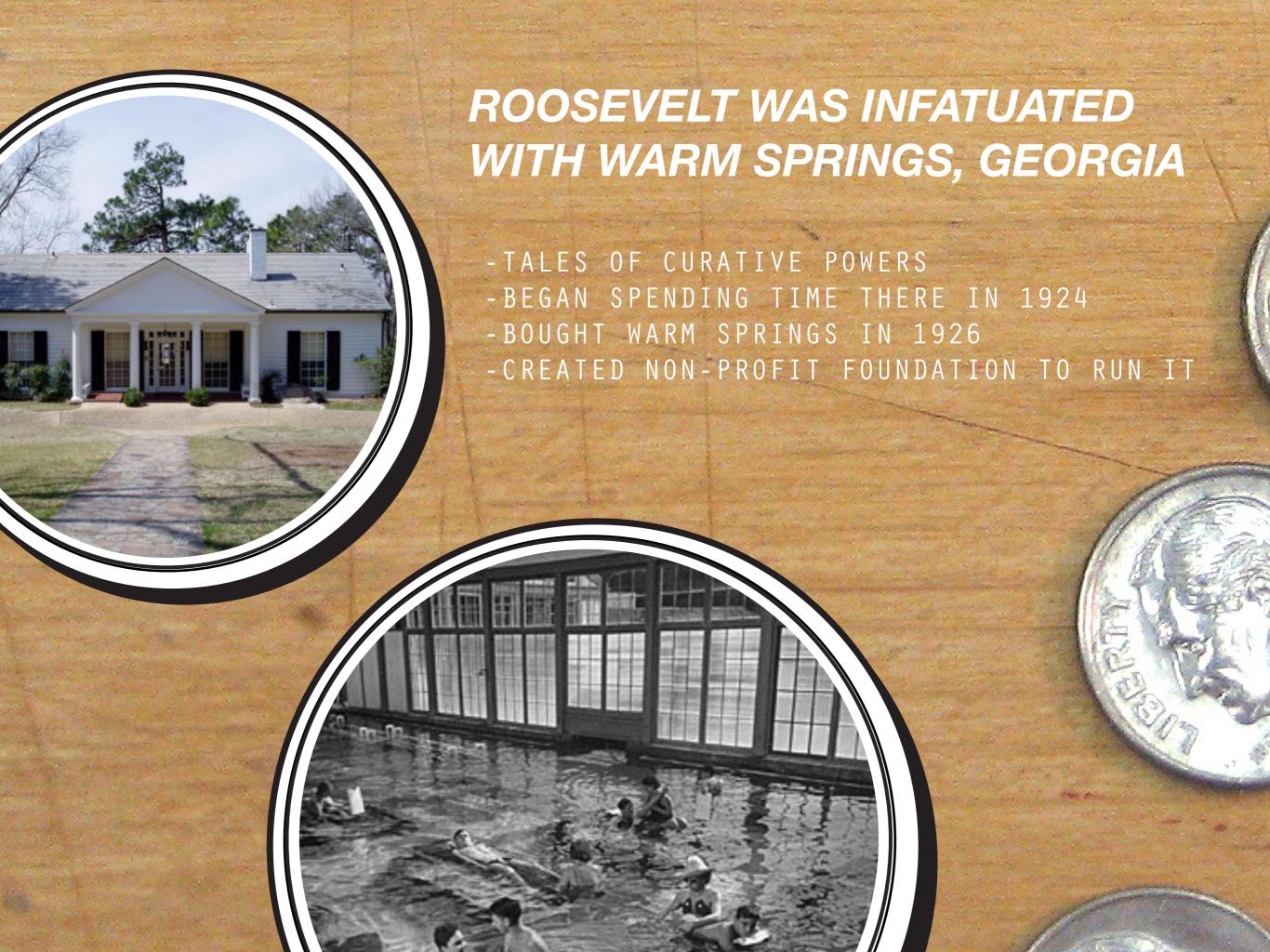
ARRIVED AT CAMPOBELLO ON AUGUST 7,1921

- -HELPED PUT OUT A BRUSH FIRE
- -HAD A RUN/SWIM RACE WITH HIS KIDS IN THE FREEZING COLD BAY OF FUNDY
- -SPENT THE AFTERNOON READING THE
- NEWSPAPER IN HIS WET BATHING SUIT















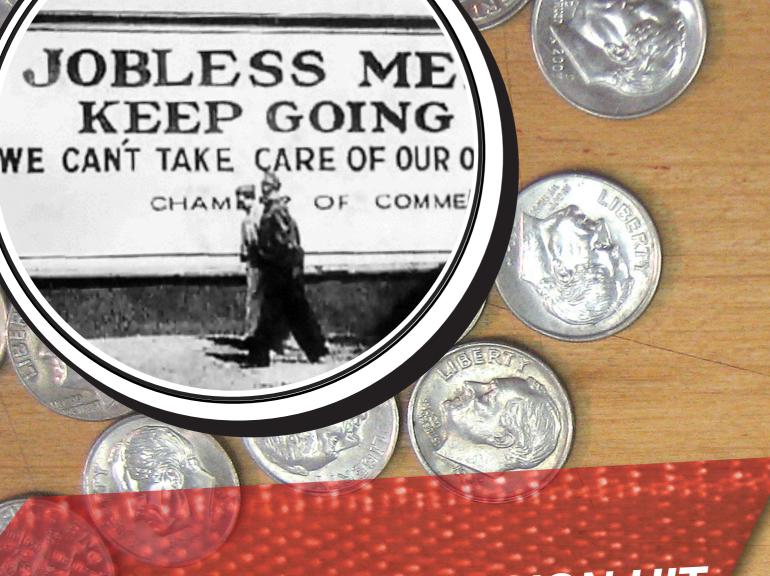


AT 40 YEARS OLD, O'CONNOR'S STORY WAS OF RAGS TO RICHES

- -CATHOLIC WORKING-CLASS BACKGROUND
- -CHAMPION DEBATER AT DARTMOUTH
- -HARVARD LAW SCHOOL
- -A CLASSIC WORKAHOLIC

 AT HARVARD HE STUDIED SO HARD THAT HE EXPERIENCED TEMPORARY BLINDNESS BUT WITH THE HELP OF HIS CLASSMATES, WHO READ HIM HIS ASSIGNMENTS, HE GRADUATED NEAR THE TOP OF HIS CLASS.



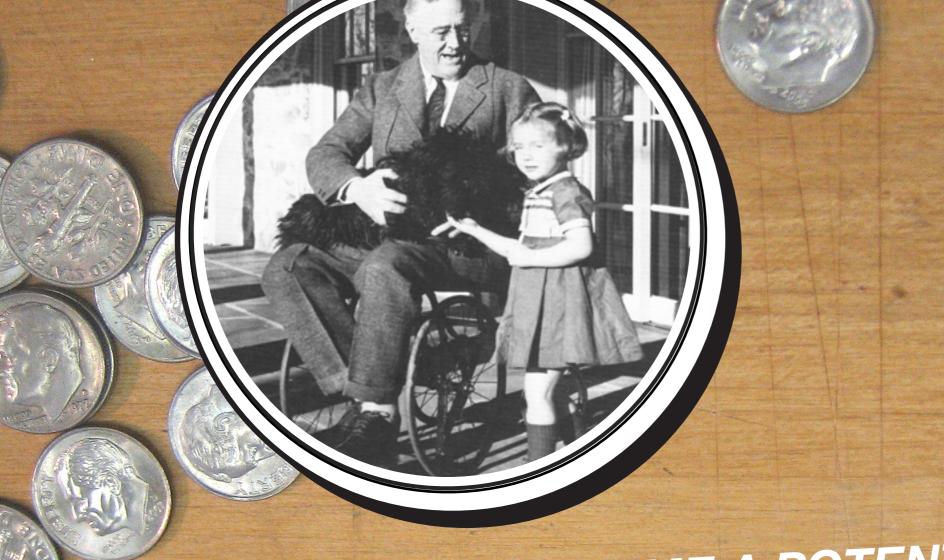




WARM SPRINGS DONATIONS WENT FROM \$369,000 IN 1929 TO \$30,000 IN 1932





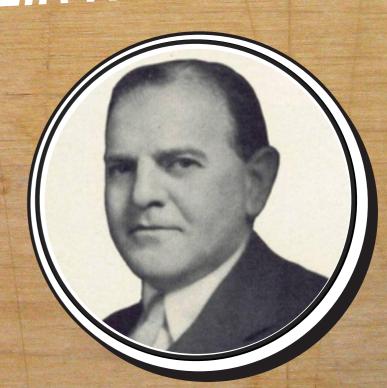




ROOSEVELT BECAME A POTENT SYMBOL FOR POLIO VICTIMS AND THEIR FAMILIES

O'CONNOR HIRED KEITH MORGAN WHO IN TURN HIRED CARL BYOIR TO DO FUNDRAISING.

CARL WAS A RISING STAR IN THE NEW FIELD OF PUBLIC RELATIONS.



IN 1932 ROOSEVELT IS ELECTED PRESIDENT

JANUARY 29,1934BYOIR PLANNED A NATIONWIDE BIRTHDAY
PARTY FOR IMMENSELY POPULAR FDR TO
RAISE MONEY FOR WARM SPRINGS





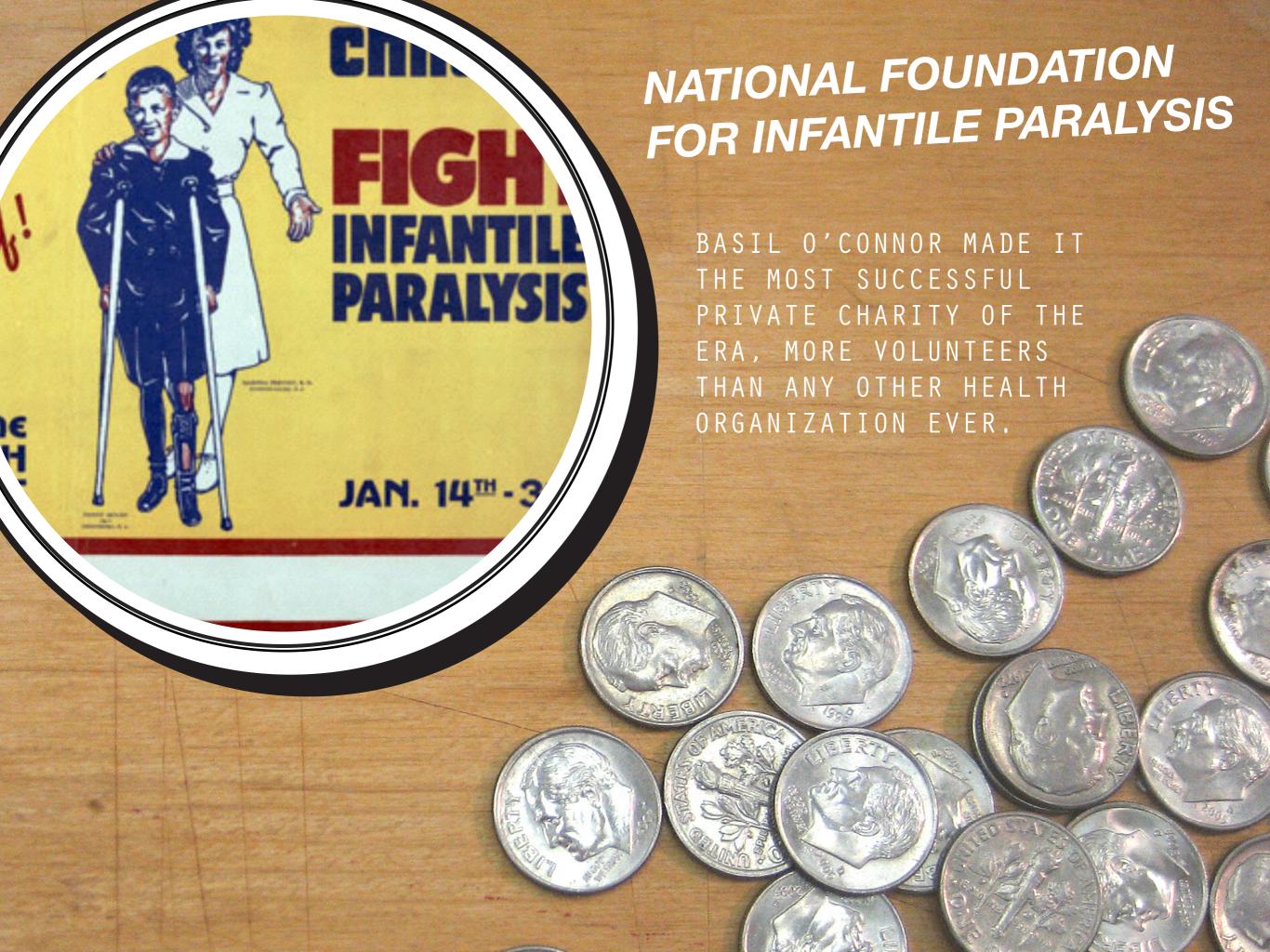


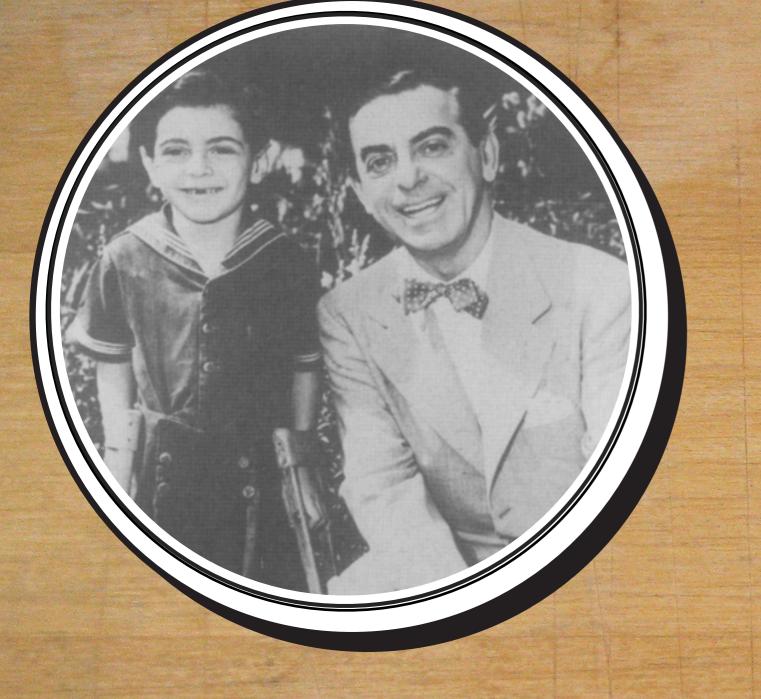


'WE DANCE SO THAT OTHERS MAY WALK'

EVERY CITY IN THE U.S. TO GIVE A BIRTHDAY BALL FOR THE PRESIDENT





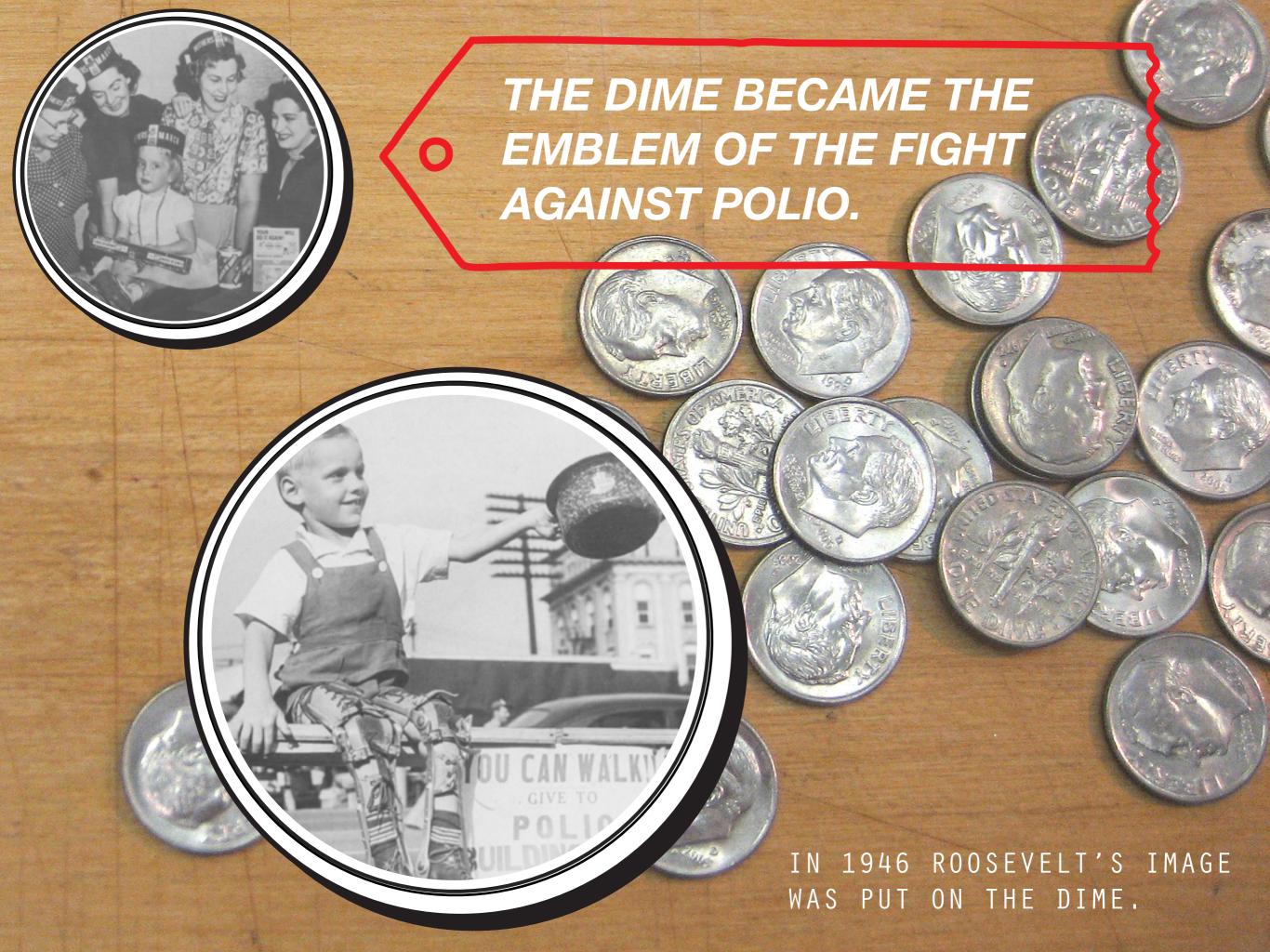


MARCH OF DIMES

THE NAME CAME FROM NEWSREELS CALLED 'MARCH OF TIME'- NAME GIVEN BY EDDIE CANTOR.

ASKED PEOPLE TO SEND DIMES TO THE PRESIDENT TO HELP CURE POLIO.



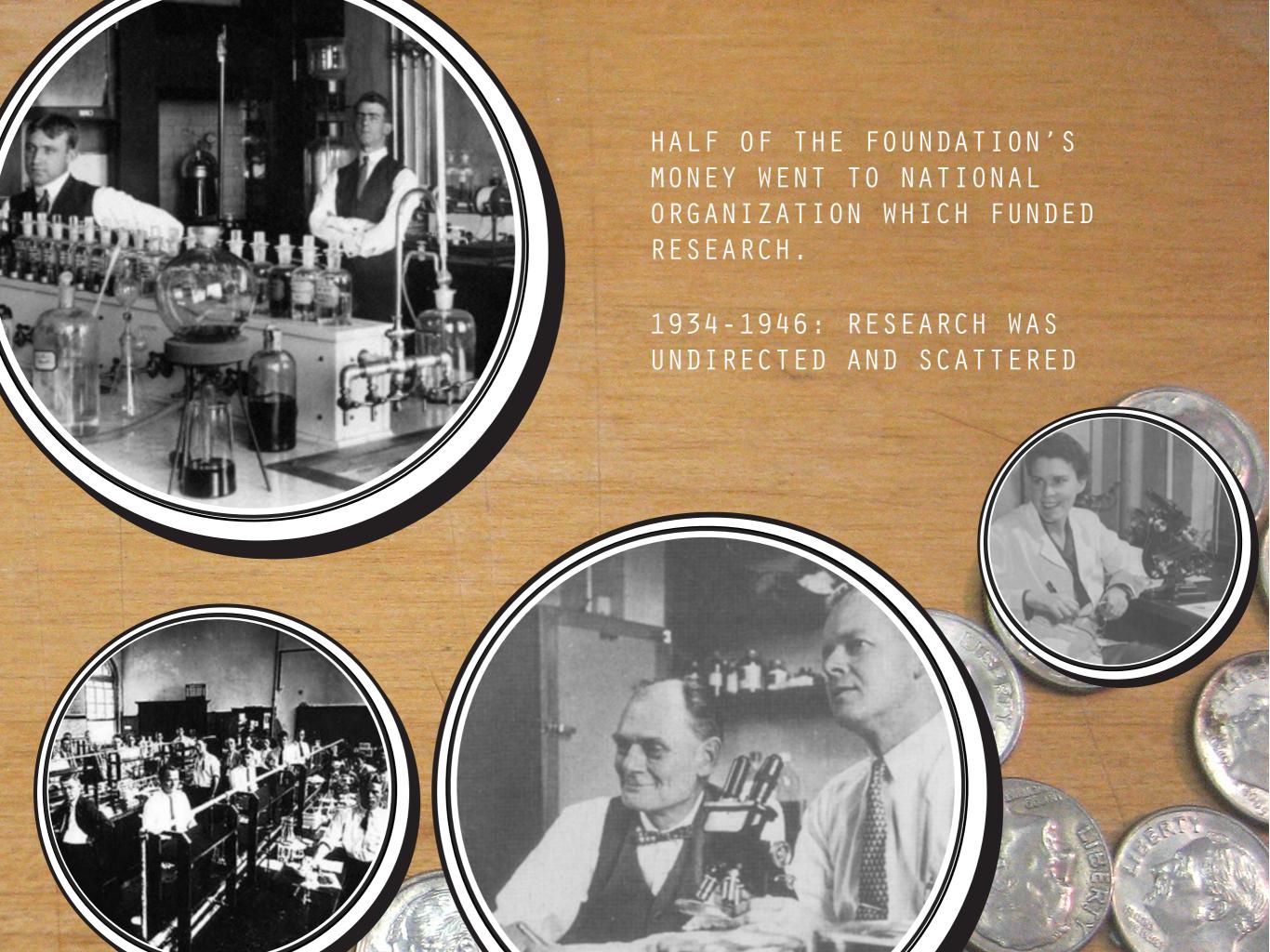




HALF OF THE FOUNDATION'S INCOME STAYED IN LOCAL COMMUNITIES TO HELP CARE FOR POLIO VICTIMS.

\$233 MILLION RAISED FOR PATIENT CARE.

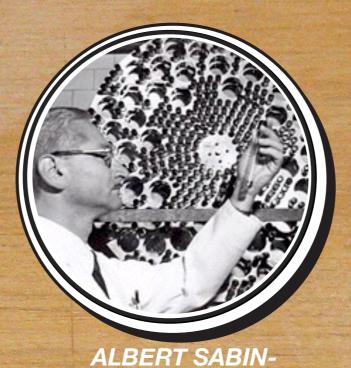
80% OF THE NATION'S POLIO PATIENTS RECEIVED HELP FROM THE FOUNDATION



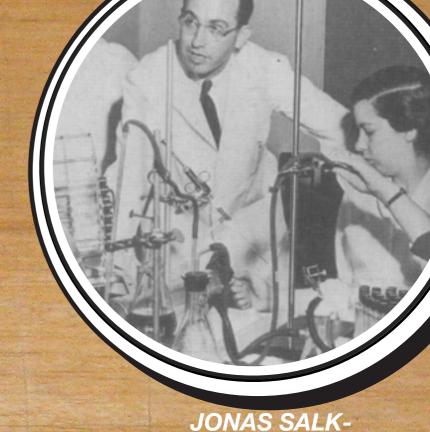




BASIL O'CONNOR-MASTER FUND-RAISER



LEADING SENIOR RESEARCHER & SCIENTIST



YOUNG TURK-REBELLIOUS, AMBITIOUS, TALENTED

TOMMY FRANCIS-EPIDEMIOLOGIST





HARRY WEAVER-SAVVY DISTRIBUTOR OF FUNDING

DEVELOPMENT OF THE POLIO VACCINE











