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THE WHITE HOUSE

WASHINGTON

September 6, 1976

TO: MRS. FORD

FROM: Maria Downs *M*

Dick Cheney asked to be filled in on the meeting called with key political women to discuss your campaign involvement. Attached is the memo I did in response to his request.

At your earliest convenience it would be good if Susan Porter and I could meet with you to fill you in on some of the ideas discussed and get your sign off on whatever you feel is worthy.

Thank you.



THE WHITE HOUSE

WASHINGTON

September 2, 1976

MEMORANDUM FOR:

DICK CHENEY

FROM:

MARIA DOWNS

Prior to the convention, I had discussed with the First Lady the possibility of calling together a group of women of varying backgrounds to discuss her involvement in the campaign and to solicit their suggestions. This meeting took place Tuesday and was attended by:

Mary Louise Smith
Pat Hutar
Patricia Lindh (former National Committeewoman,
Louisiana)
Jeanne Holm

Elly Peterson at the last minute had to cancel because of a planning session with Jim Baker. I spoke to her and will incorporate her views. It was a most productive meeting and without going into great detail let me highlight some of the results:

1. An appearance by Mrs. Ford in early September at the Republican National Committee Headquarters to kick off their major telephone bank program. This program involves 7,000 phones in 700 centers throughout 50 states and they will ultimately make 43 million calls. This appearance could feature calls cross country from the First Lady and there could also be participation by Cabinet wives and women Presidential Appointees at the state phone banks. (Cabinet members might be utilized in this program.)

2. Development of Advocates Program (Cabinet wives, White House wives, and women Presidential Appointees). This group could participate in many events the First Lady could not fulfill. We would hope to cover the many worthwhile requests that come in for her in this way. Additional events, of course, would be added to their schedule.

3. Establish an Advisory Committee to make recommendations for the First Lady's campaign participation. This group would meet on a biweekly



basis. Some of the people we are planning to suggest to Mrs. Ford for the Committee are:

Bertha Adkins - Senior Citizens
Myron Kuropas - Ethnic
Pat Hutar - Women
John Calhoun - Blacks
Pam Powell - Youth
Representative of the PFC
Jeanne Holm - Special Assistant to the
President for Women
Bill Nicholson - the President's scheduler

We particularly feel Bill should be involved for two reasons: (a) to be sure we utilize the First Lady to full extent whenever the President is unable to participate in an event; (b) to give guidance where the children can best be involved -- we feel they should be considered in the same frame as the President and the First Lady.

4. Position Papers -- Jeanne Holm has agreed to do and is working on one-page position papers that give the Administration's policy and also cite the Carter stand on the issues most likely to come up in situations where Mrs. Ford and Mrs. Dole are involved.

5. Pat Hutar brought up the importance of the value of women in regard to the Social Security issue. Depending on the President's stand on this, it could be one of our best women's issues.

6. Day Care Centers -- again one of our best women's issues if handled correctly. This subject could attract votes of many of the women blue-collar workers -- a force we have not tapped.

When I talked to Elly Peterson, her program had not been signed off on, so I will hold off on that position until we hear back from Elly.

I discussed this meeting with Mrs. Ford while she was in Vail and will be getting together with her upon her return to find out how she would like us to proceed.

There are going to be many things coming up in the next two months that should be coordinated with the west side. The first to come to mind is candidate endorsement by Mrs. Ford ---- political mail. It would be very



helpful to have one person from your staff to work with. Jim Field worked extremely well with Mrs. Ford at the convention regarding delegates. He could prove most helpful to us.

In addition to the people mentioned in attendance, Susan Porter and Karen Keesling sat in on the meeting.

