

The original documents are located in Box 4, folder “ “No Greater Love” Press Conference, Cincinnati, Ohio, October 26, 1976” of the Frances K. Pullen Papers at the Gerald R. Ford Presidential Library.

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NO GREATER LOVE PRESS CONFERENCE

CINCINNATI, OHIO

TUESDAY, OCTOBER 26, 1976

THANKS JOHNNY.

I HOPE THE THANKSGIVING SALUTE TO OLDER AMERICANS
IS AS SUCCESSFUL AS THE BIG RED MACHINE.

I'M GLAD TO BE HERE,

BECAUSE NO GREATER LOVE DOES SUCH IMPORTANT WORK

BY REMINDING US

OF OUR OLDER FRIENDS AND NEIGHBORS.

It is especially fitting to remember older Americans in this our Nation's Bicentennial year — since they are our living heritage —

LAST THANKSGIVING,

THE SENIOR CITIZENS WHO SHARED OUR MEAL

BROUGHT US SO MUCH JOY AND FRIENDSHIP *to us*

I'M SURE YOUR THANKSGIVING
WILL BE MORE MEANINGFUL
IF YOUR SHARE THE DAY
WITH SOMEONE
OR PERHAPS SEVERAL PEOPLE
WHO MIGHT OTHERWISE BE ALONE.

I HOPE YOU INVITE AN OLDER AMERICAN

INTO YOUR CIRCLE OF LOVE

ON THANKSGIVING *Day* —

AND ALSO ON MANY OTHER DAYS OF THE YEAR.

THANK YOU.

Tuesday, October 19, 1976

Taft Running Hard To Meet Challenge From Metzenbaum

By Abe Zaidan

Special to The Washington Post

CLEVELAND—The other day, Sen. Robert Taft's campaign helicopter strayed off course during a swing through eastern Ohio and, to the surprise of the small traveling party, landed near a school yard in Ravenswood, W.Va.

The Republican candidate's problems in getting his campaign back on track that day with a faulty helicopter compass produced some bright newspaper accounts—and a happy reaction from one Taft aide:

"It was great! We need some color in the Taft campaign."

The 59-year-old Senator's drab political style has long concerned his advisers, who believe it detracts from his performance in Washington.

Now, faced with a serious challenge from former Democratic Sen. Howard Metzenbaum, Taft is being forced into a livelier pace to avoid a clearly possible upset.

His stop-action television spots project a sense of urgency in Taft's manner, whether he is fighting for a stronger Navy or rushing aid to tornado-stricken Xenia, Ohio.

He's even added some quips to his speeches. "Sex has been added to the campaign," he told the Republican state convention in Columbus recently. "President Ford has been interviewed by Ladies Home Journal and Jimmy Carter by Playboy. Penthouse interviewed Bob Dole, but unfortunately the interview was too square to print."

There has been a conscious effort to enliven the Taft image on the stump, partly to dispel notions that he is physically unable to carry out a strenuous campaign. Aides are quick to say that he has fully recovered from a January, 1975, heart attack.

In some respects, the campaign is a replay of the 1970 race in which Taft unseated Metzenbaum by 70,420

votes after an even tighter primary contest with Republican Gov. James Rhodes.

Both men are long established mainstream party loyalists, whose campaign speeches are comfortably drawn from their parties' traditional shopping lists of issues. Both are well known ballot figures, and apparently both—despite their avowed fears to the contrary—will somehow muster enough campaign money.

If anything is different in Campaign II, it is Metzenbaum's shift from high visibility political brawling to low-keyed diplomacy on the stump.

His top campaign people say the 59-year-old Cleveland businessman has overcome troublesome issues that plagued him in previous Senate campaigns—the last one in 1974 when he lost a bitterly fought primary to John Glenn. Questions about his income taxes have been resolved, and the label of "millionaire businessman" seldom appears beside his name in news stories this year.

His wealth kept him on the defensive in past campaigns, and the more he responded to that point the more he became the issue.

But when Rep. James V. Stanton revived questions about his finances in the final days of the Democratic senatorial primary last spring, Metzenbaum blithely ignored him and went on to a surprisingly easy victory over Stanton.

Metzenbaum has yet to win the endorsement of Glenn, who has remained cool since the 1974 Senate campaign, but he has the support of the state's big labor unions, who are again putting their muscle into his effort against Taft.

The latest Focus, a booklet published by the Ohio AFL-CIO, carries a two-page spread praising Metzenbaum's one-year record in the Senate



SEN. ROBERT TAFT

... Republican incumbent forced into liv

in 1974 (he was appointed by then-Gov. John J. Gilligan after Republican William Saxbe became Attorney General.)

Taft has been attacking his opponent as an "ultra-liberal" big spender. Metzenbaum's main thrust—the one that wins the loudest applause on the stump—is against the big oil companies and public utilities.

Each candidate is counting on a radio-television campaign in the final days.

Metzenbaum will spend "in the neighborhood of \$300,000 for media advertising—and more, if we can raise it," an aide says. His total campaign budget is about \$600,000. Taft people estimate they will spend about \$490,000 on media advertising from a total budget of \$1.3 million.

Although most polls give Taft a small lead, Metzenbaum says he is well within striking distance.

Metzenbaum's greatest hope may lie not so much in the final bursts from the TV tube but in the sharp rise in voter registration in Democratic Cuyahoga County and other northern industrial areas.

Election officials said a special registration effort, pushed by the Ohio Democratic Party and organized labor, had added more than 90,000 to the rolls in Cuyahoga County. Patrick

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HOWARD METZENBAUM

...bent forced into livelier pace by Democrat

...by then-
Republican
Attorney

Leahy, executive director of the state Democratic Party, said new registrations statewide might exceed 450,000.

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Both sides agree that the registration news is better for the Democrats than the Republicans. If the newcomers turn out in large numbers on Election Day, it could be the decisive factor in the neck-and-neck race.

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Cincinnati Background

Cincinnati is the home of Senator Robert Taft Jr., and the city has been the family's political base since the days of President William Howard Taft. Taft has a tough re-election fight against Democrat Howard Metzenbaum. Assessment of the race from The Post is attached.

Of the Nation's 25 largest cities, Cincinnati is one of the most consistently Republican. The city has fewer blacks and fewer ethnics than most industrial centers. Many of the migrants from Kentucky and Tennessee came from the Republican strongholds in Appalachia.

The 1st district of Ohio is the eastern and more prosperous half of the city and suburban Hamilton County. The 1st has been represented by several men who went on to state or national prominence. Former Democratic Governor John Gilligan, Senator Taft and newspaper publisher Bill Keating have represented the 1st. Keating retired from the seat to become president of the Cincinnati Enquirer. *Keating will be involved in your press conference.

The incumbent is Willis Gradison, Jr., who won a full term in 1974 after losing out in a special. Gradison has a Democratic opponent, but he is expected to win.

The 2nd district is the western half of the city with some of the older and poorer sections of Cincinnati. This district also includes the industrial area with industries like Proctor and Gamble, General Electric and machine tool makers. Like the 1st, this district is predominantly Republican. The incumbent is GOP Representative Donald Clancy, who was first elected in 1960. Clancy's opponent is Thomas A. Luken, and this race could be close. Luken won the special election against Gradison early in 1974, and then was defeated by him in the general. Now Luken is running in the other Cincinnati district against Clancy.

No Greater Love Press Conference, Cincinnati, Ohio,
Tuesday, October 26, 1976

Thanks, Johnny. / I hope the Thanksgiving Salute
to older Americans is as successful as the Big Red
Machine. /

I'm glad to be here, / because No Greater Love does
such important work / by reminding us / of our older friends
and neighbors.

Last Thanksgiving, the senior citizens who shared our
meal / brought us so much joy and friendship. / I'm sure your
Thanksgiving / will be more meaningful / if you share the
day / with someone ~~or perhaps several people~~ / who might otherwise be alone.

I hope you invite an older American / into your
circle of love / on Thanksgiving and ~~alone on~~ / many other days of
the year.

Thank you. /

No Greater Love Press Conference, Cincinnati, Ohio,
Tuesday, October 26, 1976

Thanks, Johnny. I hope the Thanksgiving Salute to older Americans is as successful as the Big Red Machine.

I'm glad to be here, because No Greater Love does such important work by reminding us of our older friends and neighbors.

Last Thanksgiving, the senior citizens who shared our meal brought us so much joy and friendship. I'm sure your Thanksgiving will be more meaningful if you share the day with someone who might otherwise be alone.

I hope you invite an older American into your circle of love on Thanksgiving and many other days of the year.

Thank you.

Information from Patti on No Greater Love Press Conference

Johnny Bench (Cincinnati Reds catcher) will explain the programs of No Greater Love.

Mayor Bobbie Stern, the female Democratic mayor of Cincinnati, will read a proclamation about senior citizens.

Carmella LaSpada will explain why Cincinnati was chosen to kickoff the Thanksgiving Salute.

Bill Keating will introduce special guests.

Jim Labarbra, a popular disc jockey at WLW radio, will talk about the program.

Bench introduces Mrs. Ford and presents No Greater Love medal.

Mrs. Ford speaks.

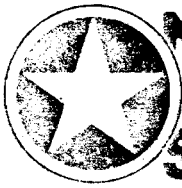
Bench, Carmella and Mrs. Ford will take questions.

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Among those greeting Mrs. Ford either at airport or hotel are Bench, Pete Rose, also Cincinnati Reds, and Bob Johnson, Cincinnati Bengals (football). Mrs. Ford met Bench in New York with his wife. They are now divorced.

Also Patti says Mrs. Ford may remember 1st involvement with No Greater Love was Redskins party at Dulles in 1974.

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NATIONAL DIRECT MAIL SERVICES, INC.

WASHINGTON, D.C. • COLUMBUS, OHIO

October 15, 1976

MEMORANDUM

TO: Nancy Thompson
FROM: Robert P. Odell
SUBJECT: Salute to Senior Citizens

Attached are the materials which outline Mrs. Ford's possible involvement in a national "Salute to Senior Citizens" program to be held in Cincinnati.

The key points which should be noted:

1. No Greater Love is a respectable, responsible organization run by volunteers,
2. The "Salute to Older Americans" is an annual event, first done by Richard Nixon,
3. The suggested date comes only two days after the conclusion of the World Series if it goes to seven games (the day in between is Veterans Day),
4. The involvement of Bishop Bernadin, the head of the national council of Bishops who has met recently with the President on some of our key issues,
5. There will be good media coverage. WLW - TV will prep public announcements for the tv stations, WLW radio is doing the same for the radio stations. WLW has one of the largest radio audiences in the mid-west, and is the "voice" of the Reds and the Bengals, and
6. Lots of senior citizens vote.

October 14, 1976

No Greater Love would like to invite Mrs. Ford to the Thanksgiving Salute news conference in Cincinnati for the following reasons:

1. As Honorary Patron of No Greater Love, she has shown, time and time again, great concern for the groups of Americans No Greater Love serves. For older Americans, she and the President issued a statement in support of activities for senior citizens, included a statement in the Thanksgiving Proclamation about the significance of older Americans in our bicentennial year, and invited fourteen senior citizens from the Washington metropolitan area to a White House dinner in November, 1975. Clearly, the Fords have expressed their interest in and concern for America's elderly in these ways.
2. We wish to present Mrs. Ford, in a special ceremony during the news conference, with the first NGL Special Commemorative Medal, struck by the Franklin Mint. As an expression of our gratitude to her, this presentation would provide us a meaningful opportunity to thank her, on behalf of all the Americans in our programs, for her endorsement and support of No Greater Love.
3. In regard to the Thanksgiving Salute specifically, we are asking Cincinnati to serve as the model observance for other communities and groups across the nation. Mrs. Ford's presence at the news conference would do much to put the Thanksgiving Salute in the public eye and increase public awareness, a key element in the success of the "person-to-person" Salute. The news conference will kick off the media promotion, through which citizens will be encouraged to invite an older American into their homes during the holiday celebration.

Her presence at the conference would be a great plus for our nation's elderly by making more people aware of their needs at this time of fellowship and togetherness. Because they lack the family, and often the means, to celebrate themselves, the Thanksgiving Salute fulfills an important need by helping to avoid a primary problem of old age - loneliness.



October 14, 1976

F A C T S H E E T

EVENT: News Conference - - THANKSGIVING SALUTE TO OLDER AMERICANS

DATE: Tuesday, October 26, 1976

PLACE: Terrace Hilton Hotel, "Parlor A," 5th and Race Sts.,
Cincinnati, Ohio

TIME: 11:00 a.m.

PURPOSE: The primary purpose of the news conference is to announce the kickoff of Cincinnati's Thanksgiving Salute to Older Americans, a program which encourages citizens to include older Americans who would otherwise be alone in family celebrations. NO GREATER LOVE will use Cincinnati as the model city for other communities across the nation for their future Salute observances.

Bishop Bernadin has endorsed the Salute. Both the Catholic Archdiocese of Ohio and the Ecumenical Council of Cincinnati are playing a leading role in involving the community in the Thanksgiving program. Representatives from the Voluntary Action Center, the Senior Citizens Centers, and the Cincinnati Metropolitan Housing Authority are taking part in arrangements for the Salute. Representatives from the local media are assisting No Greater Love on promotion.

In 1975, President and Mrs. Ford hosted fourteen senior citizens without families at a White House Thanksgiving dinner. They hoped, in this way, to bring to the nation's attention the plight of many of American's elderly who are alone and isolated from family and friends at holiday time.

In appreciation for the concern the Fords have shown for Older Americans, and for their outstanding contributions in tribute to the groups of Americans No Greater Love serves, NGL's President-Elect Johnny Bench will present First Lady Betty Ford with the first No Greater Love Special Commemorative Medal. This medal, in gold, is the only gold medal of an issue especially struck for No Greater Love by the world-renowned Franklin Mint.

Hank Aaron, who has served as No Greater Love's National President for the past two years, will remain closely affiliated with the organization, and will continue to take part in its activities as President Emeritus.

THE WHITE HOUSE

WASHINGTON

October 14, 1976

MEMORANDUM FOR: SUSAN PORTER

FROM: MILT MITLER *Just*

Susan, attached is a Fact Sheet from No Greater Love. This is a national organization which does an outstanding job with the elderly, veterans, underprivileged and others and of which Mrs. Ford is an Honorary Patron. As you can see by the attachment, they plan a news conference in Cincinnati, Ohio on October 26th at which the incoming National President, Johnny Bench of the Cincinnati Reds, will announce the First Lady as the recipient of the first No Greater Love Gold Medal. What are the chances of Mrs. Ford being there to accept.

Attachment (Fact Sheet on Salute To Older Americans)

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In 1975, President and Mrs. Ford hosted fourteen senior citizens without families at a White House Thanksgiving dinner as part of the Salute.

Official announcement will be made at the conference that Johnny Bench, All-Star catcher for the Cincinnati Reds, has been named No Greater Love's newest National President. Hank Aaron, who has served as President for the past two years, will remain closely affiliated with the organization. He will continue to take part in its activities as President Emeritus.

In appreciation for the concern the President and Mrs. Ford have shown for older Americans, and for their outstanding contributions in tribute to the groups of Americans No Greater Love serves, NGL's President-Elect Johnny Bench will present First Lady Betty Ford with the first No Greater Love Special Commemorative Medal. This medal, in gold, is the first of the issue especially struck for No Greater Love by the world-renowned Franklin Mint.