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GREETINGS TO CONVOY ON CITIZENS BAND RADIO

THIS IS K-U-Y 9532 TO THE GRAND RAPIDS SCATTER BLITZERS
AND TO ALL YOU C-BERS IN WISCONSIN.

I'M SO GLAD TO BE HERE TODAY

AND I'M LOOKING FORWARD TO MY VISIT.

I WANT TO SAY A SPECIAL THANKS TO THE MICHIGAN CONVOY.

PLEASE "KEEP ON TALKING" FOR PRESIDENT FORD.

WE APPRECIATE YOUR HELP IN KEEPING THE FORDS "10-20" AT
1600 PENNSYLVANIA AVENUE.

A HAPPY TRIP BACK TO GRAND RAPIDS.

THIS IS K-U-Y 9532.

FEDERAL COMMUNICATIONS COMMISSION

WASHINGTON, D.C. 20534

April 2, 1976

UNITED STATES

Call sign: KUY 9532

8/1/76

Units: 5

Expiration Date: 7-2-76

Class: D

Elizabeth B. Ford
The White House
1600 Pennsylvania Ave. N.W.
Washington, D.C. 20500

Dear Citizens Band Applicant:

Special Temporary Authority is hereby granted for you to operate your Citizens Radio Service station using the temporary call sign and the number of units listed above. Your application for a permanent license will be processed and a different call sign will be issued. You must identify your radio station before and after each transmission with the above call sign. All operations must be in compliance with Part 95 of the Rules. This authority may be revoked by the Commission in its discretion at any time, and expires on the above date.

Sincerely yours,

for *John B. Johnson*
Charles A. Hightubotham
Chief, Safety and Special
Radio Services Bureau



Thank you very much
I have a few remarks prepared.

For immediate release
Sunday, April 4, 1976

I am very proud to

THE WHITE HOUSE
Office of Mrs. Ford's Press Secretary

Mrs. Ford's Remarks at the Presentation of Olympic Recognition
Awards in Madison, Wisconsin on April 4, 1976:

Congratulations to you Olympic participants and coaches and to
all of you in this audience who helped them on their way to
Innsbruck for the 1976 Winter Olympics. What an incredible
amount of faith and teamwork went into your participation and
how many years of determination and hard work to achieve this

My mother often said: "Anything worth doing is worth doing
well." I truly believe that and I admire people---like you and
your families---whose commitment demonstrated that philosophy
of life.

The champions I've met in all fields from sports to politics
have in common a dedication in excellence. This requires
discipline, devotion and sacrifice. To reach the Olympics
demanded the best from you and the support and understanding
of your families. So many miles of driving to practices and
games and so many hours of practice preceded the competition
in Austria.

In achievement of excellence, there are many rewards--such as
the recognition you received today. But the deepest joy is in
the doing and the striving---in those exciting moments of
competition when the adrenalin runs fast and the goal is in sight.

It is those times for which we salute you and in which we as a
Nation take pride. You brought honor to yourselves and to us,
because you competed with the world's best. We commend you for
this patriotic endeavor and wish you the best in life and
athletics.

Having raised 4 children
I am well aware

Thank you very much.



For immediate release
Sunday, April 4, 1976

THE WHITE HOUSE
Office of Mrs. Ford's Press Secretary

Mrs. Ford's Remarks at the Presentation of Olympic Recognition Awards in Madison, Wisconsin on April 4, 1976:

Congratulations to each of you and to all of the people in this audience and this area who helped you. What an incredible amount of faith and teamwork went into your victories and how many years of hard work and determination.

My mother often said: "Anything worth doing is worth doing well." I truly believe that and I admire people---like you---whose actions demonstrate that philosophy of life.

The champions I've met in all fields from sports to politics have in common a dedication to excellence. Excellence requires discipline, devotion and sacrifice. The pursuit of excellence demands a giving of the best in each of us.

In achievement of excellence, there are many rewards---such as the recognition you received today. But the deepest joy is in the doing and the striving---in those high, glad moments of competition. It is those times for which we salute you and which as a Nation we take pride. You brought honor to yourselves and to us, because you not only pursued, but achieved excellence.

#



Remarks After Presentation of Olympic Recognition Awards,
Madison, Wisconsin

Congratulations to you Olympic participants and coaches and to all of you in this audience who helped them on their way to Innsbruck for the 1976 Winter Olympics. What an incredible amount of faith and teamwork went into your participation and how many years of determination and hard work.

My mother often said: "Anything worth doing is worth doing well." I truly believe that and I admire people---like you and your families---whose commitment demonstrates that philosophy of life.

The champions I've met in all fields from sports to politics have in common a dedication to excellence. This requires discipline, devotion and sacrifice. To reach the Olympics demanded the best from you and the support and understanding of your families. So many miles of driving to practices and games and so many hours of practice preceded the competition in Austria.

In achievement of excellence, there are many rewards--such as the recognition you received today. But the deepest joy is in the doing and the striving---in those exciting moments of competition when adrenalin runs fast and the goal is in sight.

It is those times for which we salute you andⁱⁿ which as a Nation we take pride. You brought honor to yourselves and to us, because you competed with the world's best. We commend you for this patriotic endeavor and wish you the best in life and athletics.

REMARKS OF FIRST LADY

After

PRESENTATION OF OLYMPIC RECOGNITION AWARDS

Madison, Wisconsin
Sunday, April 4, 1976

I.
CONGRATULATIONS TO YOU
OLYMPIC PARTICIPANTS AND COACHES
AND TO ALL OF YOU
IN THIS AUDIENCE
WHO HELPED THEM
ON THEIR WAY TO INNSBRUCK
FOR THE 1976 WINTER OLYMPICS.

WHAT AN INCREDIBLE AMOUNT
OF FAITH AND TEAMWORK
WENT INTO YOUR PARTICIPATION
AND HOW MANY YEARS
OF DETERMINATION AND HARD WORK.

MY MOTHER OFTEN SAID:

"ANYTHING WORTH DOING

IS WORTH DOING WELL."

I TRULY BELIEVE THAT

AND I ADMIRE PEOPLE---

LIKE YOU AND YOUR FAMILIES---

WHOSE COMMITMENT DEMONSTRATES

THAT PHILOSOPHY OF LIFE.

THE CHAMPIONS I'VE MET
IN ALL FIELDS
FROM SPORTS TO POLITICS
HAVE IN COMMON
A DEDICATION TO EXCELENCE.
THIS REQUIRES DISCIPLINE,
DEVOTION
AND SACRIFICE.

TO REACH THE OLYMPICS

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FROM YOU

AND THE SUPPORT

AND UNDERSTANDING

OF YOUR FAMILIES.

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BUT THE DEEPEST JOY
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IT IS THOSE TIMES

FOR WHICH WE SALUTE YOU

AND IN WHICH WE AS A NATION

TAKE PRIDE.

YOU BROUGHT HONOR

TO YOURSELVES

AND TO US,

BECAUSE YOU COMPETED

WITH THE WORLD'S BEST.

WE COMMEND YOU

FOR THIS PATRIOTIC ENDEAVOR

AND WISH YOU THE BEST

IN LIFE AND ATHLETICS.

#

Reed

- writers mingle
- sugg for remarks.

Chairman of the Olympian
Reception Committee

Rosie - credent list - remarks

people who have excelled - set goals for selves⁺
in high school guests also outstanding
 civic pride - more than any other comm

Neptunes Hall

reed coleman - master of cerem

4:30

- bob voss - pres of C of C
remarks - reed coleman
- intro of bf for plaques

(bob o'malley - im past pres)

TO

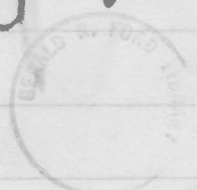
In grateful apprec for your tremendous
effort in the 1976 Winter Olympic
games & the honor you brought to the
Madison area.

Presented by The City Madison C of C

Member - US Winter Olympic Team
Innsbr, Austria

Feb, 1976

" more than any other comm" - Sport illust
speed skating - hockey - one coach of ski jumpers
good programs



SUNDAY, APRIL 4, 1976

LIST F

CREDENTIALLED MEDIA

| | |
|---------------------------------|-------------------------|
| 891 → AUSTIN, DOROTHY | MILWAUKEE SENTINEL |
| 1. BENSON, A. CRAIG | WISCONSIN STATE JOURNAL |
| 892 → BROWN, KEITH JAMES | WITI-TV - MILWAUKEE |
| 3. CISLAK, BRIAN | WIBA RADIO |
| 4. FORESTER, MARK (HENDRICKSON) | WMAD RADIO |
| 893 → GARDINER, MARILYN | MILWAUKEE JOURNAL |
| 894 → GESSERT, SHERMAN | MILWAUKEE JOURNAL |
| 5. GORMAN, PATRICIA A. | WKOW-TV |
| 6. HART, PAMELA (GOODWIN) | WISM RADIO |
| 7. HUNTER, JOHN PATRICK | CAPITAL TIMES |
| 8. JACKSON, JOSEPH W. | WISCONSIN STATE JOURNAL |
| 9. KOEHN, MARK ROGER | WISC-TV |
| 895 → McCULLOUGH, JOHN | WITI-TV - MILWAUKEE |
| 10. MURPHY, CAROL | WMTV |
| 11. O'CONNELL, PATRICIA CHRISTY | WISC-TV |
| 12. O'CONNELL, TEDD PATRICK | WISC-TV |
| 13. PETERS, NORM | WMTV |
| 14. PFEFFERKORN, ROBERT | WISCONSIN STATE JOURNAL |
| 896 → RIEMERS, KETIL | WTMJ - MILWAUKEE |
| 897 → RIPPE, TOM EUGENE | WITI-TV - MILWAUKEE |
| 16. SCAPPLE, JOHN H. | WKOW-TV |
| 17. WALLACE, WAYNE COREY | WISM RADIO |
| 18. WARREN, LARRY | WMTV |
| 19. WOSEPKA, ELIZABETH BEYLER | WIBA |

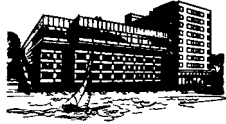


Mrs. John A. Bolg, ~~Chairman~~ Civic Music Association ~~Chairman~~ ~~Chairman~~
Mrs. Donald Stroud, Civic Music Association



1-1071 Vernon Klette
1-1072 Milton Levy
1-1073 Manny Aspert
1-1074 Drew Phillips
1-1075 Judy Neuman

The Edgewater



P.O. BOX 490

MADISON, WISCONSIN 53701

LAKE MENDOTA AT WISCONSIN AVENUE

WITHDRAWAL SHEET (PRESIDENTIAL LIBRARIES)

| FORM OF DOCUMENT | CORRESPONDENTS OR TITLE | DATE | RESTRICTION |
|------------------|-------------------------|----------|-------------|
| Doc. | Event Notes (pages - 2) | 4/4-5/76 | C |

File Location:

Shelia Weidenfeld Files, Box 23, Trips Files. Folder: 4/4-5/76 - Wisconsin (2)

RESTRICTION CODES

JJO 12/13/16

- (A) Closed by applicable Executive order governing access to national security information.
- (B) Closed by statute or by the agency which originated the document.
- (C) Closed in accordance with restrictions contained in the donor's deed of gift.

Mike Meagher
Mary Lee Dorsey

(George Parker
not to be at
airport

Jan Renzel
Peggy Kane
Kevin Robinson
Greg Shultz
Denise Puroni

bill robbins
Spiegel - 252 6104
Wm C. 238 4677 home

State Journal - 252 6120 bob Franzman



Sunday

2:30 - 4:30 Press credent at Edgewood Hotel
for Madison (note:

3 pm

am

4:30 pm

Mrs Ford will allen receipt at Ed H
for honoring the 11 winter Olymp from
Dane County. She will part in a
prog & present placques to them. The
rec is being sp by Mad C of C

Monday

8:30 - 10:30

Conf Rm, north end of bagg room at Mitchell
Credent pickup for press used Field
to cover b/s visit to milw
Mrs F departs am MU.

10:55 am

MF arrives MF. Press shld board
press bus in Mrs Ford's motorcade.

11 am

~~the bus~~

11:30

Mrs Ford will visit w/ st on the MC
campus & have lunch in the
student caf

2 pm

Mrs Ford arrives at Mfr sh ctri.
Press shld board press bus in motorcade
upon leaving Marquette U.

3:30

pm Mrs. F departs MF enroute
Wash DC

First Lady Betty Ford will be ~~honored~~ ^{the special} guest Sunday at a reception to honor the 11 winter olympians from Dane County. The reception, ^{to be hosted by the OTC M Co C,} will be ^{held} at the Edgewater Hotel in Madison from 4-5:30pm.

Mrs. Ford will present each Olympian a plaque on behalf of the Co C + will close the prog w/ brief remarks. Each plaque reads: TO recipient:

Reed Coleman, chairman of the receipt, ^{+ will make his own Co C Pres} will be mstr of ceremonies. Robt Voss will ~~act~~ ^{the order} as escort Mrs. Ford. ~~to the stage.~~ The Olymp, in ~~the order~~ ~~receive~~ in which they receive their awards:

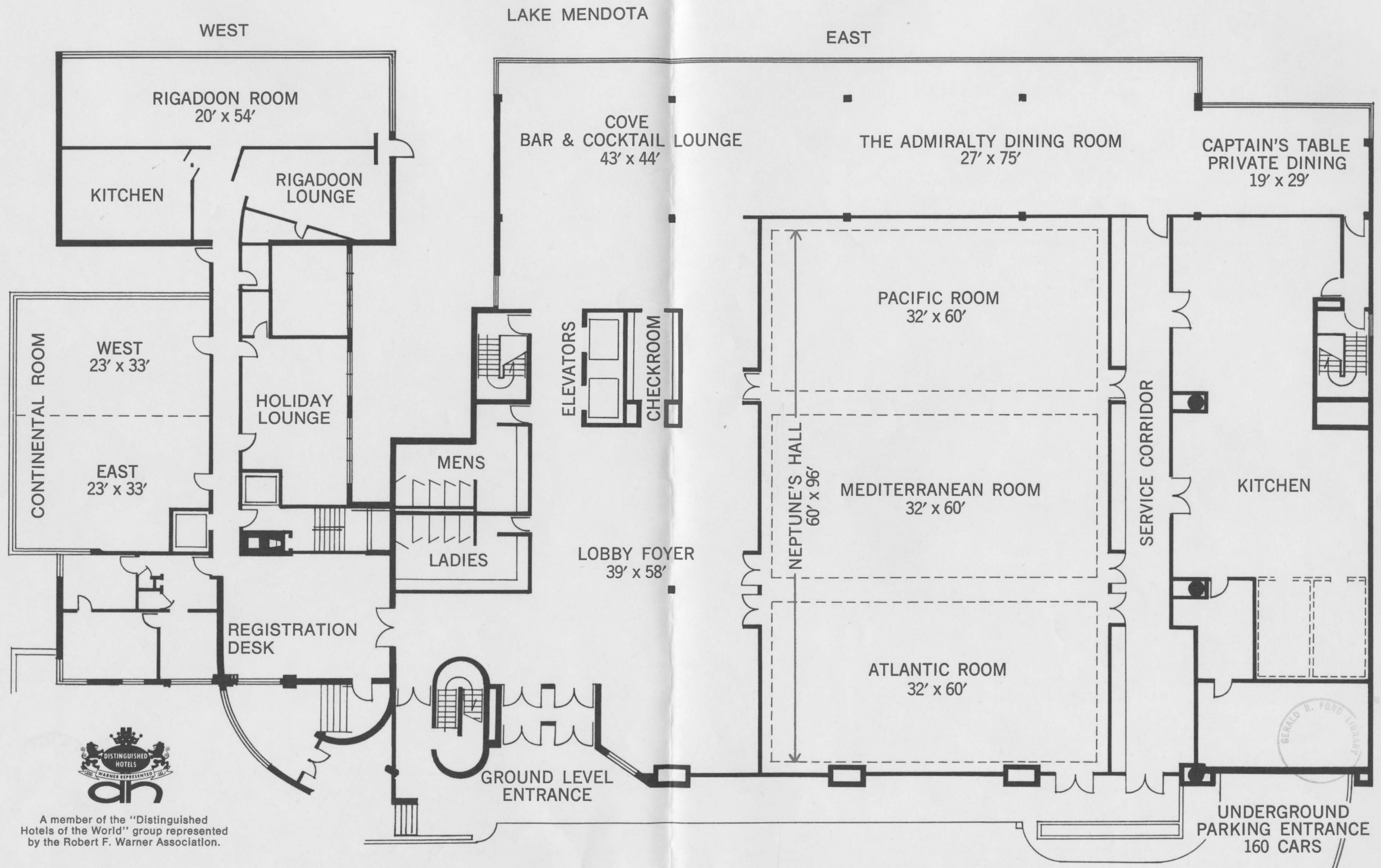
Among ^{the guests at the reception} ~~those in the audience~~ are the fam of the Olympics particip; outst ~~young~~ ^{+ students} athletes from the ~~Madison-area~~ ^{Madison-area} ~~public~~ ^{parents} high schools + their families; Co M Co C officials + their wives ~~etc etc etc~~
~~Comm Address~~

##



note: during the receipt RF will accept a serigraph of a 50th an quilt made by Womens organiz of the Madison ~~Cen~~ ^{Cen} Musec Association.

(Floor Plans-West and East) Edgewater L3





Greater Madison Chamber of Commerce

615 EAST WASHINGTON AVENUE • P.O. BOX 71 • 608 256-8348
MADISON, WISCONSIN 53701

April 1, 1976

Dear Guest:

On behalf of the Greater Madison Chamber of Commerce, it is our pleasure to invite you and your parents to a reception honoring the eleven Winter Olympians from Dane County. You will be our guests for this event.

The reception will be hosted by Mrs. Gerald Ford. She will greet each Olympic competitor and present each with a plaque recognizing their tremendous efforts and the honor which they bring to the Madison area.

The reception will be held Sunday, April 4, 1976, 4:00 p.m. at the Edgewater Hotel, 666 Wisconsin Avenue, Madison, Wisconsin.

The Principal of your school will provide your name and address as well as the name and address of your parents planning to attend. No tickets will be required. You will be admitted from an approved list at the door of the reception hall. There will be refreshments and a light buffet served during the reception.

We look forward to having you and your parents as our guests for what should prove to be an interesting and enjoyable experience.

Sincerely,

A handwritten signature in dark ink, which appears to read "Robert W. Brennan". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Robert W. Brennan

Executive Director

GREATER MADISON CHAMBER OF COMMERCE

RWB:rd

NY

6 pm NY
9:15 theater
11 pm photo
session

mrs. smith (strong era)
* don murchoch
* jerry nichol
william messinger state + pfc
finance chmn

srw

no trees or apples

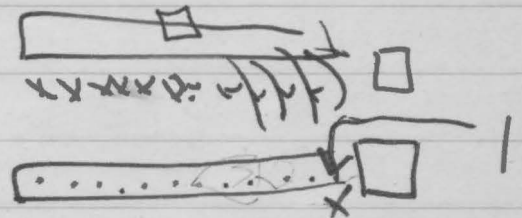
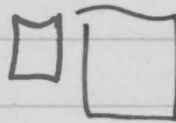
pete
uncle?

* call jimmy thompson
* write Olympic
release
* cb name

emily shaddon
mrs. gill

Dennis
a) radio
b) nancy - make
contact

call:
rosemarie dexter
5203 manona drive



mr. faulkner
set up room
sun - when

Tellus mater-
scandin place

Oriental special

manchesters
Helsa's living room



Campus Radio
news director
224-6748

SAMPLE CREDENTIAL RELEASE

(Initial sentence explaining event)

Rosemaru

All media wishing to cover Mrs. Ford's visit should submit credentials requests to 1 C of Commerce, ~~(address)~~,
(phone) (608) 256-8348.

Deadline for credentials request is Fri, April 2 at noon.

The following information is ^{requested} required:

Name

Affiliation + *position*

Social security number or passport number if not US citizen

Date of birth

Place of birth

{ Business phone number
Home phone number

The above information may be delivered in person or called in to the office listed above. This office will be open from 8 to 5
Thursday through Friday and Friday.

Credentials must be picked up in person by each individual member of the media at Edgewater Hotel from ~~8:30~~ to 4:30 on Sunday, Apr 5 8:30

#



Advance Memorandum
Mrs. Gerald Ford's Visit: April 4, 1976
Madison, Wisconsin
April 1, 1976

Press

1. Release #1 (Appendix 1) was delivered to media 8:00 P.M., Wednesday, March 31, 1976.
2. Release #2 (Appendix 2) delivered to UP and AP wire offices in Madison, 9:00 A.M., Thursday, April 1, 1976.
3. Release #1 was provided for the media units listed in Appendix 3.
4. The required credentials procedure was included in Release #2.
- * 5. What time should be established for press availability with Mrs. Ford?

Names of Olympians

Accommodations

1. A unit block has been requested and will be provided for hotel rooms as follows:
April 1, 2, 3 & 4: 3 singles and 1 double
Plus April 2, 3 & 4: 1 large single or regular double with early
availability on April 2
Plus 4 only: 8 doubles, 5 singles, 1 2-bedroom suite
2. Rooms will be available for telephone system installation Saturday, April 3,
early A.M.
3. Two ballroom units are reserved for reception.
4. One ballroom unit is reserved for press.
5. Necessary stage, rostrum, public address system, lighting and some tables for
seating will be provided by the hotel.
6. The Captains Table Room could be available for separate reception.



Program & Schedule

1. No action taken as yet but do suggest an opportunity for Olympians to greet Mrs. Ford briefly and separate from the main reception.
2. Suggest a raised platform on long wall. Rostrum to the side of platform. Table along front of stage with plaques displayed.
- * 3. Mrs. Ford visits with guests. She is introduced and makes remarks. Narrator then introduces each Olympian while Mrs. Ford moves along the table presenting each plaque to its appropriate recipient.
4. Program is over.
5. Two hundred and fifty Grand Rapids Residents, including President Ford's brothers Tom and Dick will meet Mrs. Ford's plane at 3:00 P.M. at Madison Airport. No other event is planned for them in Madison. One-half of the group may stop at The Renk Seed Farm in Sun Prairie before reaching the airport.

Guests For Reception

1. Guest lists will be prepared with full name and address for each guest.
2. A short biographical sketch will be prepared for each Olympian to be used in introductions.
3. Olympians unable to attend will be represented for receipt of plaque.
4. The list of Olympians and family or friends is attached as Appendix 4. A letter to each Olympian attending was mailed Thursday afternoon, April 1, 1976. See Appendix 7.
5. The guest categories and estimated numbers are as follows:
 - Olympians & families - 25
 - Chamber of Commerce guests - 35
 - Ford Committee volunteers - 35
 - UW Representatives - 15
 - High School Students (ten from ten) - 100
 - High School Students' Parents - 155 (maximum 200)
 - High School Principals - 20
 - Press - 40 (estimate)
 - Total - 425
6. Phone calls were made to all High School Principals Wednesday evening, March 31. A follow-up letter and guest invitations will be delivered Thursday afternoon, April 1, to each of the high schools. See Appendix 6a, 6b.
7. A list of High School Principals and other guest contacts is attached as Appendix 5.

8. A Reception Committee has been appointed with suggested possibilities as outlined in Appendix 8.

Reception

1. To be held from 4:00 PM - 5:30 PM, Sunday, April 4, 1976.
2. Non-alcoholic punch and soft drinks will be the only liquid refreshments.
3. A Buffet and hors d'oeuvres will be served.
4. No tickets will be required. Admittance will be by approved list or press credentials only.
5. Guests will attend at no cost.

Persons Involved in the Event, Their Responsibilities & Telephone Numbers:

Mr. Reed Coleman - V.C. Ford Committee & Event Chairman - O 244-3511 H 244-5544
Mrs. Trudy Klade - Mr. Coleman's Secretary - O 244-3511 H 837-3427
Mr. Robert Brennan - Executive, Chamber of Commerce - O 256-8348 H 249-1848
Mr. Augie Faulkner - Owner, Edgewater Hotel - O 256-9071 H 249-6895
Mr. William Mohr - Ford Staff - O - 274-6700 H 251-3454
Mrs. Emily Snaddon - Chairman, Reception Committee - H 233-7052
Mrs. Marcy Gill - Assistant to Mrs. Snaddon - H 244-4159
Mrs. Audrey Faulkner - Assistant to Mrs. Snaddon - H 249-6895
Ms. Patty Matson - Mrs. Ford's Advance - O 256-9071
Mr. Peter Sorum - Mrs. Ford's Advance - O 256-9071
Mr. Dennis Kinley - Secret Service - O 256-9071
Mr. Jack Wetenhall - Grand Rapids Group - O 414-224-9630
Mr. Don Wieringa - Grand Rapids Group - O 414-224-9630

Accounting & Costs

1. A PFC account number should be assigned.
2. An accounting policy and records required concerning Chamber sponsorship should be discussed.
3. No cost information has, as yet, been prepared.

For Release: 7:00 PM, March 31, 1976

The White House announced today that Mrs. Gerald Ford will visit Madison on Sunday, April 4.

She will attend a reception sponsored by the Greater Madison Area Chamber of Commerce to honor the eleven Winter Olympians from Dane County.

She will greet each Olympic competitor and present each with a plaque recognizing their tremendous efforts and the honor which they bring to the Madison area.

The reception will be held at 4:00 P.M. at the Edgewater Hotel and will be attended by athletes and student leaders representing the Madison area High Schools.

The First Lady will spend Sunday night in Madison and will leave Monday morning to campaign for her husband, President Gerald Ford, in Milwaukee.

For Release: 9:00 A.M., April 1, 1976
Contact: Reed Coleman 608-244-3511

The White House announced today that Mrs. Gerald Ford will visit Madison on Sunday, April 4. She will attend a reception sponsored by the Greater Madison Area of Chamber of Commerce to honor the eleven Winter Olympians from Dane County.

The reception will be held at 4:00 P.M. at the Edgewater Hotel and will be attended by athletes and student leaders representing the Madison area High Schools.

The First Lady will spend Sunday night in Madison and will leave Monday morning to campaign for her husband, President Gerald Ford, in Milwaukee.

All media wishing to cover Mrs. Ford's visit should submit credentials requests to the Madison Chamber of Commerce Office, Phone 256-8348, Rosemary Dexter.

Deadline for credentials requests is Friday, April 2nd at noon. The following information is requested: name; media affiliation and position; social security number or passport number if not U.S. citizen; date of birth; place of birth; business phone number; home phone number.

The above information may be delivered in person or called in to the Chamber of Commerce Office, 615 East Washington Avenue. This office will be open from 8:00 A.M. - 5:00 P.M., Thursday and Friday, although requests will be accepted only until noon on Friday.

Credentials must be picked up in person by each individual member of the media at the Edgewater Hotel between 2:30 and 4:15 P.M. on Sunday, April 4th.

MADISON AREA NEWS MEDIA

NEWSPAPERS:

Capital Times
1901 Fish Hatchery Road (13)
Phone: 252-6400

Evening
Paper

CONTACT(S):

Miles McMillin, Editor & Publisher
David Zwiefel, City Editor

Wisconsin State Journal
1901 Fish Hatchery Road (13)
Phone: 252-6100

Morning
Paper

Robert Speigel, Executive Editor
Cliff Behnke, City Editor

TELEVISION STATIONS:

WHA-TV
821 University Avenue (06)
Phone: 263-2121

Channel 21
PBS

Pete Fenney, News Director

WISC-TV
4801 West Beltline Hwy. (11)
Phone: 271-4321

Channel 3
CBS

George Stantis, General Manager
Rick Fetherston, News Director

WKOW-TV
5727 Tokay Blvd. (19)
Phone: 274-1234

Channel 27
ABC

Terry Shockley, General Manager
John Lindgren, News Director

WMTV
615 Forward Drive (11)
Phone: 274-1515

Channel 15
NBC

Thomas Bolger, General Manager
Don Schmitt, News Director

RADIO STATIONS:

WHA Radio
821 University Avenue (06)
Phone: 263-3970

AM - 970
FM - 88.7

Roy Vogelmann, News Director

WIBA Radio
Fish Hatchery Rd. at Lacy Rd. (13)
Phone: 274-5450

AM - 1310
FM - 101.5

Robert King, News Director

WIBU/WLVE Community Service Radio
Route 2; Poynette, WI 53955
(Administrative Office -
1245 East Washington Ave.) (03)
Phone: 251-3955

AM - 1240
FM - 94.9

Peter Devlin, News Director

WISM Radio
3220 Syene Rd. (13)
Phone: 271-1484

AM - 1480
FM - 98.1

William Walker, General Manager
Wayne Wallace, News Director

WMAD Radio
5024 E. Lacy Rd. (11)
Phone: 271-6611

AM - 1550
FM - 106.3

Mark Forrester, News Director

WZEE Radio
5721 Tokay Blvd. (19)
Phone: 274-1070

FM - 104.1

Judy Newman, News Director

WTSO Radio
5721 Tokay Blvd. (19)
Phone: 274-1070

AM - 1070

Roger Russell, General Manager
Judy Newman, News Director

WYXE Radio
301 Broadway - Sun Prairie 53590
Phone: 256-0092

FM - 92.1

James Mc Bean, News Director

MEDIA:

Associated Press

1901 Fish Hatchery 608-252-6297 (Madison #)
414-271-0158 (Milwaukee #)

United Press

1901 Fish Hatchery 608-255-6779 (Madison #)
414-271-6588 (Milwaukee #)

WINTER OLYMPIANS

1. Peter Mueller (5)
Mr. & Mrs. Mueller (Parents)
Howard Mueller (Brother)
Leah Puolos (Fiancee')
2. Dan Immerfall (2)
Mrs. Irene Immerfall (Parent)
3. Eric Heiden (4)
4. Beth Heiden
Dr. & Mrs. Jack Heiden (Parents)
5. Mrs. Monk (Parent) (1)
(Lori Monk is unavailable)
6. Dianne Folum (1)
7. John Taft (Guest's name not yet known) (2)
8. Bob Lundeen (Guest's name not yet known)
9. Steve Alley (Guest's name not yet known) (2)
10. Martha Johnson (Wife) (1)
(Bob Johnson is unavailable)
11. Bill Bakke (2)
Mrs. Olga Bakke (Wife)

High School Principals & Other Guest Selectors

Madison - Doug Ritchie - 266-6235 (Superintendent)

East - Dale Watt - 244-4731

LaFollette - Glenn Borland - 222-0641

Memorial - Richard Schafer - 831-2020

West - Alfred Colucci - 238-0291

Monona - Don Helstad - O 222-1291 H 222-8973

Middleton - Jim Stillman - O 836-7641 H 274-4734

Sun Prairie - Curt Sheehan - O 837-2541 H 837-6664

Waunakee - Jack Reed - O 849-4104 H 849-5118

McFarland - George Fuller - O 838-4641 H 838-3461

Edgewood - Sister Kathleen O'Connell - O 257-1023 H 257-9731

Elroy Hirsch - O 262-1866 H 238-1175 (UW Athletic Director)

April 1, 1976

Dear (High School Principal):

On behalf of the Greater Madison Chamber of Commerce, it is our pleasure to invite you and to be our guest at a reception honoring the eleven (11) Winter Olympians from Dane County.

The reception will be hosted by Mrs. Gerald Ford. She will greet each Olympic competitor and present each with a plaque recognizing their tremendous efforts and the honor which they bring to the Madison area.

The reception will be held Sunday, April 4, 1976, 4:00 p.m. at the Edgewater Hotel, 666 Wisconsin Avenue, Madison, Wisconsin and will be attended by athletes and student leaders representing the Madison area high schools.

Would you please contact Mrs. Trudy Klade at phone 244-3511 with your name your home address, as well as the names and home addresses for the students and parents planning to attend from your school.

Enclosed you will find invitations to the ten (10) students you are selecting for the reception.

We wish to thank you for your cooperation in making this event possible.

Thank you for your time and interest.

Sincerely,

RWB/tak
Enclosures

Robert W. Brennan
Executive Director
GREATER MADISON CHAMBER OF COMMERCE

April 1, 1976

Dear (Olympian):

We are delighted that you will attend the reception with Mrs. Ford on Sunday, April 4th and that you can bring your family or guest as well.

The reception will be held at the Edgewater Hotel, 666 Wisconsin Avenue at 4:00 P.M. Perhaps you might plan to come a little early to make it easy to register and to receive instructions as to how the program will run.

We look forward to seeing you there.

Sincerely,

RWB/tak

Robert W. Brennan
Executive Director
GREATER MADISON CHAMBER OF COMMERCE

Appendix 8

The Reception Committee has met and tentatively been assigned the following responsibilities:

1. To make sure that all lists for all guests and all press are collected, prepared and available at such times as Mrs. Ford's staff and the Secret Service may require them to be ready. If a special reception is included the Committee shall arrange a special list for that reception.
2. The Committee will arrange to have the press desk and guest reception desks manned for the time required.
3. The Committee will work with Mrs. Ford's staff and Secret Service in seeing that proper identification is available to the appropriate individuals. The Olympians and their families will have name tags. Other guests will not.
4. Members of the Committee will be responsible for managing the program part of the reception including organizing the Olympians in proper order and gathering them in the proper place at the proper time.
5. This Committee will also work closely with Ford and Secret Service people to aid in moving people, organizing them properly and seeing that things happen when they should.

The details of what is required are expected to be worked out more specifically at the meeting with Ford staff and Secret Service at the Edgewater Hotel, 4:00 P.M., April 1, 1976.

The Committee presently includes: Mrs. Snaddon; Mrs. Gill and Mrs. Faulkner, but can be expanded to whatever number is necessary to undertake the responsibilities assigned.

Brennan 244-3511
249-1848

nspr

Order of Entrance For Award Recipients
Olympic Reception
April 4, 1976
List A

Kaye 544-7458

Position #1 Peter Mueller ^{1976 gold medal} 1,000 meter speed skating event 1:19.32 secs
note altant

Position #2 Dan Immerfall ^{bronze medal 1976} 500 meter skating 39.54

Position #3 Eric Heiden ^{19th in 5,000 meter event} not in '76

Position #4 Beth Heiden ^{11th in womens 3,000 meter} not in '76

Position #5 Mrs. Monk (Lori Monk) ^{9th in womens 500 meter} not in '76

Position #6 ~~Lori Monk~~ (Dianne Holm) ^{coach} silver medal winner womens 1,000 1:28.57 secs not in '76

Position #7 John Taft

Position #8 Mr. Lundeen (Bob Lundeen)

Position #9 Steve Alley

Position #10 Martha Johnson ^{coach} (Bob Johnson)

Position #11 Bill Bakke ^{coach} not in '76

244 3511
Rosemary
249 6417
Cherokee Park

Dexter, Rosam
222-7472

hockey players on team
4th - participants
in the hockey team

serigraph



OK
BB

alot of family
efforts +
sacrifices

rabid
parent
fans

Close Proximity Personnel
Olympic Reception
April 4, 1976
List B

| | | |
|---|---|-----------------------|
| Mrs. Emily Snaddon, Chairman Reception Committee | 4002 Cherokee Dr. | Madison, Wis. 53704 |
| Mrs. Marcy Gill - Reception Com. | 830 Farwell Dr. | Madison, Wis. 53704 |
| ✓ Mrs. Audrey Faulkner Reception Committee | <i>Augie Austin</i> 202 Lakewood Blvd. | Madison, Wis. 53704 |
| ✓ Mr. Robert Brennan Chamber of Commerce | 5514 Comanche Way | Madison, Wis. 53704 |
| Mr. Robert Voss, President Chamber of Commerce | 1214 Edgehill Drive | Madison, Wis. 53705 |
| Miss Ann Wilcox Republican Party of Wis. PR | 303 E. Wilson St. | Madison, Wis. 53703 |
| ✓ Mr. Augie Faulkner, Edgewater Hotel | 666 Wisconsin Avenue | Madison, Wis. 53703 |
| Mr. Jack Mansfield Chamber of Commerce | R. 1 | Waunakee, Wis. |
| ✓ Mr. Reed Coleman, Chairman Olympic Reception | 425 Summit Road | Madison, Wis. 53704 |
| Mrs. Jane Coleman Volunteer Coordinator | 425 Summit Road | Madison, Wis. 53704 |
| ✓ Rose Marie Dexter Mr. Brennan's Secretary | 5203 Monona Way | Monona, Wis. 53716 |
| Mr. Charles Davis State Ford Committee | 5215 Ironwood Road | Milwaukee, Wis. 53217 |



WITHDRAWAL SHEET (PRESIDENTIAL LIBRARIES)

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|------------------|-------------------------|----------|-------------|
| Doc. | Event Notes (pages - 8) | 4/4-5/76 | C |

File Location:

Shelia Weidenfeld Files, Box 23, Trips Files. Folder: 4/4-5/76 - Wisconsin (2)

RESTRICTION CODES

JJO 12/13/16

- (A) Closed by applicable Executive order governing access to national security information.
- (B) Closed by statute or by the agency which originated the document.
- (C) Closed in accordance with restrictions contained in the donor's deed of gift.

Format For Computer Runs

| Name (Last First) | Address | Code | Invited | Registered | Stamped |
|-------------------|---------|------|---------|------------|---------|
|-------------------|---------|------|---------|------------|---------|

Sufficient Space Between Lines

Asterisk Instructions as Noted Below

- * Guest for Pre-Program Captains Table Event. Go Immediately Upon Registration.
- ** Guest for Post-Program Captains Table Event. Be There at 5:00 PM Sharp.

OK *[signature]*

Olympic Reception, April 4, 1976, Madison, Wisconsin
Complete Guest List

[illegible]

* Guest for Pre-Program Captains Table Event. Go Immediately Upon Registration.

** Guest for Post-Program Captains Table Event. Be There at 5:00 PM Sharp.



INNSBRUCK, HOST OF THE 1976 WINTER OLYMPICS, WAITS FRAMED AGAINST THE TYROLEAN ALPS

SPORT

COVER STORY

Test of the Best on Snow & Ice

The scene: Port Washington, N.Y. "Stretch, Dorothy, stretch. Open up, get your arms up. Move it, keep it going." Although she has just won her third consecutive U.S. figure-skating championship, Dorothy Hamill is training again. She has been up since 5 a.m., on the ice at Twin Rinks since dawn. First she practiced school figures, tracing and retracing circular designs, skating backward and forward in perfect circles. Now it is nearly noon. Sweating and struggling to maintain her radiant smile, Dorothy, 19, is skating her freestyle program. As she swirls over the ice, leaping and spinning at presto pace, Twin Rinks Pro Peter Burrows shouts instructions. "Push it, give it more extension! Fly into it!" He shuts off the music. Dorothy bends over, gulping air. "O.K.," says Burrows, "let's try it again."

Cut to Kitzbühel, Austria. It has been less than two weeks since Canadian Downhill Racer Dave Irwin spun out of control off the steep course in Wengen, Switzerland, slamming into the hillside at 60 m.p.h., cracking a rib and suffering a severe brain concussion. Despite the injuries and a steady downpour, though, Irwin has been working out here. "I took a couple of free runs today," he says. "Straight down, non-stop." He will be back out every day from now on. "There's nothing a doctor can do for me," he says. "The cracked rib still hurts a little, but I'm doing stretching exercises to improve my lung intake. About the brain concussion—I'll just need a little more time."

Now, Davos, Switzerland. A two-day snow has covered and closed the 400-meter speed-skating oval. Skaters from Poland, Canada and the U.S. jog through the quiet alpine village, play poker, and fret. "We've got to skate," says U.S. Sprint Specialist Peter Mueller. "We're losing precious time." At last, late in the afternoon, the ice is cleared and the Amer-

icans lace up. Their arms swinging in the hypnotic rhythm of the workout, the skaters seem oblivious to the cold and stinging snow. Round, round, round they go, fluid figures in the fading light.

In snow and on ice the world over, the artists and athletes of blade and board and bobsled have been pushing themselves to the limit, staying longer on the training course, sharpening edges, testing waxes, perfecting performances and steeling nerves. Now the preparing is at an end, and what for many is the focus of a lifetime of single-minded dedication begins: the test of the best in the quadrennial Winter Olympic Games.

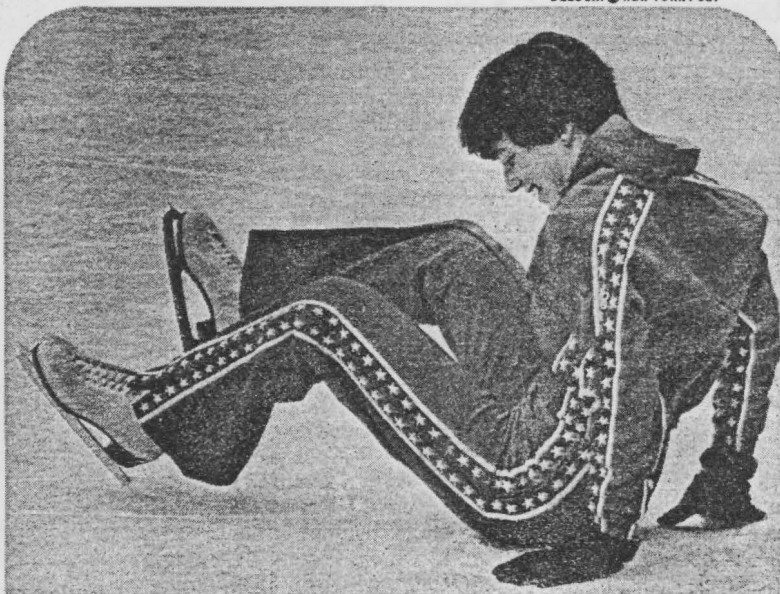
Next Wednesday afternoon in Bergisel Stadium in Innsbruck, Austria, 1,500 athletes from some 40 nations and 70,000 spectators will watch as Josef Feistmantl, a former luge-sled gold medalist, lights the Olympic flame opening the twelfth Winter Games. That flame will burn for twelve days of competition in the dangerous, exciting, magically graceful world of winter sports. More than half a billion people around the world will follow the action on TV, including millions in the U.S. who can tune in 39½

DELUCIA © NEW YORK POST

hours of coverage on ABC, most of it in prime time.

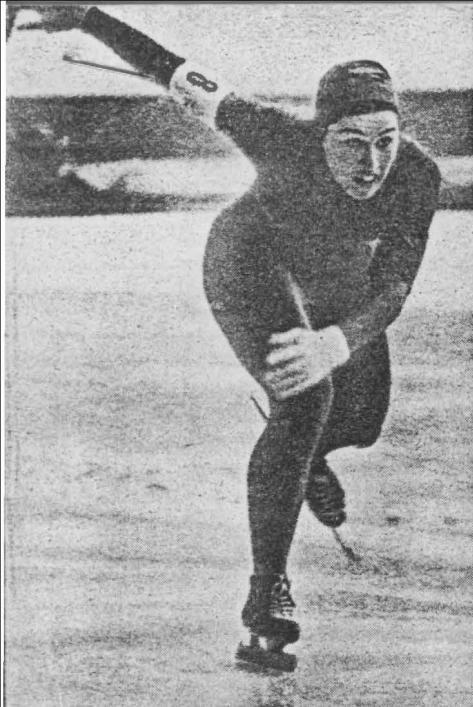
What they see will be a glittering montage of contradictory images: athletes gathering for an ancient festival of peace in an Olympic village surrounded by barbed-wire fences—a grim reminder of the massacre of eleven Israelis at the summer games in Munich four years ago; a lovely, old city of narrow streets and gilded buildings, crammed with cars, microwave towers and the trappings of progress. There will be much talk about the glory of amateur athletics, although the concept is now scarcely more alive than Innsbruck's medieval statuary.

Even so, the Olympics

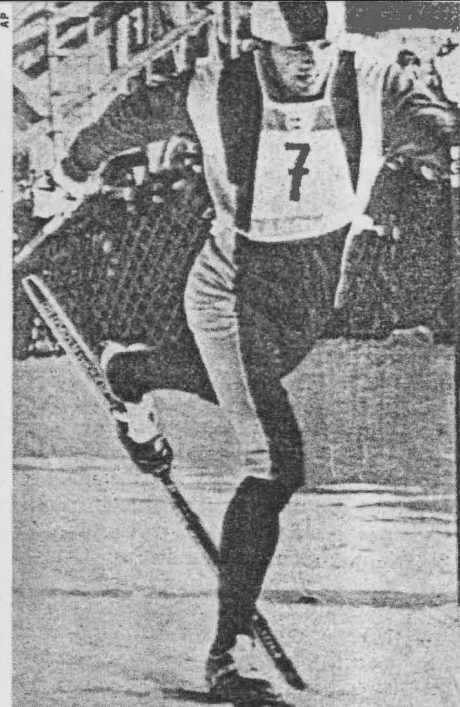
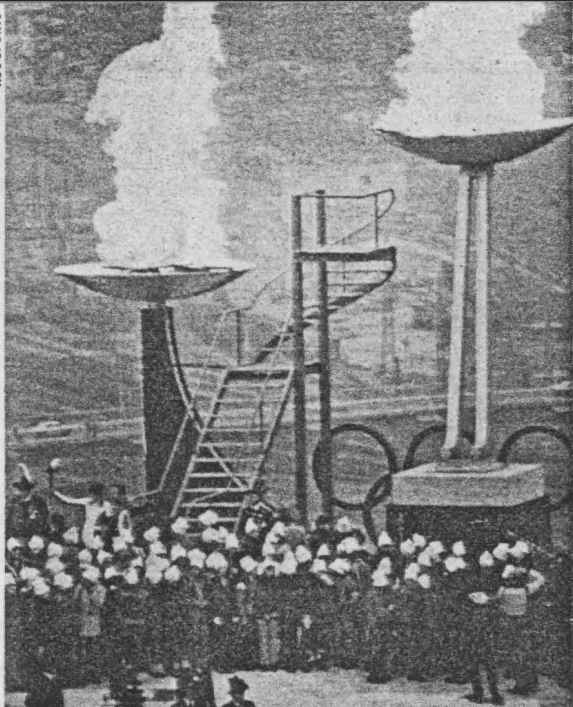


IN OLYMPIC UNIFORM, HAMILL TAKES A TUMBLE

"With one mistake, it could all go down the drain."



ABC SPORTS



AFTER THE OPENING OLYMPIC CEREMONIES, AMERICANS SHEILA YOUNG (LEFT) & BILL KOCH (RIGHT) WINNING GOLD & SILVER MEDALS

SPORT

Olympics: The Rush of Winning

Speed skating and cross-country skiing are faint stars in the firmament of U.S. sports. The first can claim no more than 3,000 competitors in the entire nation and only one full-size training rink. The second holds a national championship meet so obscure that last year a total of twelve fans watched the finish of one race.

Now all that may change. As the Winter Olympics got under way in Inns-

bruck last week, competitors from these two obscure sports put America well up in the medal rankings with performances that were the talk of the Tyrol. In a three-day tour de force of stamina and strength, Midwesterner Sheila Young, 25, collected three medals—gold, silver and bronze—in speed skating. The total was the most ever won by an American in a Winter Olympics. Meanwhile, in the wooded high country above Innsbruck, Vermont Farm Boy Bill Koch, 20, stunned the European cross-country establishment by finishing second in the 30-km. marathon. It was the first Nordic skiing medal in history for the U.S.

The games began with the familiar splendid pageantry: athletes in the uniforms of 37 nations marched past the box occupied by Austrian President Rudolf Kirchschlger. Overhead, helicopters unfurled the Austrian, Olympic and Tyrolean flags. A three-gun howitzer salute preceded the lighting of the Olympic flame, symbol of the history and fellowship of the quadrennial games.

The Austrians did not have to wait long for their first payoff for playing host to the show. On the opening morning of competition, Native Son Franz Klammer, 22, flew down the downhill course, approaching 90 m.p.h. at one point, to win the gold medal. It was a rough, reckless run. Said Klammer, "I thought I was going to crash all the way."

It was a fast start too for the Russian fans, who turned out in strength at

every event with red flags and bushy fur hats. Their ace speed skater Tatiana Averina won a gold in the 1,000-meter race to go along with two bronze medals in the 500 and 1,500. Galina Stepankaya, 27, a last-minute addition to the Soviet speed skating team, took the 1,500-meter race. The favored figure-skating duo, Irina Rodnina and Alexander Zaitsev, though performing slightly off their usually impeccable form, easily won the gold medal. Also, the juggernaut Russian hockey team beat but did not embarrass a youthful American squad 6-2. The East Germans also did well. On Saturday, they won six out of nine possible medals in three different events, including first places in the men's and women's single luge and the 70-meter ski jump.

No Socks. The biggest winner of the week, though, was Sheila Young, a compact (5 ft. 4 in., 130 lbs.), strong-legged athlete with an intense competitive fire. Bolting off the starting line like a jack rabbit in each of her races—1,500 (silver), 500 (gold) and 1,000 (bronze) meters—she drove through the all-important turns in near perfect form. "It feels weird to win a gold medal," declared Sheila, who had a bad cold and a hacking cough. "I felt this rush through my whole body when I knew I had won." Daughter of a traffic-department worker at the Budd Co. in Detroit, Sheila has been speed skating since she was twelve. She skates without socks "for better rapport" with her blades. She was edged out of a second silver in the 1,000 by fellow American Leah Poulos.

If Sheila was the first big winner



KLAMMER ATTACKING THE DOWNHILL

SUNDAY, APRIL 4, 1976

LIST F

CREDENTIALLED MEDIA

891 → AUSTIN, DOROTHY *

MILWAUKEE SENTINEL

1. BENSON, A. CRAIG

WISCONSIN STATE JOURNAL

~~892 → BROWN, KEITH JAMES~~

~~WITI-TV MILWAUKEE~~

3. CISLAK, BRIAN

WIBA RADIO

4. FORESTER, MARK (HENDRICKSON)

WMAD RADIO

893 → GARDINER, MARILYN *

MILWAUKEE JOURNAL

894 → GESSERT, SHERMAN *

MILWAUKEE JOURNAL

5. GORMAN, PATRICIA A.

WKOW-TV

6. HART, PAMELA (GOODWIN)

WISM RADIO

7. HUNTER, JOHN PATRICK

CAPITAL TIMES

8. JACKSON, JOSEPH W.

WISCONSIN STATE JOURNAL

9. KOEHN, MARK ROGER

WISC-TV

~~895 → MURPHY, CAROL~~

~~WITI-TV MILWAUKEE~~

10. MURPHY, CAROL

WMTV

MILLER, BOB *

11. O'CONNELL, PATRICIA CHRISTY

WISC-TV

12. O'CONNELL, TEDD PATRICK

WISC-TV

13. PETERS, NORM

WMTV

14. PFEFFERKORN, ROBERT

WISCONSIN STATE JOURNAL

1 896 → RIEMERS, KETIL

WTMJ - MILWAUKEE

~~897 → RIBBE, TOM EUGENE~~

~~WITI-TV MILWAUKEE~~

16. SCAPPLE, JOHN H.

WKOW-TV

17. WALLACE, WAYNE COREY

WISM RADIO

18. WARREN, LARRY

WMTV

19. WOSEPKA, ELIZABETH BEYLER

WIBA

Seen O'Flaherty

WTMJ



THE WHITE HOUSE

WASHINGTON

April 6, 1976

Dear Bob:

A note to thank you and your staff for your time and help in preparing for Mrs. Ford's visit to Madison.

The hours you spent were greatly appreciated. And I think they were well reflected in how smoothly the reception went and in how much Mrs. Ford enjoyed her visit.

You run an extremely effective office, and we are grateful for your help. Many thanks also for loaning us your administrative secretary, Rosemarie Dexter, who is one of the most efficient and pleasant press assistants I've worked with.

Again, my most sincere thanks.



Patti Matson
Assistant Press Secretary to
Mrs. Ford

Mr. Robert Brennan
5514 Comanche Way
Madison, Wisconsin 53704

THE WHITE HOUSE

WASHINGTON

April 6, 1976

Dear Reed:


A note to thank you for everything
in regard to Mrs. Ford's visit to Madison.

You are unbelievable. Not only efficient
and organized -- those things we always
hope for when we arrive at a city; but able
to move mountains (ceremonies), of supreme
good judgement and alot of fun besides.
You made it all seem so easy.

On a personal note, I enjoyed getting to
know you very much and hope I have the
good fortune to work with you again. At
any rate, I hope you'll bring your family
to Washington at some point so that we can
return some of the kindnesses.

Again, thank you so much.

Sincerely,


Patti Matson
Assistant Press Secretary to
Mrs. Ford

Mr. Reed Coleman
425 Summit Road
Madison, Wisconsin 53704

THE WHITE HOUSE

WASHINGTON

April 6, 1976

Dear Rosemarie:


A note to let you know how much I appreciated your extreme competence, efficiency and your follow-through during the preparations for Mrs. Ford's visit to Madison.

From my standpoint, it was very important to know I could count on someone for something as vital as the credentialling process. I appreciated your help more than I can say.

And your willingness -- even when working on press releases Saturday night and Sunday morning -- was also very much appreciated.

Again, Rosemarie, thank you.

Sincerely,


Patti Matson
Assistant Press Secretary to
Mrs. Ford

Mrs. Rosemarie Dexter
5203 Monona Way
Monona, Wisconsin 53716

THE WHITE HOUSE

WASHINGTON

April 6, 1976

Dear Audrey and Augie:

What can I possibly say in a letter that could start to compensate for how great you were to all of us in getting ready for Mrs. Ford's visit to Madison??


Everyone at The Edgewater was terrific.

The setup for the reception was perfect -- one of the nicest we've had to date -- and things went as smooth as clockwork, largely in part to you and your very professional staff. Mrs. Ford enjoyed her stay very much.

From a personal standpoint, I enjoyed getting to know both of you very much. You took very good care of me, and of Mrs. Ford, and it will be long remembered.

Again, Augie and Audrey, thanks so much.

Sincerely,


Patti Matson
Assistant Press Secretary to
Mrs. Ford

Mr. and Mrs. Austin Faulkner
202 Lakewood Boulevard
Madison, Wisconsin 53704

Madison Trip

May 7, 1976

Dear Betty:

Thanks so much for your letter of April 7
and the clippings about Eddie Handell.

We had a terrific time in Madison and thanks
to you I had a most memorable one. My hus-
band was delighted that I finally saw the
University of Wisconsin.

Again, many, many thanks for all your help.

All my best,

Sincerely,

Sheila Rabb Weidenfeld
Press Secretary to Mrs. Ford

Betty Smith
3 Robin Circle
Madison, Wisconsin 53705

SRW/se

April 12, 1976

*File
Wise Trip*

Dear Maury:

I can't tell you how much both Mrs. Ford and I enjoyed your story in The Grand Rapids Press. It was fabulous. She loved seeing you in Madison and got a great kick out of the picture of the two of you which appeared in the paper.

Thanks for everything. Hope to see you soon.

All my best,

Sheila Rabb Weidenfeld
Press Secretary to Mrs. Ford

Mr. Maury DeJonge
The Grand Rapids Press
Press Plaza, Vandenberg Center
Grand Rapids, Michigan 49502

SRW/fp

