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President Ford today named veteran Republican political organizer Elly M. Peterson as a deputy chairman of his campaign committee, charged with organizing special voter groups.

"I have asked Elly Peterson, who has valuable experience in motivating these special voter groups, to take charge of this important aspect of my campaign," President Ford said.

The President made the appointment on the recommendation of his campaign chairman Rogers C.B. Morton who worked with Mrs. Peterson while he was chairman of the Republican National Committee from 1969-71.

A resident of Charlotte, Mich., Mrs. Peterson met with President Ford and Morton today at the White House to officially accept the new post.

She has served two terms as assistant chairman of the Republican National Committee (1963-64, 1969-70) where she initiated the Action Now program aimed at involving special voter groups in party politics.

She also was the first woman to be named state chairman of a political party, serving in that office in Michigan from 1965-69. Mrs. Peterson was Michigan's Republican nominee for the U.S. Senate in 1964.

Currently, she is serving as volunteer co-chair of ERAmerica composed of 120 groups throughout the United States promoting adoption of the Equal Right Amendment.