

The original documents are located in Box A14, folder “Older Americans” of the President Ford Committee Campaign Records at the Gerald R. Ford Presidential Library.

Copyright Notice

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Gerald R. Ford donated to the United States of America her copyrights in all of her husband’s unpublished writings in National Archives collections. Works prepared by U.S. Government employees as part of their official duties are in the public domain. The copyrights to materials written by other individuals or organizations are presumed to remain with them. If you think any of the information displayed in the PDF is subject to a valid copyright claim, please contact the Gerald R. Ford Presidential Library.

President Ford Committee

1828 L STREET, N.W., SUITE 250, WASHINGTON, D.C. 20036 (202) 457-6400

February 11, 1976

MEMORANDUM FOR:

PFC LEADERSHIP

FROM:

FRED SLIGHT *gus*
Director of Research

SUBJECT:

President Ford's Special
Message on Older Americans

In his recent special message to Congress, President Ford reaffirmed his commitment to the needs of older Americans, and to draw on their strengths in resolving the problems of America. He asked Congress to:

"...help our nation demonstrate by its deeds a deep concern for the dignity and worth of our older persons. By doing so, our nation will continue to benefit from the contributions that older persons can make to the strengthening of our nation."

President Ford noted that the single greatest threat to the quality of life of older Americans is inflation. His first economic priority has been to fight inflation -- and his programs have cut nearly in half the double digit inflation experienced in 1974. But, he said,

"...the retired, living on fixed incomes, have been particularly hard hit, and the progress we have made... has not benefited them enough."

To meet this problem, President Ford has included in his budget request for 1977 a full cost of living increase in Social Security benefits, that will help bolster the purchasing power of 32 million Americans. Because the President is determined that the Social Security system will remain fiscally sound, he has also requested legislation to increase payroll taxes by three-tenths of one percent to cover these added costs.

To alleviate the burden of catastrophic illness, President Ford has proposed:

- * Extending Medicare benefits by providing coverage for unlimited days of hospital and skilled nursing facility care for beneficiaries, and
- * Limiting the out-of-pocket expenses of beneficiaries for covered services, to \$500 per year for hospital and skilled nursing services, and \$250 per year for physician and other non-institutional medical services.

The President closed his message with the below statement which may best reflect his commitment to resolving the problems and making use of the talents of our older citizens:

"Today's older persons have made invaluable contributions to the strengthening of our nation. They have provided the nation with a vision and strength that has resulted in unprecedented advancements in all of the areas of our life. Our national moral strength is due in no small part to the significance of their contributions."

The President's special message on older Americans, and a fact sheet describing his programs, are attached.

Attachments



February 9, 1976

Office of the White House Press Secretary

THE WHITE HOUSE

TO THE CONGRESS OF THE UNITED STATES:

I ask the Congress to join with me in making improvements in programs serving the elderly.

As President, I intend to do everything in my power to help our nation demonstrate by its deeds a deep concern for the dignity and worth of our older persons. By so doing, our nation will continue to benefit from the contributions that older persons can make to the strengthening of our nation.

The proposals being forwarded to Congress are directly related to the health and security of older Americans. Their prompt enactment will demonstrate our concern that lifetimes of sacrifice and hard work conclude in hope rather than despair.

The single greatest threat to the quality of life of older Americans is inflation. Our first priority continues to be the fight against inflation. We have been able to reduce by nearly half the double digit inflation experienced in 1974. But the retired, living on fixed incomes, have been particularly hard hit and the progress we have made in reducing inflation has not benefited them enough. We will continue our efforts to reduce federal spending, balance the budget and reduce taxes. The particular vulnerability of the aged to the burdens of inflation, however, requires that specific improvements be made in two major Federal programs, Social Security and Medicare.

We must begin by insuring that the Social Security system is beyond challenge. Maintaining the integrity of the system is a vital obligation each generation has to those who have worked hard and contributed to it all their lives. I strongly reaffirm my commitment to a stable and financially sound Social Security system. My 1977 budget and legislative program include several elements which I believe are essential to protect the solvency and integrity of the system.

First, to help protect our retired and disabled citizens against the hardships of inflation, my budget request to the Congress includes a full cost of living increase in Social Security benefits, to be effective with checks received in July 1976. This will help maintain the purchasing power of 32 million Americans.

Second, to insure the financial integrity of the Social Security trust funds, I am proposing legislation to increase payroll taxes by three-tenths of one percent each for employees and employers. This increase will cost no worker

more



more than \$1 a week, and most will pay less. These additional revenues are needed to stabilize the trust funds so that current income will be certain to either equal or exceed current outgo.

Third, to avoid serious future financing problems I will submit later this year a change in the Social Security laws to correct a serious flaw in the current system. The current formula which determines benefits for workers who retire in the future does not properly reflect wage and price fluctuations. This is an inadvertent error which could lead to unnecessarily inflated benefits.

The change I am proposing will not affect cost of living increases in benefits after retirement, and will in no way alter the benefit levels of current recipients. On the other hand, it will protect future generations against unnecessary costs and excessive tax increases.

I believe that the prompt enactment of all of these proposals is necessary to maintain a sound Social Security system and to preserve its financial integrity.

Income security is not our only concern. We need to focus also on the special health care needs of our elder citizens. Medicare and other Federal health programs have been successful in improving access to quality medical care for the aged. Before the inception of Medicare and Medicaid in 1966, per capita health expenditures for our aged were \$445 per year. Just eight years later, in FY 1974, per capita health expenditures for the elderly had increased to \$1218, an increase of 174 percent. But despite the dramatic increase in medical services made possible by public programs, some problems remain.

There are weaknesses in the Medicare program which must be corrected. Three particular aspects of the current program concern me: 1) its failure to provide our elderly with protection against catastrophic illness costs, 2) the serious effects that health care cost inflation is having on the Medicare program, and 3) lack of incentives to encourage efficient and economical use of hospital and medical services. My proposal addresses each of these problems.

In my State of the Union Message I proposed protection against catastrophic health expenditures for Medicare beneficiaries. This will be accomplished in two ways. First, I propose extending Medicare benefits by providing coverage for unlimited days of hospital and skilled nursing facility care for beneficiaries. Second, I propose to limit the out-of-pocket expenses of beneficiaries, for covered services, to \$500 per year for hospital and skilled nursing services and \$250 per year for physician and other non-institutional medical services.

This will mean that each year over a billion dollars of benefit payments will be targeted for handling the financial burden of prolonged illness. Millions of older persons live in fear of being stricken by an illness that will call for expensive hospital and medical care over a long period of time. Most often they do not have the resources to pay the bills. The members of their families share their fears because they also do not have the resources to pay such

more



large bills. We have been talking about this problem for many years. We have it within our power to act now so that today's older persons will not be forced to live under this kind of a shadow. I urge the Congress to act promptly.

Added steps are needed to slow down the inflation of health costs and to help in the financing of this catastrophic protection. Therefore, I am recommending that the Congress limit increases in medicare payment rates in 1977 and 1978 to 7% a day for hospitals and 4% for physician services.

Additional cost-sharing provisions are also needed to encourage economical use of the hospital and medical services included under Medicare. Therefore, I am recommending that patients pay 10% of hospital and nursing home charges after the first day and that the existing deductible for medical services be increased from \$60 to \$77 annually.

The savings from placing a limit on increases in medicare payment rates and some of the revenue from increased cost sharing will be used to finance the catastrophic illness program.

I feel that, on balance, these proposals will provide our elder citizens with protection against catastrophic illness costs, promote efficient utilization of services, and moderate the increases in health care costs.

The legislative proposals which I have described are only part of the over-all effort we are making on behalf of older Americans. Current conditions call for continued and intensified action on a broad front.

We have made progress in recent years. We have responded, for example, to recommendations made at the 1971 White House Conference on Aging. A Supplemental Security Income program was enacted. Social Security benefits have been increased in accord with increases in the cost of living. The Social Security retirement test was liberalized. Many inequities in payments to women have been eliminated. The 35 million workers who have earned rights in private pension plans now have increased protection.

In addition we have continued to strengthen the Older Americans Act. I have supported the concept of the Older Americans Act since its inception in 1965, and last November signed the most recent amendments into law.

A key component of the Older Americans Act is the national network on aging which provides a solid foundation on which action can be based. I am pleased that we have been able to assist in setting up this network of 56 State and 489 Area Agencies on Aging, and 700 local nutrition agencies. These local nutrition agencies for example provide 300,000 hot meals a day five days a week.

The network provides a structure which can be used to attack other important problems. A concern of mine is that the voice of the elderly, as consumers, be heard in the governmental decision-making process. The network on aging

more



offers opportunities for this through membership on advisory councils related to State and Area Agencies on Aging, Nutrition Project Agencies and by participation in public hearings on the annual State and Area Plans. Such involvement can and will have a significant impact on determining what services for the aging are to be given the highest priorities at the local level.

The principal goal of this National Network on Aging is to bring into being coordinated comprehensive systems for the provision of service to the elderly at the community level. I join in the call for hard and creative work at all levels -- Federal, State and Area in order to achieve this objective. I am confident that progress can be made.

Toward this end, the Administration on Aging and a number of Federal Departments and agencies have signed agreements which will help to make available to older persons a fair share of the Federal funds available in such areas as housing, transportation, social services, law enforcement, adult education and manpower -- resources which can play a major role in enabling older persons to continue to live in their own homes.

Despite these efforts, however, five percent of our older men and women require the assistance provided by skilled nursing homes and other long term care facilities. To assist these citizens, an ombudsman process, related solely to the persons in these facilities, is being put into operation by the National Network on Aging. We believe that this program will help to resolve individual complaints, facilitate important citizen involvement in the vigorous enforcement of Federal, State and local laws designed to improve health and safety standards, and to improve the quality of care in these facilities.

Today's older persons have made invaluable contributions to the strengthening of our nation. They have provided the nation with a vision and strength that has resulted in unprecedented advancements in all of the areas of our life. Our national moral strength is due in no small part to the significance of their contributions. We must continue and strengthen both our commitment to doing everything we can to respond to the needs of the elderly and our determination to draw on their strengths.

Our entire history has been marked by a tradition of growth and progress. Each succeeding generation can measure its progress in part by its ability to recognize, respect and renew the contributions of earlier generations. I believe that the Social Security and Medicare improvements I am proposing, when combined with the action programs under the Older Americans Act, will insure a measure of progress for the elderly and thus provide real hope for us all.

GERALD R. FORD

THE WHITE HOUSE,

February 9, 1976.

#

March 2, 1976

7.13

MEMORANDUM FOR: BO CALLAWAY
STU SPENCER

THROUGH: BOB MARIK *BM*

FROM: JIM MILLS *JM*

SUBJECT: OLDER AMERICANS CAMPAIGN IN ILLINOIS

Attached is an overview of the campaign plan for older Americans in Illinois.

The activities are similar to those employed in Florida with the addition of a telephone/manpower field operation currently underway.

I have also included an estimated program budget based on information available. It is my understanding that the actual expenditures will tend toward the high and not the low.

cc: Ed DeBolt ✓
Skip Watts
Fred Slight
Bruce Wagner
Ed Terrill



ILLINOIS OLDER AMERICANS PRIMARY CAMPAIGN PLAN

The activities and tasks presented below are designed to maximize voter support from senior Republicans in the Illinois March 16th primary. The objectives defined are limited to those which will have the most impact and are immediately accomplishable.

I. ACTIVITY: Establishment of The Older Americans for PFC.

A. Tasks:

1. Identify two prominent older Republicans who will:
 - a. serve as Co-Chairpersons of the Committee.
 - b. assist in carrying those actions discussed below which they deem appropriate.
 - c. expand the Committee membership on a regional/county basis after the primary for the purposes of further general election activities to be developed.
 - d. lend their names for use in campaign materials and advertising.
2. Potential Co-Chairpersons have been identified and will be confirmed no later than Wednesday, March 3rd. They are:
 - a. Mr. Clarence Lipman - Governor's call pending.
 - b. Mrs. Elizabeth Percy - pending - to serve after the primary for general election purposes.
 - c. Mr. Ken Ogilvie - pending.
3. Attempts are currently underway to identify well-known non-controversial older Americans in all major Illinois communities to be members of the Committee (see Activity 4).

II. ACTIVITY: Advocacy/Scheduling

A. Tasks:

1. The PFC advocacy operation at the state and national levels will place spokesmen and will schedule drop-bys before senior citizen groups.
2. In addition to the materials already generated for surrogate briefing, a separate memorandum developed jointly by Commissioner Flemming, Slight and Mills



presenting a recommended approach to explain the President's Catastrophic Health Insurance proposal will be available on March 5th. A copy of this memorandum will be forwarded to James Shuman.

3. Older Americans Forums - per previous discussions.

III. ACTIVITY: Communications Strategy. Communication of the fact that President Ford is helping older Americans will be accomplished through:

A. Tasks:

1. Newspaper Advertisement:

Based on in-house response to the Florida senior citizen ad and the need to emphasize the President's commitment to a strong Social Security system, a new ad for appropriate nationwide use is being developed in time for placement in Illinois papers.

The copy of this full-page ad is currently being developed. Space is being provided for the insertion of name(s) of a locally prominent, non-controversial senior Republican supporter(s) serving on the above-mentioned committee. If an appropriate non-controversial chairman is not confirmed by March 5th, no names will be inserted in the ad.

Campaign '76, in cooperation with Mills, will submit the recommended newspapers for ad placement and budget no later than March 4th.

The impact of this ad and the Florida ad should be measured. Therefore, it is recommended that Slight, Mills, and Campaign '76 develop a proposed procedure, criteria, and budget plan for such a test on a post-election day basis.

AGREE _____ DISAGREE _____

2. Brochures:

25,000 older Americans PFC brochures have just been sent to the Chicago headquarters. On March 1st, Mr. Walter Parker was hired as the Older Americans for President Ford Director in Illinois. Among other things (see below) Mr. Parker is responsible for the distribution of these brochures in target areas throughout the state.



3. Press Release:

The Illinois Press Director, Mr. Fred Bird, in cooperation with Mills and Kaye, will develop and issue a press release announcing the formation of the Older Americans Committee, and why. A sample press release is attached.

4. Interviews:

If scheduling and other conditions permit, the President's cabinet-level advisor on aging, Dr. Arthur S. Flemming, United States Commissioner, Administration on Aging, will participate in interviews with local media when in Illinois.

Scheduling of such interviews will be coordinated through Mills and the Commissioner's office. When such interviews occur, the fact will be communicated to all appropriate PFC Directors through field reports.

IV. ACTIVITY: Field Operations. On February 28th, the Illinois PFC, at Mills' recommendation, employed Mr. Walter Parker (age 72, good health) as of March 1st for a fee of \$250.00 per week for the purposes presented below.

Mr. Parker was the Director of the Older Americans effort in 1972 and has complete records from that time. He had the best organization of all states for Older Americans in 1972. It was comprised of 168 committees throughout the state. He staged more Older Americans events in Illinois in 1972 than did any other senior citizens staff man in other states.

A. Tasks: Mr. Parker is, in order of priority, responsible for re-activating his former Older Americans network with these objectives:

1. identifying fifty former local Older Americans Chairmen in fifty key communities,
2. having them conduct a home telephone campaign using the pyramid system (see attached instructions),
3. having them supply capable manpower to the telephone bank operations in those area's designated by the state telephone bank coordinator,
4. having them distribute the Older Americans brochure to senior citizen clusters in their areas,
5. re-activating, to the extent possible, his former down-state farm network to carry out a home telephone campaign using the pyramid system, and
6. distributing PFC-approved background material and instructions to the above-mentioned contacts. Attached are portions of the Older American's packet he will be sending to his contacts.



Mr. Parker will quantitatively and qualitatively account the results of the above-designated activities. He has been given office space and will work both at the headquarters and at home.

If his performance meets expectations it is possible Mills will recommend that Mr. Parker be employed on a part-time basis in other states.

V. ACTIVITY: Transportation. As previously discussed.

VI. BUDGET. Estimated Program Budget Expenditures for Older Americans In Illinois (excludes overall effort impacting older Americans)

<u>March 1 through March 16</u>	<u>Low</u>	<u>High</u>
A. State Staff Fees (Walter Parker)	\$ 500.00	\$ 600.00
B. State Staff Expenses (telephone, mailings, travel)	200.00	250.00
C. Newspaper Ad	15,000.00	30,000.00
D. Brochures	500.00	700.00
E. Radio (Feb., March)	26,000.00	30,000.00
F. Advocacy (estimated)	<u>2,000.00</u>	<u>5,000.00</u>
TOTALS	\$44,200.00	\$66,550.00



- COVER LETTER TO THE LOCAL OLDER AMERICANS CHAIRMEN -

March ____, 1976

Dear _____:

I was pleased to talk with you again and learn of your desire to help President Ford.

As promised, I am enclosing guideline instructions and background information to help you in carrying out this project. If you have any questions, please call me at 312/641-6716 or evenings at 312/432-5757.

If everyone you call agrees to contact at least ten friends and some are able to help out at the telephone center, we will have contributed tremendously to the President's campaign.

Again, it is great to be back in contact. I am sure with this kind of effort, the President will win on March 16th and in November.

Many thanks and best of luck.

Sincerely,

Walter Parker



- INSTRUCTIONS -

TASK #1. Telephone Campaign

The goal here is for you to call every Republican you know in your area and

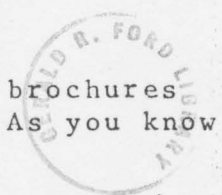
1. tally:
 - a. how many are intending to vote for President Ford
 - b. how many are intending to vote for the opposition
 - c. how many are not intending to vote
 - d. how many are undecided and
 - e. who would like more information on a specific issue, what the issue is and their address.
2. ask those who support President Ford if they would get involved in helping him by
 - a. calling every Republican friend they have (at least ten) and asking them to make calls if they support the President,
 - b. ask them to call you back and report the tally results as outlined above and on the enclosed tally sheet.
Be sure to tell each person you call who you have called so that they do not repeat calls you have made. This is especially important in cases where the circle of friends is the same.

TASK #2. Volunteer Support

1. Ask those you call to help gather volunteers to help in the telephone banks in the area. The telephone bank in your area is coordinated by _____ . You should call _____ and ask how many volunteers he/she needs, when and where.
2. Ask if they want transportation to the telephone banks (or to the polls). If they do, contact the telephone bank coordinator.

TASK #3. Brochures

Per our telephone conversation, we are sending you _____ brochures explaining how the President is helping older Americans. As you know,



these can be distributed in a variety of ways such as in areas where older people shop, lobbies of retired persons residence complexes, etc.

Be sure to ask permission where necessary and advisable and do not hand them out around churches or where political activity is forbidden.



MEMORANDUM FOR: State Press Directors
FROM: Jim Mills 202/466-2113
SUBJECT: Sample Press Release -- Older Americans for
President Ford Committee

Date

FOR IMMEDIATE RELEASE

CONTACT: _____ Telephone: _____

HEADLINE: "Older (Senior)* Americans (State; e.g., Nevadans)
for Ford"

Mr. (Mrs.) _____, Chairman of the
(State) President Ford Committee in (State) announced today the
formation of the _____ (e.g., Senior Texans
for President Ford Committee).

"Older people want to be actively involved in President Ford's
campaign, Mr. _____ said. Mr. _____ of
(city) and Mrs. _____ of (city) have been appointed to
chair this important committee.

"President Ford is helping those of us who are retired, now we
are going to help him," Mr(s). _____ said. "Older
people support Ford for many reasons including his success at cutting
down inflation and determination to improve and strengthen the Social
Security Trust Fund," according to Mr(s). _____.

"Older people will vote for Ford because he acts rather than
talks and because they know that a healthy economy is in their as
well as everybody's best interest," Mr(s). _____, the
Committee's other Co-Chairman said.

("We older people have been around a long time. We are not
about to be hoodwinked by glamour and fancy-dan rhetoric," Mr(s).
_____, the Committee's Co-Chairman said.)

* Parentheses indicate optional language.



President Ford Committee

P.O. BOX 1976 GREAT FALLS, MONTANA 59403 (408) 727-3452

Contact: Kenneth R. Neill, Chairman
(727-2200)

Sharon Ann Ashton, Exec. Dir.
(727-3452)

17 February 1976

FOR IMMEDIATE RELEASE

NEWS RELEASE

Mary Stevens Carroll, for 25 years a reporter for the United Press, has been named Montana Senior Citizens Chairman for the President Ford Committee.

The appointment was announced by State Ford Chairman, Kenneth R. Neill.

Mrs. Carroll currently authors a column in the Republican party's state newspaper TRUNK LINE titled "A Carroll Line." She is a member of the Cascade County Republican Central Committee and editor of "Woman Talk," a monthly county GOP publication.

In accepting the appointment Mrs. Carroll said, "I feel President Ford deserves our support for the way in which he has tried to stem this tide of deficit spending. Our paychecks have had more and more withholding and the dollars left buy less and less.

It took courage for the President to try with his vetos to stop this. People of every party should vote for a "common sense" man such as Gerald Ford."

Mrs. Carroll currently is a board member of the College of Great Falls Guild, and the Cascade County Republican Women's Club. She is an active member in the Salvation Army Auxillary and the Travel Club.

She is a former school teacher. During WW II she was Chairman of the American Committee for the Greek War Relief, public relations chairman for the British War Relief and the Cascade County Chapter of the American Red Cross.

She and her late husband, Walker B. Carroll, have two children, a son, Dr. Joseph M. Carroll, Superintendent of Schools of Palm Beach County, Florida, and a daughter, Mrs. Charles E. Allen, Gig Harbor, Washington.

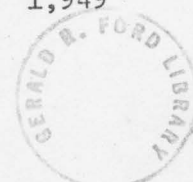
#####



SUGGESTED TARGET AREAS, OLDER
AMERICANS

1970

COUNTY	POPULATION	CITY	POPULATION
Adams	13,672	Quincey	9,778
Champaign	13,935	Champaign	5,431
		Urbana	3,208
Cook	755,206	Chicago	516,353
Suburbia (Cook County)			
	(a)		(b)
	Berwyn 12,769	Maywood 3,568	
	Cicero 12,293	Evergreen Park 4,419	
	Elgin 10,381	Niles 3,176	
	Evanston 15,518	Harvey 3,827	
	Des Plaines 5,618	Elmwood Park 4,297	
	Oak Park 14,088	Arlington Heights 4,547	
	Oak Lawn 6,709	Blue Island 4,098	
	Skokie 8,367	Chicago Heights 4,296	
	Park Ridge 6,243		
DuPage	42,548	Bensenville	1,194
		Glen Ellyn	2,221
		Hinsdale	2,094
		Lombard	2,829
		Villa Park	3,208
		Wheaton	3,102
		Elmhurst	6,353
		Downers Grove	3,590
		Naperville	1,921
Kane	32,013	Aurora	10,102
		St. Charles	1,604
Kankakee	15,177	Kankakee	5,208
Knox	11,638	Galesburg	7,121
Lake	35,947	Waukegan	7,732
		Highland Park	3,470
		Lake Forest	1,978
		Zion	1,608
		North Chicago	2,097
LaSalle	19,208	Ottawa	3,337
		LaSalle	2,383
		Peru	1,962
		Streator	2,964
McLean	14,485	Bloomington	6,725
		Normal	1,949

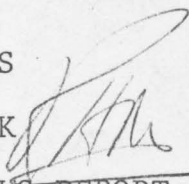


<u>COUNTY</u>	<u>POPULATION</u>	<u>CITY</u>	<u>POPULATION</u>
Macon	18,804	Decatur (Urbanized Area)	15,689
Madison (See St. Clair County)	34,410	Alton	7,437
		Collinsville	2,921
		Granite City	5,180
		Wood River	1,724
		Edwardsville	2,155
Peoria	30,317	Peoria	19,958
		Urbanized area	35,085
Rock Island	23,962	Rock Island	8,328
		Moline	7,591
		Ill. Urban Balance	10,880
		Davenport, Ill. portion	14,455
St. Clair	37,760	E. St. Louis	10,736
		Belleville	8,326
		Remainder in Ill. portion of SMSA	33,713
Saugmon	26,721	Springfield	17,015
Tazewell	13,832	East Peoria	2,125
		Pekin	4,344
Vermilion	16,449	Danville	7,665
Will	26,142	Joliet	12,448
Winnebago	30,385	Rockford	21,664
		Rockford Urbanized Area	26,179
		Total Rockford SMSA	33,540
Total population 60 and over for these twenty counties:			1,212,611
Total population 60 and over statewide:			1,571,497



March 12, 1976

7.6

TO: JIM MILLS
FROM: BOB MARIK 
RE: OAD STATUS REPORT

Thanks very much for your update of March 11. Your progress in on track in all of the relevant primary states, and should also provide good continuity for the general election campaign.

I did comment on your Wisconsin advertising plan (see margin of Page One). We can discuss upon your return, as wekk as the items you raise on Page Three.

✓ cc: Ed DeBolt



President Ford Committee

1828 L STREET, N.W., SUITE 250, WASHINGTON, D.C. 20036 (202) 457-6400

March 11, 1976

MEMORANDUM FOR: BOB MARIK
FROM: JIM MILLS
SUBJECT: O.A.D. Status Report

Field Activities:

1. Illinois:

Walter Parker has been performing excellently according to Holt and state staff. He has provided manpower support to telephone banks, distributed 25,000 brochures, corresponded with 158 senior citizen organizations, identified older Americans chairmen in key communities, and will commence the home telephone campaign today.

He is to submit a report early next week attaching copies of pertinent material.

2. Wisconsin

After meeting with Governor Knowles, Charlie Davis, and Jon Holt the following activities were identified for the purposes of accomplishing a heavy turn-out of elderly on April 6th.

- a. Transportation: Given the increased lead time, the person calling for implementation of this program, and the Wisconsin P.F.C.'s interest in elderly voter turn-out this program should be very successful (details per our discussion).
- b. Field Activities: Davis is attempting to secure an O.A. volunteer coordinator. This person, will be responsible for brochure distribution and committee expansion in the post primary period.

It is possible that we will recommend an older Americans campaign oriented visibility event.

- c. Advertising: Given the overwhelming support of Wisconsin's senior Republicans, no newspaper is contemplated at this time.

The radio spot will be scheduled by C-76.

- d. Advocacy/Scheduling: Wisconsin staff believe it will be easy to identify elderly events for advocate participation. A letter to all appropriate senior clubs and organizations has been sent calling for among other things, invitations for spokesmen. Copies of this correspondence will be forwarded to my office next week. This letter was signed by the two newly appointed Chairpersons.

- e. Chairpersons/Press: Two prominent non-controversial senior citizens have accepted the appointment of Co-Chairperson, Wisconsin Older Americans for President Ford.

A press release is to be issued, a copy of which is to be forwarded to O.A.D.

3. North Carolina:

- a. Chairpersons: Mr. Jeder Haynes and Mrs. Jean Muller, two prominent non-controversial Republicans have been appointed as N.C. Older Americans Chairmen.

Mr. Haynes will work organizationally as a volunteer throughout the campaign.

A press release announcing their appointment is to be issued prior to the primary (pending 3/11).

- b. Brochure distribution: 25,000 O.A. brochures were ordered for N.C. at the time the direct mail proposal was developed.

Given budget cutbacks, Russell can no longer use this method of distribution.

I will be investigating the possibility of inserting the brochure for those of 65 in the general mailing. (pending 3/11)

- c. Advertising: Aside from the radio spot no advertising directed at seniors is recommended.

- d. Transportation: Attempts are currently underway to identify a friendly Democrat to initiate this program. (Pending.)

4. Texas:

I have been in contact with Roger Wallace and explained our overall approach is other states. Where applicable these primary actions will be useful in brochure distribution and Committee expansion.

I will be in Austin to finalize activities on Tuesday, March 16th.



OLDER AMERICANS FOR PRESIDENT FORD, NATIONAL ADVISORY COMMITTEE

The blueprint submitted to you earlier needs to be reviewed and approved as soon as possible. A budget for this activity will be developed in the explication. However, a ballpark figure is \$40,000 to cover travel and convention expenses for the Executive Board.

I would appreciate your keeping track of this while I am out.

PLANNING:

It is my objective to have a general model campaign plan packet together by March 18. This packet would be accompanied by a letter (to be submitted to you on 3/15) from Bo Callaway introducing the Older Americans effort and calling for their response on appointments no later than April 30th.

I have asked Mary to reserve the MTST (type) machine for Friday, March 19th, should Bo approve the letter. The letter will not go out until the packet contents is approved.

POLICY:

Attached is a copy of a memorandum with attachments discussing the forum and catastrophic health issues. This memorandum is in draft form with maximum distribution indicated.

Dne
Please review and amend as appropriate and reduce distribution if deemed advisable. Betsey Bellows will type and distribute upon your returning to me.

IN-HOUSE

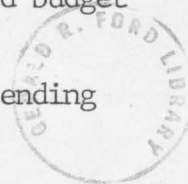
- a. Mrs. Ann Miller: Ann is a volunteer functioning as my research assistant. Currently she is investigating (1) the issue of Congressional action on the Catastrophic Health issue and (2) Gallup/Harris trial heat polls and the elderly.
- b. Betsey Bellows: Betsey will be very busy doing targeting research and daily tasks while I am gone. In addition she will be getting assignments from me while I am in the field. You need not worry, she has more than she can do.

BUDGET:

During my travels I will among other things be developing a revised budget through June with projections thereafter.

Currently we are approximately \$4,000 below the 45 day projection ending March 17th.

ATTACHMENTS



President Ford Committee

1828 L STREET, N.W., SUITE 250, WASHINGTON, D.C. 20036 (202) 457-6400

April 20, 1976

Dear :

I am writing to you on a most important and serious matter.

Senior Americans care a great deal about our country's future and its leadership. We know the importance of maintaining the dignity and integrity of the Office of the President.

We are aware of the values of hardwork, straightforwardness, knowledge and strong confident character. We also know how to distinguish political rhetoric from fact. This is why so many of us are supporting President Ford.

The President has proven himself to be a most honest, capable and level-headed leader. When he became President he had gigantic problems to confront. Among them were the leadership crisis and lack of confidence in government, a spiraling inflation rate, and the worst recession since the Great Depression.

President Ford underwent the most thorough investigation of one's life history and record for honesty and good judgment ever conducted in the United States. As our 38th President, Gerald Ford has restored public confidence in the nation's highest office, quickly winning the trust and faith of the American people for his dedication, his candor, and his principled actions.

He has turned the problems of growing inflation and recession around. Inflation has been cut almost in half and continues to decrease. The economy is now in genuine recovery, creating more jobs and opportunities for investment than ever in our history. Quietly and firmly he has pursued the proper solutions.



It is my hope that we, as experienced voters, can help President Ford continue to restore pride in our country. Those of us who have the wisdom of experience have an obligation to use it. Therefore I hope that you will join with me in gaining the active support and involvement of Older Americans on behalf of President Ford both in the voting booth and in the overall campaign.

I am enclosing information relating to the President's overall accomplishments and those of special interest to older persons. I look forward to hearing from you on this important matter of mutual concern.

Sincerely yours,

Bernard S. VanRensselaer
Honorary Chairman
OLDER AMERICANS FOR PRESIDENT FORD
NATIONAL ADVISORY COMMITTEE



Dear -----:

I am writing to you on a most important and serious matter.

Senior Americans care a great deal about our country's future and its leadership. We know the importance of maintaining the dignity and integrity of the Office of the President.

We are aware of the values of hard work, straightforwardness, knowledge and a strong, confident character. We also know how to distinguish political rhetoric from fact. This is why so many of us are supporting President Ford.

The President has proven himself to be an honest, capable and level-headed leader. When he became President he was confronted by gigantic problems. Among them were the leadership crisis and lack of confidence in government, as well as a spiraling inflation rate, and the worst recession since the Great Depression.

As Vice President, Gerald Ford underwent the most thorough investigation of one's life history and record for honesty and good judgment ever conducted in the United States. As our 38th President, he has restored public confidence in the nation's highest office, quickly winning the trust and faith of the American people for his dedication, his candor, and his principled actions.

President Ford has turned the problems of growing inflation and recession around. Inflation has been cut almost in half and continues to decrease. The economy is now in genuine recovery, creating more jobs and opportunities for investment than ever in our history. At the same time, President Ford has worked to insure that America maintains a strong national defense. Quietly and firmly he has pursued the proper solutions.

It is my hope that we, as experienced voters, can help President Ford continue to restore pride in our country. Those of us who have the wisdom of experience have an obligation to use it. Therefore I hope that you will join with me in gaining the active support and involvement of Older Americans on behalf of President Ford both in the voting booth and in the campaign.

I am enclosing information relating to the President's accomplishments and in particular, those of special interest to older persons. I look forward to hearing from you on this important matter of mutual concern.

Sincerely,

Bernard Van Rensselaer
Chairman
Older Americans for President Ford
National Advisory Council

