

The original documents are located in Box B2, folder “Special Voter Groups - Senior Citizens (2)” of the President Ford Committee Campaign Records at the Gerald R. Ford Presidential Library.

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President Ford Committee

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

March 10, 1976

MEMORANDUM FOR: BO CALLAWAY
STU SPENCER

THROUGH: BOB MARIK

FROM: JIM MILLS *J Mills*

SUBJECT: Summary of Florida Older Americans Effort

Activities directed at Senior Republicans in Florida included brochure distribution, radio and print advertising, transportation, senior citizen organization liaison and surrogate advocacy.

The activities involved were those assessed to have the most impact and to be immediately accomplishable.

I. Activity: Brochure Distribution

25,000 Older Americans brochures were distributed on the afternoon of March 3rd outside banks and in residence complexes of senior Republican concentrations. (See attachment)

1. Mrs. Mary Schilling of Bill Robert's staff was responsible for this activity and reported successful implementation in all counties.

I suggested to her by telephone that the volunteers recruited for this effort be approached to work in the telephone banks.

II. Activity: Radio and Print Advertising

Campaign 76 informed me that the "endorsement ad" appeared in all designated papers on Monday, March 1, with the exception of the Orlando Sentenal Star. The Sentenal ad appeared Tuesday, March 2.

According to representatives from the Florida staff, reaction to the ad was positive. It is my understanding that the ad was repeated.

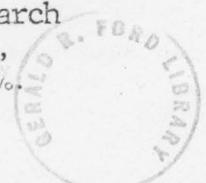
The Older Americans radio spot also was aired.

III. Activity: Senior Citizen Organization Liaison

As previous memoranda and correspondence have communicated, Mills secured the endorsement of the Congress of Senior Citizen Organizations of Florida.

News of this recommendation was inserted in the Congress' March newsletter (circulation 23,000) in addition to the ad. Reaction, according to Max Friedson, the Congress' President, has been 100%.

IV. Activity: Transportation (per previous discussions)



V. Activity: Advocacy/Surrogate

It is my understanding that in addition to Presidential appearances, several surrogates addressed senior audiences. I asked Plowman and Tutwiler to inform me of such schedules in the future once they completed their reorganization.

Arthur S. Flemming appeared in Clearwater at his own expense and at my request went to Orlando where he taped a senior citizens television show interview which was aired on Friday, March 5.

The program included a 10-15 minute discussion with Flemming and was shown in many parts of the state through cable television station 35. Probable viewer impact was 5,000 senior Republicans.

VI. Estimated Program Budget for Older Americans in Florida (excludes overall effort impacting senior citizens).

A. Funding Source:		Estimated Expenditures:
1. Media (C-76)	a. brochure	750*
	b. newspaper	14,500*
	c. radio	24,000*
2. Spec. Voter Groups	a. Older Americans Washington salary & expenses	1,400
3. Florida Staff & Operational Fund		500*
4. Advocacy Scheduling		?
TOTALS:		41,150

* Included in approved state budget

CC: Skip Watts
Ed Terrill
Fred Slight
Ed Debolt



THE PRESIDENT FORD COMMITTEE IN FLORIDA

P.O. BOX 1706, ORLANDO, FLORIDA 32802
(305) 843-3673

LOU FREY
CHAIRMAN

February 23, 1976

MEMORANDUM

TO: BILL ROBERTS
OSCAR JUAREZ

FROM: JIM MILLS

RE: MARCH 3rd BROCHURE DISTRIBUTION

On Thursday evening a minimum of 25,000 PFC Older Americans brochures will be delivered to the headquarters here in Orlando. What follows is the action plan for their distribution.

The brochures are to be delivered to individuals and locations attached. The number of brochures to be delivered to each county location is also indicated.

Along with the brochures the attached instructions are also to be delivered and explained.

JM:jf

cc: Bill Russo
Jack Insco



SAMPLE COUNTY DISTRIBUTION PLAN

Beautiful County
Mrs. John Doe, Coordinator

1. Total # of brochures for distribution - 2,000
2. Total # of volunteers needed - 20
3. Meeting place and time: Residence of Mrs. John Doe
100 "A" Street
Beautiful, FL.
Time: March 3, 9:00AM
4. Banks: 10 different banks selected
5. 100 brochures given to each volunteer. Two volunteers sent to each bank selected.
6. Volunteers call coordinator upon completing distribution.
7. Coordinator calls state headquarters to report completion of distribution (305) 843-3673



DISTRIBUTION INSTRUCTIONS: OLDER AMERICANS BROCHURE DISTRIBUTION

It is the overall goal of the project's county coordinator to recruit sufficient volunteer support to distribute the designated number of brochures to senior citizens at banks in their area on March 3rd.

The project coordinator is responsible for:

1. Identifying those banks in their area where older Republicans are most likely to do business.
2. Selecting from the above bank locations those banks to be covered using the following formula or an amendment thereof based on actual manpower capability:

Formula: a) 100 brochures per volunteer, and
b) ~~one~~ ^{five} volunteer per bank.

3. Recruiting the necessary volunteer support to cover the banks targeted.



1. PINELLAS COUNTY Project Coordinator: Drey - P.F.C.
of Brochures 2,000
of Volunteers Required 20 Tel. _____

2. BROWARD COUNTY Project Coordinator: Howard Weber
of Brochures 2,000
of Volunteers Required 20 Tel. _____

3. DADE COUNTY Project Coordinator: John Meloy - PFC
of Brochures 2,000
of Volunteers Required 20 Tel. _____

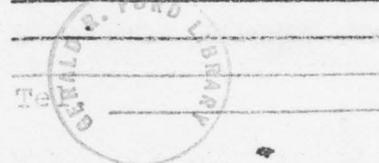
4. PALM BEACH COUNTY Project Coordinator: Howard Weber
of Brochures 2,000
of Volunteers Required 20 Tel. _____

5. ORANGE COUNTY Project Coordinator: Mary Schilling
of Brochures 2,000
of Volunteers Required 20 Tel. _____

6. SARASOTA COUNTY Project Coordinator: Helen Morris
Susan McKay
of Brochures 2,000
of Volunteers Required 20 Tel. _____

7. BREVARD COUNTY Project Coordinator: P.F.C. Greta Christean
asst. Lt. Captain 727-0905
of Brochures 2,000
of Volunteers Required 20 Tel. _____

8. LEE COUNTY Project Coordinator: Peacock
of Brochures 1,500
of Volunteers Required 15 Tel. _____



9. VOLUSIA COUNTY Project Coordinator: P.F.C.
 # of Brochures 1,500
 # of Volunteers Required 15 Tel. _____
10. PASCO COUNTY Project Coordinator: John Kirkman
Sandy Warner
 # of Brochures 1,500
 # of Volunteers Required 15 Tel. _____
11. MANATEE COUNTY Project Coordinator: Honor Hesser
 # of Brochures 1,500
 # of Volunteers Required 15 Tel. _____
12. LAKE COUNTY Project Coordinator: Pete Kielen
 # of Brochures 1,500
 # of Volunteers Required 15 Tel. _____
- ~~13. COLLIER COUNTY~~ Project Coordinator: _____
deleted
 # of Brochures 1,500
 # of Volunteers Required 15 Tel. _____
14. CHARLOTTE COUNTY Project Coordinator: Margie Marino
 # of Brochures 1,500
 # of Volunteers Required 15 Tel. _____

Completed - final report M. Schilling promised



March 12, 1976

TO: JIM MILLS
FROM: BOB MARIK
REBJ 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 well 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.

*Jim -
How about
stimulating
older turnout?
RM*



- 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 in 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 MIST (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.

Done
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 investigation (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

[Handwritten signature]
[Handwritten signature]

March 19, 1976

MEMORANDUM FOR: ROGER WALLACE
FROM: JIM MILLS *[Handwritten signature]*
SUBJECT: Texas Older Americans Campaign Plan

Below I have outlined the Older Americans activities agreed upon during my visit of March 16. Should you undertake any additional actions or amend those presented I would appreciate your passing these on to me.

I. Activity: * Establishment of Senior Texans for President Ford Committee (STPFC)

- A. Given the lists supplied, information from Senator Tower's office, and other sources, candidates for the position of Honorary Chairperson(s) will be selected by March 19th.
- B. The Chairperson's confirmation of appointment and subsequent press release will be made by March 24th.
- C. The person appointed should be a non-controversial figure, somewhat knowledgeable or concerned with issues relating to older people.
- D. The Chairperson of Senior Texans for President Ford Committee will:
 1. lend their names for use in campaign literature and advertising
 2. be available to speak to groups of senior citizens
 3. assist the S.T.P.F.C. staff and/or volunteer coordinator in carrying out the activities presented below as the Chairperson deems appropriate
 4. assist the S.T.P.F.C. staff volunteer coordinator in expanding the Committee membership in the post-primary period



II. Activity: Scheduling/Advocacy

- A. Efforts are underway to confirm a Presidential drop-by at the site discussed. The drop-by may or may not be coupled with a statement/announcement relative to crime and the elderly.
- B. Forums: per previous discussions

III. Activity: Field Operations

- A. Wallace will meet with Col. John Boyd, U.S.A.F. retired, to discuss his assistance in realizing the following tasks:
 - 1. brochure distribution
 - 2. volunteer recruitment for telephone banks
 - 3. senior citizens organization liaison
 - 4. S.T.P.F.C. membership expansion
 - 5. implementation of the post-primary campaign plan (pending)
 - 6. home-telephone campaign (GOTV) if deemed appropriate by the Texas P.F.C. (see attachment)
- B. Expense monies for Col. Boyd or his alternate are budgeted at \$600.00
- C. Technical assistance and staff support for overall primary S.T.P.F.C. activities will be provided by Walter Parker at a rate of \$200.00 per week plus expenses, should it be determined that assistance is needed. A total of \$1500.00 should be temporarily budgeted by the Texas P.F.C. pending this decision.

IV. Activity: Transportation (as previously discussed)

V. Activity: Advertising/Direct Mail

- A. Due to the probable profile of the projected primary voters, it is recommended that no print advertising directed at Older Americans be contemplated at this time. Furthermore, use of the O.A. radio spot should be closely evaluated.



B. If the cost and time variable are favorable, Texas P.F.C. may send a selected mailer to persons 65+ in Harris County who live in areas with assessed home values below \$35,000 - \$40,000.

cc B. Marik ✓
E. DeBolt
B. Milburn



- 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.



President Ford Committee

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March 19, 1976

MEMORANDUM FOR: BOB MARIK
FROM: JIM MILLS *JMills*
SUBJECT: Republican Party and Convention Senior
Citizen Activities

I would appreciate your scheduling a meeting for Monday or Tuesday of next week (March 22 or 23rd) with Mary Louise Smith, Stan Anderson, Jack Stiles and the two of us to discuss the following:

1. Platform development
 - a. involvement of senior Republicans on the national and, where possible, state platform committees
 - b. party positions regarding the needs and concerns of older persons
2. Delegate Senior Citizen Advocacy
 - a. designation of delegate(s) from each state responsible for representing senior Republican interests in convention functions
3. Senior Republican Recognition:
 - a. scheduling and staging of an afternoon convention event in honor of active senior Republicans; it is proposed that state central committees present the name(s) of their older(est) active Republican(s).
 - b. special award presented to Bernard Van Rensselaer to be followed by a 1 - 2 minutes of acceptance comments by him

*Call to FILE
find this out
(Mills going
direct thru
Roy Hughes)*



President Ford Committee

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



March 22, 1976

MEMORANDUM FOR: FRED SLIGHT
FROM: JIM MILLS *JM*
SUBJECT: Upcoming Field Activities

Attached is a copy of memorandum to Skip Watts and Ed Terrell regarding my upcoming organizational field visits.

I would appreciate your providing me with available pertinent data on those states I am to visit. I am particularly interested in voter philosophy, preference, issue concerns, and relevant demographics, if any.

Lastly, if you would recommend that I revise these priorities for the next three weeks, please let me know as soon as possible.

✓ cc: B. Marik



President Ford Committee

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March 22, 1976

MEMORANDUM FOR: SKIP WATTS
ED TERRELL

FROM: JIM MILLS *Jim Mills*

SUBJECT: Upcoming Field Activities

On Wednesday, March 24th states with primaries will be sent model older American campaign plans/manuals designed for use in the primaries with reference to application in the general.

It is my intention to follow-up on the states' realization of these plans using two methods. First, in states merting more emphasis I will make field organizational visits. Currently the following states and dates contemplated are:

MARYLAND - March 25
CALIFORNIA - March 28 - April 1
OREGON - April 2
MICHIGAN - April 5 - 6
INDIANA - April 6 - 7
OHIO - April 7 - 8
NEW JERSEY - April 13 - 14

The second method relies primarily on telephone and correspondence for follow-up. The states in which this approach is to be used are:

PENNSYLVANIA
TENNESSEE
NEBRASKA
IDAHO
GEORGIA
ALABAMA
MONTANA
ARKANSAS



RHODE ISLAND

SOUTH DAKOTA

Amended versions of the packet with cover letters will be sent to all other states as well. Unless otherwise advised, follow-up in these states will be primarily be correspondence.

Please let me know if these priorities should be amended. I will contact you this week to be briefed on relevant peculiarities in these states.

cc: B.Marik
F. Slight



President Ford Committee

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

March 22, 1976

MEMORANDUM FOR: BOB MARIK
FROM: JIM MILLS *Jim Mills*
SUBJECT: Walter Parker

Given Walter Parker's outstanding performance in Illinois (written report and documentation with be forthcoming) I wish to employ him as a part-time field coordinator/advisor.

During the primary period it will be possible in both Texas and California for Walter to be paid out of the state budgets. This has been discussed with both Wallace and Liggett. However, I wish to have him on our roles as well so that we can reimburse him for interstate travel and time spent on matters relating to national activities.

I have included these costs in my budget memoranda of March 22nd. Should you concur I would appreciate your approving the attached request since Walter is tentatively scheduled to be in Texas this Thursday, March 25th.

Mary

3/22

*sent to payroll
3/22*

Walter Parker should be engaged as a consultant, not on the payroll as a regular employee. Pls be sure we're using an appropriate form.



President Ford Committee

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

March 22, 1976

MEMORANDUM FOR: SKIP WATTS
ED TERRELL

FROM: JIM MILLS *Jim Mills*

SUBJECT: Brochure Distribution

Below are listed the recommended levels of distribution for the remaining Older American brochures (129,700) in certain primary states where the capacity for effective distribution and need have been examined. Please indicate any recommended changes in the right hand column.

TEXAS:	18,000 _____
INDIANA:	12,000 _____
OHIO:	18,000 _____
MICHIGAN:	18,000 _____
MARYLAND:	9,000 _____
OREGON:	3,900 _____
NEVADA:	3,900 _____
MONTANA:	3,900 _____
CALIFORNIA	28,000 _____
NEW JERSEY:	15,000 _____

cc: Bob Marik ✓



President Ford Committee

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

March 23, 1976

MEMORANDUM FOR: JERRY JONES
JIM CAVANAUGH
RED CAVANEY

FROM: JIM MILLS *Jim Mills*

SUBJECT: Schedule Proposal for the President

On the basis of our preliminary discussions and the probability of timely completed action on the pending AoA-LEAA working agreement (addressing crime and the elderly), I have pursued developing the attached schedule proposal for your consideration.

Given the unusual nature of the Texas primary, the older American activities planned rely heavily on personal contact and appeal to the conservative interests of senior Republicans. Unless the pending polling data indicates otherwise, I am not recommending the use of any of our print and radio ads previously directed at senior voters. However if the above mentioned agreement is completed by April 23rd and its contents are determined worthy, I would recommend that the President consider announcing it during this proposed drop-by. In addition, we may want to develop a radio spot for use after the announcement.

The person I contacted for the purposes of providing you with the attached information is Mr. Jack Steele, Director of the Houston-Galveston Area Council. He understands that the proposal is highly tentative and, if accepted, might need implementation on short notice. He further understands that no discussion of the proposal should take place until the appropriate parties at the White House have contacted him and authorized it. He anticipates the event taking place at anytime during the dates indicated on the attachment. It is my understanding that April 27th is the requested target date.

cc: ~~Stu~~ Spencer
✓ Bob Marik
Roy Hughes
Skip Watts



SCHEDULE PROPOSAL FOR THE PRESIDENT

MEETING: Drop-by (With comments)

DATE: April 26 - April 30

PURPOSE: to demonstrate the President's genuine concern for the dignity and well-being of older Americans by

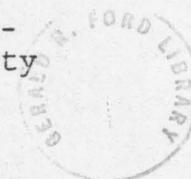
1. announcing that he is taking steps to prevent and reduce incidences of criminal attacks and fraud against older persons citing the AoA-LEAA agreement (if worthy) and other appropriate initiatives.
2. expressing his goal in seeing to it that (a) older persons are guaranteed the opportunity to determine and fulfill their own needs, (b) to live in dignity, and (c) the important role that the attendees play in realizing this goal.
3. stating his accomplishment and determination to continue the fight against inflation, the most important priority in helping older Americans.
4. to listen and exchange information with the attendees on a one to one basis.

OBJECTIVE: the objective of the drop-by is to enhance the President's constituency among Senior Texans, appeal to the conservative instincts of primary voters, create an identity between the President and the Aging Network, and to augment the older Americans campaign activities. (See cover memorandum)

FORMAT: Location - Conference Room in the office of the Houston-Galveston Council, 3710 West Alabama Street. Room will easily accommodate group and is located in the southwest part of Houston; two blocks from a middleclass-upper middleclass neighborhood and two blocks from a major thru-way in a quality office building area. Highest building within $\frac{1}{2}$ mile is 3 stories; highrises within $\frac{3}{4}$ - 1 mile in excess of 10 stories.

Contact - Mr. Jack Steele (713/627-3200)

Participants - 100 persons including (a) the 60-member Senior Citizen Representatives Committee i.e. the Advisory Council for the Houston-Galveston Area Agency on Aging, a 13-County Planning and Service Area,



(includes elderly and some administrative staff who plan and implement services for the elderly), (b) two members from each senior citizens center

(Lists available through Contact)

Time: 5 - 10 minutes of comments and 15-30 minutes of one to one exchange

SPEECH MATERIAL: Pending - (See objective)

PRESS COVERAGE: Pending - press concerned with the elderly should also be included

STAFF ATTENDING MEETING:

(a) Presidential Staff
(b) Area Council and Area Agency on Aging staff: Mr. Hatch, Mr. Jack Steele, Mr. Paul Ulrich, Miss Ann Smith, _____, and _____.
(c) Others - unknown

RECOMMEND: JIM CAVANAUGH
STU SPENCER
ROY HUGHES
BOB MARIK
FRED SLIGHT
JIM MILLS
SKIP WATTS

OPPOSED: Unknown

PREVIOUS PARTICIPATION: Unknown

COMMENT: Mr. Jack Steele should be contacted if this proposal advances to the seriously considered or anticipated stage as soon as possible.

Approve _____

Disapprove _____



President Ford Committee

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

March 28, 1976

MEMORANDUM FOR: ROGERS C.B. MORTON
THROUGH: ROY HUGHES
FROM: JIM MILLS *Jim Mills*
SUBJECT: Older Americans Campaign Plan

Attached for your review and approval are the state editions of the Older Americans campaign plan.

The section on general election field organizational activities is being withheld pending:

- (a) the identification and confirmation of P.F.C. Chairpersons and Directors who are to serve for the duration of the campaign in that state, and/or
- (b) the appointment and confirmation of the state's Older Americans' Chairperson/Coordinator.

The portion of the plan pertaining to resource coordination and budgetary matters here in Washington will be developed and submitted no later than May 31st unless otherwise requested.

The proposed contents of the complete plan are attached.

cc: Stu Spencer
✓ Bob Marik



President Ford Committee

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March 28, 1976

MEMORANDUM FOR: ED TERRILL
SKIP WATTS

FROM: JIM MILLS *JM*

SUBJECT: State Older Americans Campaign Planning

Attached is a copy of the state version of the Older Americans Campaign Plan Manual. Your copies also include the general election field organizational section.

Copies have been distributed to states where primaries are pending and where leadership is clear. Certain states, indicated on the memo enclosed, were not sent copies due to uncertainty on my part as to the organization's status or their importance. Please inform me of the states and individuals who should be sent copies as soon as possible.

I would appreciate your reading this material and informing me of any changes or additions you would recommend so that its contents can be upgraded.

cc: Bob Marik ✓



President Ford Committee

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March 28, 1976

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✓ BOB MARIK
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cc: Skip Watts
Ed Terrill



President Ford Committee

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



March 28, 1976

MEMORANDUM FOR: ROGERS C.B. MORTON
THROUGH: ROY HUGHES
FROM: JIM MILLS *Jim Mills*
SUBJECT: Mr. Bernard VanRensselaer

I am recommending for your consideration the appointment of Mr. Bernard VanRensselaer as Honorary Chairman of the Older Americans for President Ford National Advisory Committee.

In checking with various individuals regarding this recommendation I have received only positive responses. Among those concurring are: Mr. John Martin, Dr. Arthur S. Flemming and Bob Marik.

In discussions with Mr. Van he has stated he would serve in this capacity if asked. In addition, Mr. Van would assist me and others in Older Americans convention planning.

Should you concur, I would appreciate your placing a call for appointment purposes as soon as is convenient.

Mr. VanRensselaer's telephone number is 232-4759.

cc: Bob Marik 





DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
OFFICE OF THE SECRETARY
WASHINGTON, D.C. 20491

Jim Casper ✓

Office of Human Development
Administration on Aging

JAN 12 1976

Mr. Richard W. Velde
Administrator
Law Enforcement Assistance Administration
United States Department of Justice
633 Indiana Avenue, N. W.
Washington, D. C. 20531

Dear Mr. Velde:

I am writing to invite the participation of your agency in a joint effort to respond to the problems confronting older persons in the area of criminal victimization.

I am sure that you know that older persons in today's society face many barriers in their efforts to remain contributing members of their community and to continue to live independent lives in their own homes as long as possible. In addition to the many problems associated with such areas as income, nutrition, health, housing and transportation, older persons are confronted with unique and serious concerns about personal safety and protection from various forms of economic victimization. I believe that the special interest of the Law Enforcement Assistance Administration in promoting a safe environment in which all citizens can live free from the fear of crime offers an opportunity for significant cooperation between your agency and the Administration on Aging in directing our mutual efforts to assure safety from crime for older persons in our society.

I wish to propose, in response to our mutual interest, that the Law Enforcement Assistance Administration and the Administration on Aging undertake to explore avenues of cooperative effort which can be pursued to provide older persons a safe environment in which to live, and that such exploration be directed to the accomplishment of a joint agreement to promote this goal.

I hope that your agency will join us in this important effort. If you choose to do so, I would appreciate your designating an individual to work with us in considering ways in which we can work together to promote the safety of older persons.

Very sincerely and cordially yours,

Arthur S. Fleming
Arthur S. Fleming
Commissioner on Aging



President Ford Committee

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



MEMORANDUM FOR TIM RYAN

FROM JIM MILLS *Jm*

SUBJECT: AD LIABILITY RELEASES

Would you provide me with a copy of the form developed for use in securing permission from local Older American Chairmen to print their names in newspaper ad copy?

It is my understanding that should a case develop similar to the Florida one, it would be most helpful to have such forms on hand and signed to send in with ad copy.

cc: Bob Visser
John Vincen
Ad File
Legal File

RHMink



OVERVIEW

For check-list purposes, a Senior Americans Forum can be divided into five components. They are:

1. Arrangements: A school auditorium, church social hall, VFW or American Legion hall or public meeting place near public transportation should be chosen as the location of the Forum.
2. Invitations: As many personal invitations as possible should be sent. Contact all clubs and churches. Pre-advertise inexpensively on radio and in the newspapers. Older persons read the papers more thoroughly than any other group.
3. Staging: The acoustics in your meeting place must be checked thoroughly. Make sure everyone can hear. Always use a P.A. system to be safe. Set up the forum (speaker's area, audience chairs) in a way that makes it easy for the spokesmen to interact with the audience. Avoid a stiff, formal arrangement.
4. Program: Sample Programs Attached.
5. Social Hour: Held after the program. Everyone (speakers included) should mingle and have fun. Serve refreshments (coffee, tea, soft-drinks, cake). Explore the possibilities of entertainment (Senior Citizen string bands or Barber Shop Quartets, etc.).

ARRANGEMENTS

Facts to Consider

When looking for a suitable place in which to hold an Older Americans Forum, it is important to consider the projected number of attendees. The ideal, of course, is to select a meeting place which is flexible enough to accommodate either a smaller or larger crowd than you actually anticipate.

The site of the Forum must be as close as possible to public transportation. The number of older persons who will attend the Forum is directly dependent upon the ease with which they can get there and back. This is another reason why a Forum should not start before 9a.m. nor conclude after 4p.m.

If possible, the Forum site should be close to other attractions (shops, park, senior center) so that those whom you would like to be there will have a reinforcing reason to attend.

Place

Generally, it will be unnecessary to rent a place in which to hold a Forum. Try to reserve a school auditorium senior citizen center, church social hall, fire house, VFW hall, etc.



Transportation

A committee of volunteers could be organized to provide "car pool" type transportation for those older persons who would like to attend the Forum but need help in getting there. Church groups and the like often have their own buses which they may allow to be used. Remember to consider return transportation in your scheduling. It must be just as convenient for attendees to get home as it is to get to the Forum. Ask local police to clear parking places in the immediate area of the building where the Forum is to be held so that attendees will not have to walk very far.

First Aid

If possible, try to have a doctor or nurse in attendance at the Forum. The local Red Cross Chapter may be willing to provide a first aid volunteer and station wagon. The local fire department may of assistance in this matter. The use of volunteer ushers may help to prevent the need for first aid.

Guest Register

Every effort should be made to secure the names and addresses of attendees. A guest register or 3x5 cards could be used for this purpose. Ask attendees for their names and addresses so that information can be sent to them.

INVITATIONS

Publicity

Advance publicity concerning the Forums, coverage of the event itself, and follow-up should be coordinated by the appropriate local Congressional staff.

Personal Announcements

As many personal invitations as possible should be extended to older Americans living in the area in which the Forum is to be held. Invitations should be personally distributed to all clubs, fraternal organizations, church groups, etc. Also remember to solicit all membership organizations, particularly those composed of older persons---AARP, NRTA, NARFE, NCSC, Telephone Pioneers. Also Rotary, Kiwanis, Lions, Chamber of Commerce, J.C.'s, American Legion, V.F.W., D.A.V., etc. You will find that these groups are also excellent potential sources for logistical support and "sponsor" type activity.

Follow-up:

Congressional staff should be sure to write thank you notes to all participants and supporters who helped.



STAGING

Set-up

The speaker's area and the audience seats should be arranged in a way that permits interaction between the two. Formality should be avoided.

Sound; Light; Ventilation

Always check the acoustics of the meeting place carefully. Use sound amplification equipment and check to make sure that it is operating properly. Check for background noise (jet planes passing over; construction work) which might distract the audience or drown out a speaker.

Make sure that the participants have enough light by which to read the material. If possible, lighting of the participants should be brighter than that of the audience, thereby highlighting your speakers. Be sure that there is adequate ventilation. Remember, when a room fills up with people the temperature will rise quickly. You should anticipate this when checking an empty meeting room. Take care to avoid drafts which may be caused by open windows. Crack windows at the top.

Miscellaneous

Prime consideration should be paid to the physical comfort of the audience--- don't "pack" them in, get the most comfortable chairs possible, leave wide aisles, etc.



PROGRAM (RINALDO)

SENIOR AMERICANS: FORUMS

DATE: _____

LOCATION: _____

SPONSORED BY CONGRESSMAN _____

PROGRAM

- 9 a.m. to 9:15 Welcoming remarks by Sponsoring Representative _____
- 9:15 a.m. to 9:45 "The State of _____: What IS IT Doing to Help the Elderly". Speaker: Director or Representative from the State Office on Aging.
- 9:45 a.m. to 10:15 Social Security. Past and future changes in the system. How are the bank deposits of Social Security checks working out? What about future cost-of-living increases? What new services does Social Security offer: Representative from local Social Security Office.
- 10:15 a.m. to 10:30 a.m. The local area Agency on Aging. What is it doing and how many people are being reached. Director.
- 10:30 a.m. to 11 a.m. Half-hour coffee break.
- 11 a.m. to 11:30 a.m. Senior Citizens Housing. What is the status of project in _____. What is the demand and the prospects for more construction under the rent subsidy program? Director of the local/regional office of HUD.
- 11:30 a.m. to 12 p.m. Panelists will answer questions from the audience on health, nutrition, housing, utility costs and various services. Panelists will be _____, _____, _____, and _____.
- 12 p.m. to 12:15 p.m. RSVP. Where can Senior Citizens help. Local RSVP Director
- 12:15 p.m. Representative _____ introduces Dr. Arthur S. Fleming, U.S. Commissioner on Aging (or his designate) for principle speech.
- 1 p.m. Brief concluding remarks by Representative _____ thanking Dr. Fleming and all those participating.



SENIOR AMERICANS: FORUMS

DATE: _____

LOCATION: _____

SPONSORED BY CONGRESSMAN (WAMPLER)

CONFERENCE SCHEDULE

- 4:00 p.m. Registration
- 7:30 p.m. Convening of Conference
- 8:00 p.m. Keynote Address by Dr. Arthur S. Flemming, U.S. Commissioner on Aging (or his designate)
- 9:00 p.m. Reception for Dr. Flemming (or designate)
-
- 9:00 a.m. Registration
- 9:30 a.m. Convening of meeting
- 10:00a.m. Remarks by _____, Director, State Office of Aging
- 10:30a.m. "Congress and Aging Legislation" by Representative _____
- 12:00 noon Luncheon (Dutch Treat)
- 2:00 p.m. Workshops
- 4:00 p.m. Workshop Reports and Summary
- 5:00 p.m. Adjournment



SOCIAL HOUR

Format

The Social Hour, directly following the formal portion of the Forum, should be relaxing and fun. Audience and Forum participants should mingle informally and get to know each other.

Refreshments

Coffee, tea, lemonade, soft drinks, coke, finger sandwiches, cake, cookies, etc. should be served during the Social Hour. Often the local women's GOP club, a church ladies auxiliary, Older Person Organization, service club, etc. will be willing to take charge of the Social Hour and provide some "homemade" refreshments.

Entertainment

A highlight of every Forum should be some form of entertainment. It need not be sophisticated and should involve local older persons if possible. Check local clubs, fraternal organizations, church groups, etc. If older person performers cannot be found, try for youths (choral group, etc.). Old persons and young persons mix particularly well. An excellent film called "May the Last be the Best" prepared by the Administration on Aging could be shown (if not shown during the program portion of the Forum) (28 minutes).



II. General Election Only Priority States

Projected Actual Voters
Population 60+

A. California 1,990,660

43rd District (Clair W. Burgener)

27th District (Alphonzo Bell)

22nd District (Carlos Moorhead)

41st District (Bob Wilson)

33rd District (Del Clawson)

39th District (Charles E. Wiggins)

26th District (John H. Rousselot)

B. New York 2,066,760

23rd District (Peter A. Peyser)

35th District (Barber B. Conable, Jr.)

38th District (Jack F. Kemp)

33rd District (William F. Walsh)

5th District (John W. Wydler)

C. Illinois 1,136,800

4th District (Edward J. Derwinski)

6th District (Henry J. Hyde)

20th District (Paul Finley)

14th District (John N. Erlenborn)

18th District (Robert H. Michel)

19th District (Tom Railsback)



(General Election Only Priority States con't)

	<u>Projected Actual Voters</u> <u>Population 60+</u>
D. Ohio	1,475,990
1st District (Willis D. Gradison)	
2nd District (Donald D. Clancy)	
3rd District (Charles W. Whalen, Jr.)	
12th District (Samuel L. Devine)	
E. Texas	1,121,980
3rd District (James M. Collins)	
5th District (Alan Steelman)	
7th District (Bill Archer)	
F. Pennsylvania	1,356,600
18th District (H. John Heinz III)	
5th District (Richard T. Schulze)	
10th District (Joseph M. McDade)	
19th District (William F. Goodling)	
9th District (Bud Shuster)	
G. Michigan	805,700
19th District (William S. Broomfield)	
3rd District (Gary Brown)	
2nd District (Marvin L. Esch)	
9th District (Guy Vander Jagt)	
4th District (Edward Hutchinson-media in Ohio and Indiana)	



(General Election Only Priority States con't)

	<u>Projected Actual Voters</u> <u>Population 60+</u>
H. Florida	1,185,660
12th District (J. Herbert Burke)	
6th District (C.W. Bill Young)	
9th District (Louis Frey)	
5th District (Richard Keely)	
10th District (L.A. Bafalis)	
I. New Jersey	763,630
12th District (Matthew J. Rinaldo)	
5th District (Millicent Fenwick)	
6th District (Edwin B. Forsythe)	
J. Indiana	517,650
7th District (John T. Myers)	
5th District (Elwood Hills)	
K. Missouri	569,100
7th District (Gene Taylor)	
L. Wisconsin	492,660
9th District (Robert W. Kasten, Jr.)	
6th District (Wm. A. Steiger)	



(General Election Only Priority States con't)

	<u>Projected Actual Voters</u> <u>Population 60+</u>
M. North Carolina	485,800
9th District (James G. Martin)	
10th District (James T. Broyhill)	
N. Washington	349,000
1st District (Joel Pritchard)	
O. Tennessee	428,400
2nd District (John J. Duncan)	
1st District (James J. Quillen)	
6th District (Robin L. Beard)	

III. General Election Only Second Priority States

A. Virginia	422,380
6th District (W. Caldwell Butler)	
7th District (J. Kenneth Robinson)	
4th District (Robert W. Daniel, Jr.)	
B. Oklahoma	318,990
5th District (John Jarman)	

(General Election Only Second Priority States con't)

	<u>Projected Actual Voters</u> <u>Population 60+</u>
C. Kentucky	357,700
5th District (Tim Lee Carter)	
4th District (Gene Synder)	
D. Iowa	343,140
3rd District (Charles E. Grassley)	
E. Nebraska	181,510
2nd District (John Y. McCollister)	
1st District (Charles Thone)	
3rd District (Virginia Smith)	
F. Colorado	206,780
5th District (William L. Armstrong)	
4th District (James P. Johnson)	

