# PRESIDENT FORD COMMITTEE RECORDS. PEOPLE FOR FORD OFFICE FILES, 1971-76

## **Collection Type**

**Personal Papers** 

#### **Extent**

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### **Record Type**

Textual

### **Scope and Content Note**

People for Ford (PFF) was the volunteer arm of the President Ford Committee formed during the general election to develop outreach efforts to special voter groups. Directed by long-time Republican National Committee activist Elly Peterson, the PFF staff targeted women, African-Americans, professional groups, ethnics, farmers, Jews, senior citizens, and young people for particular attention.

Chairman Rogers Morton named Peterson deputy chairman of the nascent volunteer organization in June 1976. Until then, Edward DeBolt, a counsellor in the PFC chairman's office, and Robert Marik, deputy chairman for administration, directed efforts to develop support among particular voter groups, especially African-Americans and Hispanics. Peterson took the lead in coordinating the Committee's appeals to these groups, in addition to the others mentioned above, during the post-convention campaign.

Constricted by spending limits imposed by the Federal Election Campaign Act Amendments of 1974, the People for Ford organization struggled throughout its brief existence to stretch minimal funds. In stark contrast to the high spending

levels of various volunteer operations during President Nixon's 1972 reelection campaign, the Ford volunteer operation consisted largely of small phone banks, motor caravans and rallies, advocate appearances, literature drops, and small-scale targeted advertising. Activities of broad-based grassroots organizations are not reflected in these files; rather, the collection documents top-down efforts of outreach and information dispersal.

The People for Ford organization was fluid and somewhat informal. Desk directors, appointed by Peterson, were fairly autonomous in drafting their respective appeal strategies. However, no desk could function independently and the individual desk directors submitted proposals and information to one of Peterson's three deputies: administration director Thomas Ruffin, special consultant Robert Keyes, or advocacy/press consultant Jim DeFrancis. Ruffin, Keyes, and DeFrancis all reported directly to Peterson. The regional effort consisted of state volunteer organizations, coordinated by five regional directors who reported to regional coordinator Pamela Curtis. Curtis reported regularly to Peterson concerning state and regional activities. (See Attachment 1.)

Files for the individual desks appear to be more complete than those of the PFF administrative staff. For example, the activities of Elly Peterson are partially documented in the Ruffin and Curtis files. Peterson donated the bulk of her Ford campaign material to the Michigan Historical Collections at the University of Michigan. Her files housed there include the bulk of extant information on the Women's Desk, although Curtis' records document a mailing program targeting women voters and folders on selected women's issues. Also missing from the PFF records at the Ford Library are files for the Labor Desk, the Special Events Desk, and PFF administrators Jim DeFrancis and Betsey Bellows.

The People for Ford files are unique in that they document a viewpoint not often seen in organizational records: that of minorities and special interest groups. Researchers can determine the PFC's priorities from the emphasis given to each desk in terms of both autonomy and funds; as well as gauge which voter groups the PFC perceived as significant and worth targeting. The major strength of this collection is the wealth of information on the concerns of special voter groups; letters both of support and of complaint provide insight into the social climate of the 1970s.

## Related Materials (as of January 1992):

The files of Edward DeBolt, counsellor to the chairman, and Robert Marik, deputy chairman for administration, document PFC appeals to selected special voter groups during the primary campaign period. The Elly M. Peterson Papers at the Michigan Historical Collections at the University of Michigan include one large series of People for Ford administrative records, including regional reports, correspondence, and internal PFC and PFF memoranda.

#### **Last Modified Date**

2024-05-17

#### People for Ford: Thomas Ruffin Files, 1975-76.

(Boxes F1-F7, 2.8 linear feet)

Memoranda, correspondence, mailing lists, expense reports, press releases, resumes, speeches, talking points, news clippings, status reports, photographs, public opinion polls, and post-election analyses. The materials concern the identification of leaders within particular voter groups, selection of personnel, scheduling and expenses for PFF desks, and PFF and PFC administrative activities. Particularly valuable is a post-election evaluation of the PFF operation. This series contains the only information in the PFF files on the Democrats for Ford campaign, including a lengthy state mailing list. Thomas Ruffin was Director of Administration and reported directly to Elly Peterson.

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Arranged alphabetically by subject.

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**Box F1 - People for Ford: Thomas Ruffin Files** 

Status	litte
OPEN	Black Desk - Expenses (1)-(2)
OPEN	Black Desk - Leadership
OPEN	Campaign Material
OPEN	Campaign Material - Brochures
OPEN	Carter, Jimmy
OPEN	Celebrities - Expenses
OPEN	Democrats for Ford - Budget

OPEN Democrats for Ford - Leadership

OPEN Democrats for Ford - Mailing List - By State: Alabama -

Missouri (1)-(5)

#### **Box F2 - People for Ford: Thomas Ruffin Files**

Status Title

OPEN Democrats for Ford - Mailing List - By State: Nebraska -

Washington (1)-(3)

OPEN Democrats for Ford - Mailing List - Never Contacted

OPEN Democrats for Ford - Press Releases (1)-(2)

OPEN Democrats for Ford - Staff

OPEN Deputy Chairman/Voter Bloc - Expenses (1)-(3)

OPEN Ethnic Desk - Correspondence

OPEN Ethnic Desk - Cuban-American Opinion Poll (In Spanish),

8/15/76

OPEN Ethnic Desk - Events

OPEN Ethnic Desk - Expenses (1)-(3)

OPEN Ethnic Desk - "Ford Presidency from an Ethnic Perspective"

OPEN Ethnic Desk - General

## **Box F3 - People for Ford: Thomas Ruffin Files**

Status Title

OPEN Ethnic Desk - Leadership
OPEN Farm Desk - Expenses

OPEN Farm Desk - Leadership

OPEN Hampton, Lionel

OPEN Jewish Desk - Expenses
OPEN Jewish Desk - General

OPEN Jewish Desk - Leadership

OPEN Labor Desk

OPEN Older Americans Desk - General

OPEN Older Americans Desk - Leadership

OPEN People for Ford - Administrative - Americans Abroad -

Correspondence

OPEN People for Ford - Administrative - State Correspondence:

Alabama – Pennsylvania (1)-(5)

OPEN People for Ford - Leadership

OPEN People for Ford - Memoranda

OPEN People for Ford - Post-Election Analysis (1)-(2)

## **Box F4 - People for Ford: Thomas Ruffin Files**

Status Title

OPEN People for Ford - Post-Election Analysis (3)-(4)

OPEN People for Ford - Staff Photographs

OPEN People for Ford - Travel

OPEN President Ford Committee - General (1)-(2)

OPEN President Ford Committee - Talking Points (1)-(2)

OPEN Resumes (1)-(2)

OPEN Speeches

OPEN Veterans Desk - Expenses

OPEN Veterans Desk - General

OPEN Veterans Desk - Leadership

OPEN Veterans Desk - Status Reports

OPEN Volunteer Desk

OPEN Volunteer Records - A-B(2)

**Box F5 - People for Ford: Thomas Ruffin Files** 

Status Title

OPEN Volunteer Records - B(3)-L

**Box F6 - People for Ford: Thomas Ruffin Files** 

Status Title

OPEN Volunteer Records - M-T

**Box F7 - People for Ford: Thomas Ruffin Files** 

Status Title

OPEN Volunteer Records - U-Z

Status	Ti	itle

OPEN Volunteer Records - Interns

OPEN Volunteer Records - No Longer Interested (1)-(4)

OPEN Women's Desk - Expenses

OPEN Youth Desk - Caravan Schedules

OPEN Youth Desk - General

OPEN Youth Desk - Leadership

## People for Ford: Pamela Curtis Files, 1975-76.

(Boxes F8-F11, 1.6 linear feet)

Memoranda, correspondence, mailing lists, expense reports, press releases, press conference transcripts, speeches and speakers' kits, status reports, polling data, news clippings, meeting agendas, and notes. Most of the file concerns women's issues and the effort to attract women voters. Also present are materials documenting the regional PFF operation and state PFF activities. Pamela Curtis worked closely with Elly Peterson on developing appeals to women voters and coordinating the PFF's regional organization activities.

**Title** 

Arranged alphabetically by subject.

Status

**Box F8 - People for Ford: Pamela Curtis Files** 

	_
OPEN	Abortion
OPEN	Advocates - Dole, Robin
OPEN	Advocates - Ford, Betty
OPEN	Advocates - Ford, Jack
OPEN	Advocates - Ford, Mike
OPEN	Advocates - Miscellaneous
OPEN	Bailey, Pat
OPEN	Budget
OPEN	Butz, Earl
OPEN	Campaign Materials - Distribution
OPEN	Campaign Materials - Needs
OPEN	Campaign Materials - Caravan Brochures

OPEN Carter, Hugh
OPEN Carter, Jeff

OPEN Equal Rights Amendment

OPEN Ford, Gerald R. - News Clippings

OPEN Leonard, Louise

OPEN Orr, Lorraine

OPEN People For Ford - General

OPEN People For Ford - Memoranda (1)-(2)

## **Box F9 - People for Ford: Pamela Curtis Files**

Status Title

OPEN People For Ford - Rallies/Scheduling (1)-(2)

OPEN People For Ford - Regional Status Reports

OPEN Petty, Judy

OPEN Polls

OPEN "President Ford Team Day"

OPEN Regional Coordinators' Reports

OPEN Regional Meetings - Agendas

OPEN Regional Meetings - Notes

OPEN Regional Meetings - Reports

OPEN Reitz, Angie

OPEN Republican Convention - Women in Attendance

OPEN State Activities - Alabama
OPEN State Activities - Alaska

OPEN State Activities - Arizona

OPEN State Activities - Arkansas

OPEN State Activities - California

OPEN State Activities - Colorado

OPEN State Activities - Connecticut

OPEN State Activities - Delaware

OPEN State Activities - District of Columbia

OPEN State Activities - Florida

OPEN State Activities - Guam
OPEN State Activities - Hawaii
OPEN State Activities - Idaho
OPEN State Activities - Illinois
OPEN State Activities - Indiana

## **Box F10 - People for Ford: Pamela Curtis Files**

Status Title

OPEN State Activities - Iowa
OPEN State Activities - Kansas
OPEN State Activities - Kentucky
OPEN State Activities - Louisiana
OPEN State Activities - Maine

OPEN State Activities - Maryland

OPEN State Activities - Massachusetts (1)-(2)

OPEN State Activities - Michigan
OPEN State Activities - Minnesota
OPEN State Activities - Mississippi
OPEN State Activities - Missouri

OPEN State Activities - Nebraska

OPEN State Activities - Nevada

OPEN State Activities - New Hampshire

OPEN State Activities - New Jersey (1)-(2)

OPEN State Activities - New Mexico

OPEN State Activities - New York

OPEN State Activities - North Carolina

OPEN State Activities - North Dakota

OPEN State Activities - Ohio

OPEN State Activities - Oregon

OPEN State Activities - Pennsylvania

Box F11 - People for Ford: Pamela Curtis Files
Status
Title

OPEN State Activities - Rhode Island
OPEN State Activities - South Carolina
OPEN State Activities - South Dakota
OPEN State Activities - Tennessee

OPEN State Activities - Texas

OPEN State Activities - Vermont

OPEN State Activities - Virginia

OPEN State Activities - Washington
OPEN State Activities - West Virginia

OPEN State Activities - Wisconsin
OPEN "Taking Ford to the People"

OPEN VIP Telephone Program

OPEN Women For President Ford - Mailing Samples

OPEN "Women's Agenda"

OPEN Women's Issues - Carter Record

OPEN Women's Issues - Carter Record - Appointments

OPEN Women's Issues - Carter Record - Speaker's Kit

OPEN Women's Issues - Carter vs. Ford
OPEN Women's Issues - Ford Record

OPEN Women's Issues - Ford Record - Appointments

OPEN Women's Issues - Ford View - "Women's Agenda"

OPEN Women's Issues - Speech
OPEN Youth Desk Reports (1)-(2)

## People for Ford: Robert Keyes Files, 1975-76.

(Boxes F12-F13, 0.8 linear feet)

Memoranda, correspondence, newsletters, speeches, resumes, notes, mailings lists, press releases, fact sheets, surveys, statistical data, budget proposals, reports, travel itineraries, and news clippings. Most of the series documents Keyes' responsibility for the Black Desk. Materials concern African-American issues and the Black Desk's daily operation. Of particular interest is a list of all high-level African-American appointments in the Ford administration. Other materials include correspondence with key figures and records of Keyes' PFF and PFC administrative

activities. Robert Keyes served as special consultant and deputy to Elly Peterson, as well as sharing the responsibility for Black Desk administration with Martin Dinkins.

Arranged alphabetically by subject.

OPEN

## **Box F12 - People for Ford: Robert Keyes File**

Box F12 - People for Ford: Robert Keyes File		
Title		
African Policy Fact Sheet		
Baker, Jim		
Bivens, Edward		
Black Desk - Advocates		
Black Desk- Budget		
Black Desk - General		
Black Desk - Special Events		
Black Desk - State Coordinators for Black Mobilization		
Black Desk - Status Report		
Black Media		
Black Opinion Survey		
Black Roster		
Blacks in Ford Administration		
Butz, Earl		
Calhoun, John		
California		
California Black Republican Council		
Capitol Hill Hospital		
Carter,Jimmy�- General		
Celebrities and Athletes		
Coleman, William		
Colorado		
Cummings, James		
Ford, Gerald - Record on Key Bills		

Garrett, Thaddeus, Jr.

OPEN Hampton, Lionel
OPEN Illinois Black Desk

OPEN James, Ron

OPEN Keyes, Robert - Resume

OPEN Keyes, Robert - Speeches (1)-(2)

OPEN Keyes' Endorsement of Ford

OPEN Keyes' Memoranda
OPEN Keyes' Notes (1)-(2)

## Box F13 - People for Ford: Robert Keyes File

Status Title

OPEN Keyes' Notes (3)

OPEN Michigan
OPEN Ministers

OPEN Minority Enterprise Progress Report (Publication)

OPEN National Black Republican Council

OPEN News Clippings
OPEN Ohio Black Desk

OPEN People For Ford - General Roster

OPEN People For Ford - National Advisory Committee

OPEN People For Ford - Weekly Newsletter

OPEN Personnel

OPEN Peterson, Elly
OPEN Photographs

OPEN President Ford Committee Newsletters (1)-(4)
OPEN President Ford Committee - News Releases

OPEN President Ford Committee - State Organizations

OPEN Republican National Committee

OPEN Ruffin, Tom
OPEN Scheduling
OPEN Scott, Stanley

OPEN Speaker Requests

OPEN Volunteer Offers

OPEN White House Correspondence and Referrals

People for Ford: Black Desk Files, 1975-76.

(Boxes F14-F17, 1.6 linear feet)

Memoranda, correspondence, reports, scheduling, speeches, newsletters, mailing lists and rosters, budget proposals, factbooks and speaker's kits, press releases, resumes, and printed material compiled by desk director Martin Dinkins and special consultant Robert Keyes. The materials concern Black Desk activities including advocate scheduling and speeches, and contacts with key African-Americans. A state sub-series documents local activities. Also present are state lists of volunteers. Researchers may find fact sheets and identification of African-American issues by the Ford organization, in comparison with the Jimmy Carter "factbooks" and clippings, especially useful.

Arranged alphabetically by subject.

**Box F14 - People for Ford: Black Desk Files** 

Status	Title
OPEN	Advocates File
OPEN	Advocate Scheduling Staff
OPEN	Bailey, Pearl
OPEN	Black Brochures
OPEN	Black Council for Republican Politics, Inc.
OPEN	Black Desk - Budget
OPEN	Black Desk - Correspondence (1)-(2)
OPEN	Black Desk - Daily Schedule
OPEN	Black Desk - Fiscal Commitment/Expense Authorization Requests
OPEN	Black Desk - General
OPEN	Black Desk - Memoranda
OPEN	Black Desk - Progress Reports (1)-(3)
OPEN	Black Desk - Speaker's Kit (1)-(3)

OPEN Black Newspapers (1)

#### **Box F15 - People for Ford: Black Desk Files**

Status	Title
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OPEN Black Newspapers (2)

OPEN Black Volunteers - General

OPEN Blacks Serving in the Ford Administration (1)-(2)

OPEN Butz, Earl

OPEN Carter, Jimmy • - "Factbook" - Issues

OPEN Carter, Jimmy • - "Factbook" - News Clippings

OPEN Carter, Jimmy • Record

OPEN Civil Rights Directory

OPEN "Concerns in 1976"

OPEN Congress of Racial Equality

OPEN Cummings, James

OPEN Davis, Lindsay

OPEN Fact Sheets

OPEN "First Monday"

OPEN Fletcher, Arthur A.

OPEN Florida Black Republican Council

OPEN Hampton, Lionel - Conference

OPEN Holloway, Elbridge

OPEN Issue File

OPEN Keyes, Robert OPEN King, Clennon

#### **Box F16 - People for Ford: Black Desk Files**

#### Status Title

OPEN Legal File

OPEN Mass Mailings

OPEN Medicaid - Statement by Elliott Richardson

OPEN Mondale Speeches

OPEN People For Ford - Newsletters

OPEN People For Ford - Staff Roster

OPEN President Ford Committee - Master Speakers' Schedule,

9/25-10/1/76

OPEN President Ford Committee - Newsletters (1)-(2)

OPEN President Ford Committee - News Releases

OPEN President Ford Committee - State Organizations

OPEN President Ford Committee - Steering Committee

OPEN President Ford '76 Factbook, 3/5/76

OPEN Press Clippings (1)-(2)

OPEN State Coordinators for Black Mobilization

OPEN State Activities

OPEN State Activities - Alabama

OPEN State Activities - Arizona

OPEN State Activities - Arkansas

OPEN State Activities - California

OPEN State Activities - Connecticut

OPEN State Activities - Illinois

OPEN State Activities - Illinois - Chicago

OPEN State Activities - Indiana

OPEN State Activities - Kansas

OPEN State Activities - Kentucky

OPEN State Activities - Louisiana

#### **Box F17 - People for Ford: Black Desk Files**

Status Title

OPEN State Activities - Maryland

OPEN State Activities - Michigan

OPEN State Activities - Missouri

OPEN State Activities - New Jersey

OPEN State Activities - New York

OPEN State Activities - North Carolina

OPEN State Activities - Oregon

OPEN State Activities - Pennsylvania

OPEN State Activities - Texas

OPEN State Activities - "What States Are Doing"

OPEN Thomas, Stanley B., Jr.

OPEN Volunteer Desk

OPEN Volunteers - State List, 9/11/76

OPEN Volunteers - State List, 9/15/76

OPEN Volunteers - State List, 9/21-22/76

OPEN Volunteers - State List, 9/30/76

OPEN Volunteers - State List, 10/1/76

OPEN Volunteers - State List -Undated

OPEN "Why Blacks Should Vote For President Ford"

OPEN White House Press Releases

OPEN Williams, Willie

People for Ford: Business and Professionals Desk Files, 1971-76.

(Boxes F18-F23, 2.4 linear feet)

Memoranda, correspondence, contact sheets, newsletters, reports, fact sheets, printed endorsements, mailing lists, schedules, and printed material. These materials document the PFF's attempt to attract various business leaders and professional groups, including athletes, celebrities, doctors and dentists, economists, editors and publishers, educators, elected officials, fashion designers, lawyers, police and firemen, realtors, and stockbrokers. Also filed here is an administrative chronological file created by the Business Desk's director Robert Mosbacher, in his position as PFC finance chairman during a portion of the primary campaign.

Arranged alphabetically by subject.

## Box F18 - People for Ford: Business and Professional Desk Files Status Title

OPEN Administrative Chronological File (1)-(7)

OPEN Advocates

OPEN American Business Volunteers - Correspondence

OPEN American Business Volunteers - General

OPEN American Business Volunteers - Contact Sheets (1)-(3)

OPEN American Business Volunteers - Newsletter

OPEN American Business Volunteers - Telephone Program (1)-(2)

## Box F19 - People for Ford: Business and Professional Desk Files

**Status** Title

OPEN American Business Volunteers - Telephone Contacts:

Alabama - North Dakota

## **Box F20 - People for Ford: Business and Professional Desk Files**

Status Title

OPEN American Business Volunteers - Telephone Contacts: Ohio

- Wyoming

OPEN Asian-American Committee

OPEN Athletes - Final Report

OPEN Athletes - General

OPEN Blank Forms

OPEN Business and Professional Groups - Final Report

OPEN Business and Professional Groups - General

OPEN Business and Trade Associations

OPEN Business Women

OPEN Celebrities
OPEN Contractors

01.211

OPEN Contribution Information Kit

OPEN Dentists

OPEN Designers and Fashion Leaders Group

OPEN Drafts of Mailings

## **Box F21 - People for Ford: Business and Professional Desk Files**

Status Title

OPEN Economic Fact Sheet

OPEN Economists Group

OPEN Editors and Publishers Group

OPEN Editors and Publishers - Endorsements (1)-(3)

OPEN Educators

OPEN Elected Officials (1)-(5)

OPEN Elected Officials - Contact Sheets

OPEN Executive Committee - Master Mailing Lists (1)-(2)

OPEN Federal Election Commission Campaign Guide

## **Box F22 - People for Ford: Business and Professional Desk Files**

Status Title

OPEN Fry, Robert

OPEN Lawyers (1)-(2)

OPEN Mosbacher, Robert (1)-(2)

OPEN O'Dell, Robert

OPEN O'Dell Letter (Contributions)

OPEN Optometrists

OPEN Pasek, Leonard

OPEN Pepsico Letter - "Ford vs. Carter - A Management Opinion"

OPEN Physicians (1)-(3)

OPEN Physicians/Dentists - State Activities

OPEN Physicians' Leadership Kit

OPEN Physicians - Media

OPEN Physicians - State Organizations

OPEN Podiatrists

## Box F23 - People for Ford: Business and Professional Desk Files

Status Title

OPEN Police and Firemen

OPEN Political Action Committee Letters

OPEN Realtors

OPEN Stockbrokers

OPEN Stockbrokers - Gus Levy Letter (1)-(2)

OPEN Stockbrokers - Solicitation Letters (1)-(2)

OPEN Telephone Messages (1)-(3)

OPEN VIP Mailing List (1)-(5)

OPEN White House Meeting, 7/27/71

People for Ford: Ethnic Desk Files, 1975-76.

(Boxes F24-F26, 1.2 linear feet)

Memoranda, correspondence, speeches and presidential remarks, campaign materials, mailing lists, speakers' kits, telegrams, press releases, newsletters, schedules, and printed material compiled by desk director George Ramonas and his assistants Arnita Mongiovi and Manuel Gonzalez. Most of the series represents attempts to attract particular interest groups: Arab, Asian, Cuban, Filipino, Greek, Hispanic, Latvian, Polish, Portugese, Scandinavian, Turkish, and Native Americans. Documented activities include travel, speeches and the distribution of campaign materials.

Arranged alphabetically by subject.

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**Box F24 - People for Ford: Ethnic Desk Files** 

Status	Title
OPEN	Advising Committee for Ethnic Affairs
OPEN	Arab Americans
OPEN	Asian Americans
OPEN	Baroody Speech
OPEN	Campaign Materials
OPEN	Captive Nations
OPEN	Carter, Jimmy
OPEN	Cuban-Americans
OPEN	Domenici, Peter
OPEN	Ethnic Desk - Brochures
OPEN	Ethnic Desk - Button Distribution List
OPEN	Ethnic Desk - Correspondence (1)-(2)
OPEN	Ethnic Desk - General (1)-(2)
OPEN	Ethnic Desk - Memos

OPEN Ethnic Desk - Presidential Telegrams

OPEN Ethnic Desk - Press Releases

OPEN Ethnic Desk - Scheduling

**Box F25 - People for Ford: Ethnic Desk Files** 

Status Title

OPEN Ethnic Desk - Speakers' Kits

OPEN Ethnic Desk - Travel

OPEN Ethnic Desk - Volunteers (1)-(2)

OPEN Ethnic Leaders

OPEN Ethnic Media
OPEN Ethnic Youth

OPEN Filipino Americans

OPEN Ford/Carter Debates - Eastern European Remark

OPEN Greek Americans

OPEN Hispanic Americans

OPEN Illinois

OPEN Indian (Native) Americans

OPEN Latvian Americans

OPEN Matteo Spanish Translation

OPEN Mexico - Voters In

OPEN National Bicentennial Ethnic Council Conference

National Republican Heritage Groups (Nationalities)

OPEN Council

OPEN Office Information

OPEN People For Ford Newsletter

OPEN Polish Americans

OPEN Portuguese Americans

**Box F26 - People for Ford: Ethnic Desk Files** 

Status Title

OPEN President Ford Committee Newsletters

OPEN Ramonas, George - Personal

OPEN Republican National Hispanic Assembly

OPEN Scandinavian Americans

OPEN Turkish Americans

OPEN White House Meeting, 10/2/76

People for Ford: Farm Desk Files, 1972-76.

(Boxes F27-F33, 2.8 linear feet)

Memoranda, correspondence, speeches and statements, press releases, reports, mailing lists and directories, statistics, brochures and fliers, clippings, and printed material compiled by desk director Dick Lyng and his assistant Jim Lake. The materials focus on particular agricultural issues dominant in the 1970s. Included are files on relevant portions of the major party's platforms, and records on vice presidential nominee Robert Dole's positions and statements on key agricultural issues. A lengthy sub-series documents aspects of Nixon's 1972 agricultural campaign effort, and includes state reports dating from both the 1972 and 1976 campaigns. Also present are USDA publications and materials documenting Farm Desk administrative activities.

Arranged alphabetically by subject.

**Box F27 - People for Ford: Farm Desk Files** 

	Status	Title
OPEN		Agriculture - General Statements
OPEN		Agriculture - Issue Papers
OPEN		Agriculture - News Clippings
OPEN		Agriculture - Publications (1)-(2)
OPEN		Agriculture - RNC Research Division
OPEN		Agriculture - Speeches
OPEN		Agricultural Platforms
OPEN		Agricultural Policy - Foreign - Chronology
OPEN		Agricultural Stabilization and Conservation Service
OPEN		Butz, Earl
OPEN		Campaign Statistics

**Box F28 - People for Ford: Farm Desk Files** 

OPEN Carter, Jimmy - Agricultural Campaign
OPEN Carter, Jimmy - News Clippings (1)-(2)

OPEN Crop Insurance

OPEN Dole Record

OPEN Dole Statements - Agricultural Legislation

OPEN Dole Statements - Drought

OPEN Dole Statements - EEC/Palm Oil

OPEN Dole Statements - Energy and Agriculture

OPEN Dole Statements - Export Sales
OPEN Dole Statements - Farm Income

OPEN Dole Statements - Food Stamps

OPEN Dole Statements - General

OPEN Dole Statements - Grain Inspection

OPEN Dole Statements - Grain Reserves

OPEN Dole Statements - Poultry and Milk

OPEN Dole Statements - Politicians and Agriculture

OPEN Dole Statements - Russian Wheat Sales

OPEN Dole Statements - World Hunger

OPEN Estate Tax

OPEN Farm Income Statistics

OPEN Farm Labor

OPEN Farm Prices - Correspondence
OPEN Farm Product Export Controls

OPEN Farm Programs

OPEN Farmers For Ford - Brochures

OPEN Farmers For Ford - Campaign Trips

OPEN Farmers For Ford - Information Packet

OPEN Farmers For Ford - Mailing Lists (1)-(2)

## **Box F29 - People for Ford: Farm Desk Files**

Status Title

OPEN Farmers For Ford - Mailing Lists (3)

**OPEN** Farmers For Ford - Media - Galleys

OPEN Farmers For Ford - Media Program - Farm Radio Package

**OPEN** Farmers For Ford - Media Program - Newspapers

**OPEN** Farmers For Ford - Media Program - Radio Actualities

OPEN Farmers For Ford - Speaker's Kit

Farmers For Ford - State Chairmen OPEN

**OPEN** Ford Activities - 1974 (1)-(2)

**OPEN Grain Inspection** 

**OPEN Grain Reserves** 

**OPEN Grain Surplus** 

**OPEN** Meat Imports

**OPEN** Milk

**OPEN** Mondale, Walter - Record

OPEN 1972 Campaign - Agriculture Campaign - General (1)-(2)

**OPEN** 1972 Campaign - Agriculture Campaign - Mailing List

1972 Campaign - Agriculture Campaign - Materials OPEN

OPEN 1972 Campaign - Agriculture Campaign - Staff

OPEN 1972 Campaign - "AG Re-Elector"

**OPEN** 1972 Campaign - Butz Appearances (1)

#### Box F30 - People for Ford: Farm Desk Files

Status	Title
OPEN	1972 Campaign - Butz Appearances (2)
OPEN	1972 Campaign - Letters to the Editor Project
OPEN	1972 Campaign - Press Clippings
OPEN	1972 Campaign - Press Releases
OPEN	1972 Campaign - State Agricultural Campaign
OFLIN	Organizations
OPEN	1972 Campaign - State Agricultural Events
OPEN	1972 Campaign - State Farm Chairmen

**OPEN** 1972 Campaign - State Farm Chairmen - Responsibilities

1972 Campaign - State Reports **OPEN** 

OPEN 1972 Campaign - State Reports: Alabama - Indiana

OPEN 1972 Campaign - State Reports: Iowa

OPEN 1972 Campaign - State Reports: Kansas - Louisiana

### **Box F31 - People for Ford: Farm Desk Files**

Status Title

OPEN 1972 Campaign - State Reports: Maine - Wyoming

#### **Box F32 - People for Ford: Farm Desk Files**

Status Title

OPEN 1972 Campaign - Weekly Reports - Agriculture (1)-(4)

OPEN Peanuts

OPEN Platform 1976 - Democratic and Republican

OPEN President Ford Committee

OPEN Proposition 14

OPEN Questions and Answers

OPEN Rural Development

OPEN Sugar

OPEN USDA Advisory Committee Members - By State (1)-(3)

#### Box F33 - People for Ford: Farm Desk Files

Status Title

OPEN USDA Advisory Committee Members - By State (4)-(7)

OPEN USDA Speeches

OPEN USDA Telephone Directory

OPEN Washington Farm Letter

OPEN Water Rights

#### People for Ford: Jewish Desk Files, 1975-76.

(Boxes F34-F39, 2.4 linear feet)

Memoranda, correspondence, resource lists and directories, advertisements, endorsements, speeches, reports, presidential messages and remarks, budget worksheets and expense reports, press kits, speaker's kits, press releases, brochures, and news clippings compiled by desk director Rena Button and her assistant David Gorin. Materials document both administrative activities of the

Jewish Desk and specific campaign strategies, such as small-scale advertising and targeting key cities and states with large Jewish populations. A state sub-series consists primarily of local endorsements. Also present are directories from major Jewish organizations and materials concerning Jewish issues, particularly regarding Israel and the Middle East.

Arranged alphabetically by subject.

**Box F34 - People for Ford: Jewish Desk Files** 

Status	Title
OPEN	Advertising - "Ad #3"
OPEN	Advertising - Budget and Strategy
OPEN	Advertising - Copy
OPEN	Advertising - Print Media Buys (1)-(3)
OPEN	Advertising - Radio
OPEN	Advertising - Samples
OPEN	Aid to Israel
OPEN	American Jewish Organizations Directory
OPEN	American Jewish Press Association
OPEN	Biennial Convention of B'nai B'rith

## **Box F35 - People for Ford: Jewish Desk Files**

Status	Title
OPEN	Carter,Jimmy
OPEN	Celebrities
OPEN	Dole, Robert - Record on Israel
OPEN	Endorsements by State
OPEN	Endorsements by State - California - Texas
OPEN	Flatbush - Holocaust Center - GRF Remarks
OPEN	Ford, Gerald - General
OPEN	Ford, Gerald - Presidential Messages
OPEN	Israel and the Middle East
OPEN	Jewish Desk - Brochure
OPEN	Jewish Desk - Brochure, Copy

**Box F36 - People for Ford: Jewish Desk Files** 

Title

OPEN Jewish Desk - Budget

OPEN Jewish Desk - Budget - Correspondence

OPEN Jewish Desk - Campaign Strategy

OPEN Jewish Desk - Expense Authorization Requests (1)-(3)

OPEN Jewish Desk - Final Report

OPEN Jewish Desk - Press Kit
OPEN Jewish Desk - Speakers

OPEN Jewish Desk - Speaker's Kit

OPEN Jewish Desk - Speaker's Kit - Drafts

OPEN Jewish Desk - State Chairmen

OPEN Jewish Desk - Volunteers

## Box F37 - People for Ford: Jewish Desk Files

## Status Title

OPEN Jewish Issues

OPEN Jewish Leaders - White House Meeting, 9/20/76 (1)-(5)

OPEN Jewish Population in the United States

OPEN Jewish Press (1)-(2)

OPEN Jewish Press Representative Meeting, 10/4/76

OPEN Jewish Telegraphic Agency

OPEN Lissy, David

OPEN "Man on the Street" Proposal

OPEN Mass Mailings

OPEN Near East Research, Inc.

OPEN New York Mobile Unit Proposal

OPEN People for Ford - Fact Kit (1)-(2)

OPEN Peterson, Elly

OPEN Photographs - Contact Negatives

## **Box F38 - People for Ford: Jewish Desk Files**

Status Title

OPEN Polls

OPEN President Ford Committee - Speaker's Kit (1)-(2)

OPEN President Ford Committee Memos

OPEN Press Clippings (1)-(2)

OPEN Press Conferences (1)-(2)

OPEN Press Releases (1)-(2)
OPEN Response Lists (1)-(3)

OPEN Response Lists - Rabbis

#### **Box F39 - People for Ford: Jewish Desk Files**

Status Title

OPEN Resource Lists - Telephone Numbers (1)-(2)

OPEN Revenue Sharing Fact Sheet

OPEN Singer, Israel

OPEN Speech - "A Voice for President Ford"

OPEN Speech - Notecards

OPEN Target Cities (1)-(2)

OPEN Target States

OPEN Target States - California

OPEN Target States - Florida

OPEN Target States - Illinois

OPEN Target States - New Jersey

OPEN Target States - New York

OPEN Target States - Pennsylvania

OPEN VIP Endorsements - Quotes

OPEN Yeshiva of Flatbush High School - GRF Remarks

## People for Ford: National Volunteer Desk Files, 1976.

(Boxes F40-F52, 5.2 linear feet)

Correspondence, memoranda, phone directories and mailing lists compiled by Judy McLennan, desk director. A state sub-series of volunteer letters and general letters of support constitutes most of this file. Other materials concern various state phone banks and the National Volunteer Desk operation within the PFF organization.

Arranged alphabetically by subject.

OPEN

Box F40 - People for Ford:	National Volunteer Desk Files
Status	Title

OPEN	National Volunteer Desk - General
OPEN	Phone Banks - By State (1)-(3)
OPEN	State Support - By Date
OPEN	Volunteer Letters by State - Alabama (1)-(2)
OPEN	Volunteer Letters by State - Alaska

OPEN Volunteer Letters by State - Arkansas **Box F41 - People for Ford: National Volunteer Desk Files** 

Status Title

OPEN Volunteer Letters by State - California (1)-(7)

Volunteer Letters by State - Arizona

## Box F42 - People for Ford: National Volunteer Desk Files Status Title

OPEN	Volunteer Letters by State - California (8)
OPEN	Volunteer Letters by State - Colorado
OPEN	Volunteer Letters by State - Connecticut
OPEN	Volunteer Letters by State - Delaware
OPEN	Volunteer Letters by State - District of Columbia

OPEN Volunteer Letters by State - Florida (1)-(3)

## Box F43 - People for Ford: National Volunteer Desk Files Status Title

OPEN	Volunteer Letters by State - Florida (4)-(6)
OPEN	Volunteer Letters by State - Georgia (1)-(2)
OPEN	Volunteer Letters by State - Hawaii

OPEN Volunteer Letters by State - Idaho

## Box F44 - People for Ford: National Volunteer Desk Files Status Title

OPEN	Volunteer Letters by State - Illinois (1)-(4)
OPEN	Volunteer Letters by State - Indiana (1)-(2)

Sta	tus Title	
OPEN	Volunteer Letters by State - Iowa	
OPEN	Volunteer Letters by State - Kansas (1)-(2)	
OPEN	Volunteer Letters by State - Kentucky (1)-(2)	
Box F45 - P	eople for Ford: National Volunteer Desk Files	
Sta	tus Title	
OPEN	Volunteer Letters by State - Louisiana	
OPEN	Volunteer Letters by State - Maine	
OPEN	Volunteer Letters by State - Massachusetts	
OPEN	Volunteer Letters by State - Maryland (1)-(3)	
OPEN	Volunteer Letters by State - Michigan (1)-(2)	
Box F46 - P	eople for Ford: National Volunteer Desk Files	
Sta	tus Title	
OPEN	Volunteer Letters by State - Michigan (3)-(4)	
OPEN	Volunteer Letters by State - Minnesota (1)-(2)	
OPEN	Volunteer Letters by State - Mississippi	
OPEN	Volunteer Letters by State - Missouri (1)-(3)	
OPEN	Volunteer Letters by State - Montana	
OPEN	Volunteer Letters by State - Nebraska	
OPEN	Volunteer Letters by State - Nevada	
OPEN	Volunteer Letters by State - New Hampshire	
Box F47 - P	eople for Ford: National Volunteer Desk Files	
Sta	tus Title	
OPEN	Volunteer Letters By State - New Jersey (1)-(4)	
OPEN	Volunteer Letters by State - New Mexico	
OPEN	Volunteer Letters by State - New York (1)-(3)	
Box F48 - People for Ford: National Volunteer Desk Files		
Sta		
OPEN	Volunteer Letters by State - New York (4)-(8)	
OPEN	Volunteer Letters by State - North Carolina (1)-(2)	
OPEN	Volunteer Letters by State - North Dakota	
OPEN	Volunteer Letters by State - Ohio (1)	

### Box F49 - People for Ford: National Volunteer Desk Files

Title **Status** 

**OPEN** Volunteer Letters by State - Ohio (2)-(4) **OPEN** Volunteer Letters by State - Oklahoma **OPEN** Volunteer Letters by State - Oregon

Volunteer Letters by State - Pennsylvania (1)-(2) **OPEN** 

## **Box F50 - People for Ford: National Volunteer Desk Files**

**Status** Title

**OPEN** Volunteer Letters by State - Pennsylvania (3)-(7)

Volunteer Letters by State - Puerto Rico OPEN OPEN Volunteer Letters by State - Rhode Island OPEN Volunteer Letters by State - South Carolina Volunteer Letters by State - South Dakota

**OPEN** Volunteer Letters by State - Tennessee (1)-(2)

#### Box F51 - People for Ford: National Volunteer Desk Files

**Status** Title

**OPEN** Volunteer Letters by State - Texas (1)-(5)

OPEN Volunteer Letters by State - U.S. Citizens Living Abroad

**OPEN** Volunteer Letters by State - Utah

**OPEN** Volunteer Letters by State - Vermont

**OPEN** Volunteer Letters by State - Virginia (1)

## Box F52 - People for Ford: National Volunteer Desk Files

**Status Title** 

**OPEN** Volunteer Letters by State - Virginia (2)-(3)

OPEN Volunteer Letters by State - Washington (1)-(2)

**OPEN** Volunteer Letters by State - West Virginia

**OPEN** Volunteer Letters by State - Wisconsin (1)-(2)

**OPEN** Volunteer Letters by State - Wyoming

## People for Ford: Older Americans Desk Files, 1976.

(Boxes F53-F54, 0.8 linear feet)

**OPEN** 

Memoranda, correspondence, biographies, mailing lists and directories, brochures,

reports, presidential statements, and expense reports compiled by director Margaret Arnold.Materials consist largely of lists and biographies of the Older Americans Desk's national and state leadership.Other materials reflect planning for special senior events and the overall strategy to attract votes from this group.

Arranged alphabetically by subject.

Status

**Box F53 - People for Ford: Older Americans Desk Files** 

Status	Title
OPEN	Advisory Council
OPEN	Advisory Council Biographies (1)-(2)
OPEN	Advisory Council List
OPEN	Area Agencies on Aging Directory
OPEN	Arnold, Margaret
OPEN	Brochures
OPEN	Correspondence (1)-(3)
OPEN	District and County Chairmen
OPEN	Indiana Senior Republican Club
OPEN	Older Americans Desk - Campaign Strategy

## **Box F54 - People for Ford: Older Americans Desk Files**

Status	TICIC
OPEN	Older Americans Desk - Expenses
OPEN	Older Americans Desk - Final Report
OPEN	Older Americans Desk - Memos
OPEN	Older Americans Issues - GRF Statements - General
OPEN	Older Americans Issues - GRF Statements - Health
OPEN	Older Americans Issues - GRF Statements - Overview
OPEN	Older Americans Issues - GRF Statements - Social Security
OPEN	Older Americans Message
OPEN	Philadelphia Senior Citizens Event
OPEN	President Ford Committee - State Organizations
OPEN	Press
OPEN	State Chairmen

Title

Status	Titl	le

OPEN State Chairmen - Biographies

OPEN State Chairmen - Correspondence

OPEN State Chairmen - Lists
OPEN State Organizations

OPEN White House Swearing-In Ceremony - Luncheon, 10/12/76

#### People for Ford: Veterans Desk Files, 1972-76.

(Boxes F55-F62, 3.2 linear feet)

Memoranda, correspondence, directories and mailing lists, expense reports, biographies, speeches, polling data, reports, press releases, brochures, news clippings, and printed matter compiled by the desk director Bill Ayres and several of his assistants. Rosters of local and national veterans' organizations constitute much of the series. Other materials document Veterans Desk activities such as budgeting, speeches, polling, and mailings. Of particular interest are files on President Ford's and vice presidential candidate Robert Dole's public records regarding veterans' issues.

Arranged alphabetically by subject.

## **Box F55 - People for Ford: Veterans Desk Files**

Status	Title
OPEN	Ayres, William - Chronological File (1)-(3)
OPEN	Ayres, William - Statements
OPEN	Chinese-American Voters
OPEN	Disabled American Veterans - Membership Lists (1)-(4)
OPEN	Dole's Letter to Veterans
OPEN	Newsletter Items
OPEN	Polls
OPEN	President's Letter to Veterans Desk Committeemen
OPEN	Tenney, Dennis
OPEN	Veterans Affairs - Dole Record
OPEN	Veterans Affairs - Ford Record

**Box F56 - People for Ford: Veterans Desk Files** 

OPEN Veterans Desk - Biographies (1)-(2)

OPEN Veterans Desk - Brochures

OPEN Veterans Desk - Correspondence (1)-(3)

**Box F57 - People for Ford: Veterans Desk Files** 

Status Title

OPEN Veterans Desk - Correspondence (4)-(5)

OPEN Veterans Desk - General

OPEN Veterans Desk - Expense Authorization Requests

OPEN Veterans Desk - Mailings - Committeemen

OPEN Veterans Desk - Mailings - General

OPEN Veterans Desk - Mailings - "Ten Names" Drive (1)-(2)

OPEN Veterans Desk - National Committee

OPEN Veterans Desk - Press Clippings

OPEN Veterans Desk - Press Releases

OPEN Veterans Desk - Reports

OPEN Veterans Desk - Speeches

OPEN Veterans Desk - Volunteers

OPEN Veterans for Nixon

**Box F58 - People for Ford: Veterans Desk Files** 

Status Title

OPEN Veterans Organizations - Department Commanders

OPEN Veterans Organizations - National Lists (1)-(4)

OPEN Veterans Organizations - State Lists: Alabama - California

**Box F59 - People for Ford: Veterans Desk Files** 

Status Title

OPEN Veterans Organizations - State Lists: Connecticut - Iowa

**Box F60 - People for Ford: Veterans Desk Files** 

Status Title

OPEN Veterans Organizations - State Lists: Kansas - New York (2)

**Box F61 - People for Ford: Veterans Desk Files** 

Status Title

OPEN Veterans Organizations - State Lists: New York (3) -

Pennsylvania (3)

## **Box F62 - People for Ford: Veterans Desk Files**

Status Title

OPEN Veterans Organizations - State Lists: Pennsylvania (4) -

Wisconsin

OPEN Vietnam Veterans

## People for Ford: Youth Desk Files, 1975-76.

(Boxes F63-F73, 4.4 linear feet)

Correspondence, memoranda, mailing lists, surveys, reports, brochures and fliers, and news clippings, compiled by desk director Carolyn Booth. The series consists almost entirely of a comprehensive sub-series documenting the youth plans in each state. Included here are high school and college recruitment manuals, information regarding the 1976 Young Republicans Leadership Conference, and drafts of the youth program at the 1976 Republican National Convention.

Arranged alphabetically by subject.

## **Box F63 - People for Ford: Youth Desk Files**

Status	litle
OPEN	Campaign Materials - Presidentials
OPEN	College Recruitment
OPEN	High School Recruitment
OPEN	Media - Clippings
OPEN	Reagan Youth - Mailing Lists (1)-(3)
OPEN	Young Republican Leadership Conference, 1/76
OPEN	Young Republican Leadership Conference - Press Clippings
OPEN	Youth Plan - States - Alabama (1)-(6)
OPEN	Youth Plan - States - Alaska (1)-(3)
OPEN	Youth Plan - States - Arizona (1)-(4)

#### **Box F64 - People for Ford: Youth Desk Files**

Status Title

OPEN Youth Plan - States - Arkansas (1)-(3)

Status	Title
Status	ritie

OPEN	Youth Plan - States - California (1)-(5)
OPEN	Youth Plan - States - Colorado (1)-(3)
OPEN	Youth Plan - States - Connecticut (1)-(3)
OPEN	Youth Plan - States - Delaware (1)-(3)

OPEN Youth Plan - States - District of Columbia (1)-(3)

Title

## **Box F65 - People for Ford: Youth Desk Files**

Status

OPEN	Youth Plan - States - Florida (1)-(8)
OPEN	Youth Plan - States - Georgia (1)-(3)
OPEN	Youth Plan - States - Hawaii (1)-(3)

OPEN Youth Plan - States - Idaho (1)-(2)

OPEN Youth Plan - States - Illinois (1)-(6)

## **Box F66 - People for Ford: Youth Desk Files**

Status	Title

OPEN	Youth Plan - States - Indiana (1)-(6)
OPEN	Youth Plan - States - Iowa (1)-(4)
OPEN	Youth Plan - States - Kansas (1)-(8)

## **Box F67 - People for Ford: Youth Desk Files**

Status Ti
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Youth Plan - States - Kentucky (1)-(4)
Youth Plan - States - Louisiana (1)-(3)
Youth Plan - States - Maine (1)-(3)
Youth Plan - States - Maryland (1)-(5)

OPEN Youth Plan - States - Massachusetts (1)-(3)

## **Box F68 - People for Ford: Youth Desk Files**

Status	Title

OPEN	Youth Plan - States - Michigan (1)-(6)
OPEN	Youth Plan - States - Minnesota (1)-(4)
OPEN	Youth Plan - States - Mississippi (1)-(2)
OPEN	Youth Plan - States - Missouri (1)-(6)
OPEN	Youth Plan - States - Montana (1)-(3)

## **Box F69 - People for Ford: Youth Desk Files**

Status	Title
OPEN	Youth Plan - States - Nebraska (1)-(3)
OPEN	Youth Plan - States - Nevada (1)-(3)

OPEN Youth Plan - States - New Hampshire (1)-(3)

OPEN Youth Plan - States - New Jersey (1)-(4)
OPEN Youth Plan - States - New Mexico (1)-(3)
OPEN Youth Plan - States - New York (1)-(6)

**Box F70 - People for Ford: Youth Desk Files** 

Status Title

OPEN Youth Plan - States - North Carolina (1)-(4)
OPEN Youth Plan - States - North Dakota (1)-(3)

OPEN Youth Plan - States - Ohio (1)-(7)

OPEN Youth Plan - States - Oklahoma (1)-(3)
OPEN Youth Plan - States - Oregon (1)-(3)

## **Box F71 - People for Ford: Youth Desk Files**

Status Title

OPEN Youth Plan - States - Pennsylvania (1)-(8)

OPEN Youth Plan - States - Rhode Island (1)-(3)

OPEN Youth Plan - States - South Carolina (1)-(3)

OPEN Youth Plan - States - South Dakota (1)-(3)

## **Box F72 - People for Ford: Youth Desk Files**

Status Title

OPEN Youth Plan - States - Tennessee (1)-(3)

OPEN Youth Plan - States - Texas (1)-(5)
OPEN Youth Plan - States - Utah (1)-(3)

OPEN Youth Plan - States - Utah (1)-(3)

OPEN Youth Plan - States - Vermont (1)-(2)

OPEN Youth Plan - States - Virginia (1)-(4)

## **Box F73 - People for Ford: Youth Desk Files**

Status Title

OPEN Youth Plan - States - Washington (1)-(4)

OPEN Youth Plan - States - West Virginia (1)-(3)

Status	Title
OPEN	Youth Plan - States - Wisconsin (1)-(9)
OPEN	Youth Plan - States - Wyoming (1)-(3)
OPEN	Youth Program at National Convention - Preliminary Draft
OPEN	Youth Program at National Convention - Secondary Draft