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FORM OF DOCUMENT	CORRESPONDENTS OR TITLE	DATE	RESTRICTION
Schedule	Proposed Schedule - Mrs. Ford's Visit to Hyannis, Massachusetts and New York City (5 pages)	11/24/1976	B

File Location:
 Betty Ford Papers, Box 18, "11/30/76-12/1/76 Mass., NY " JNN-8/2/2018

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THE WHITE HOUSE

WASHINGTON

November 17, 1976

MEMORANDUM TO: PETER SORUM
FROM: SUSAN PORTER
SUBJECT: Action Memo

Mrs. Ford has accepted the following out-of-town invitations:

EVENT: Cornerstone laying of new wing

PLACE: Cape Cod Hospital
Hyannis, Massachusetts

DATE: Tuesday, November 30, 1976

TIME: 2:00 p.m.

CONTACT: Mr. Torbin Yates
(617) 775-6422

COMMENTS: Mrs. Ford will participate in the laying of the cornerstone for the new wing of the Cape Cod Hospital. The President of the hospital is Mr. Brooks Thayer (O: (617) 255-3334; H: (617) 255-2111). One of the other trustees is Mrs. David Davis, a friend of Mrs. Ford. Her phone number is (617) 432-9475. Mr. Thayer's letter of August 2nd is a very good background statement about the hospital and the surrounding Cape Cod community. The relevant file is attached.

Following this event, Mrs. Ford will overnight in New York prior to attending the American Cancer Society's First Media Awards Luncheon the next day.



EVENT: First Media Awards Luncheon

GROUP: American Cancer Society

DATE: Wednesday, December 1, 1976

TIME: Cocktails: 12:00 p.m.
Luncheon: 12:45 p.m.

PLACE: Waldorf-Astoria
Empire Room
New York City

CONTACT: Carol Warner
Assistant Vice President for Public Information
O: (212) 371-2900
H: (212) 744-3799

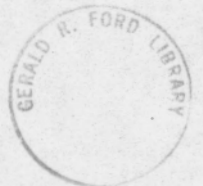
COMMENTS: Mrs. Ford will accept the American Cancer Society's Award for Communication of Hope at the First American Cancer Society Media Awards Luncheon. The luncheon is being initiated and funded by Mrs. Enid Haupt and will be attended by about 300 guests. Sixteen media representatives will also be recognized for their contributions. Barbara Walters will be the mistress of ceremonies; Dr. Lee Clark of the M. D. Anderson Clinic in Houston, as the new President of the American Cancer Society, will preside. The file is attached.

Thank you.

c: BF Staff
Red Cavaney
William Nicholson
Jerry Jones
Terry O'Donnell
Sarah Massengale
Max Friedersdorf
Steve McConahey
Mildred Leonard
Rex Scouten
Staircase



Cape Cod Hospital Cornerstone Laying File



CAPE COD HOSPITAL
HYANNIS, MASSACHUSETTS 02601

Needs Date
Cape Cod Hospital
(cornerstone of wing)



Office of the President
BROOKS B. THAYER

October 14, 1976

Ms. Susan Porter
The White House
Washington, D.C.

Dear Ms. Porter:

We agreed to keep in touch when you called in mid-September regarding Mrs. Ford's visit to the Cape Cod Hospital on the occasion of the cornerstone laying of our new wing.

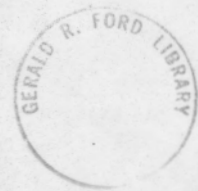
I now feel that it might be helpful to you to have in your files a record of the publicity pertaining to her visit. This occurred after a call was received by Mrs. David M. Davis from Miss Mildred Leonard on August 13 saying it could be announced that Mrs. Ford would like to come in September.

We thoroughly appreciate the political pressures and related demands on Mrs. Ford at this time. Therefore, we are pleased to be able to assure her through you that this event can be scheduled at her convenience after the election.

Sincerely,

BBT:mh
Enclosures

Brooks B. Thayer
President





The Beacon
Cape
Cod
Hospital Hyannis, Massachusetts 02601

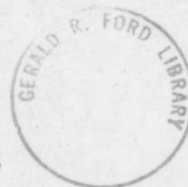
NEWS RELEASE

from

Development Office

August 20, 1976

FOR IMMEDIATE RELEASE



FIRST LADY TO SET HOSPITAL CORNERSTONE

Betty Ford will honor the Cape Cod Hospital by attending the cornerstone laying of the new addition in September.

Mr. Townsend Hornor, Vice President Trustee and General Development Chairman, made the announcement of Mrs. Ford's visit at the Care-isma Supper held for the Development Committee, Friday, August 20.

The invitation to Mrs. Ford was personally extended on behalf of the hospital by Mrs. David M. Davis, Trustee, of Harwichport, who grew up with President and Mrs. Ford in Grand Rapids, Michigan.

The September date will be set to accomodate Mrs. Ford's busy schedule.

In making the announcement Mr. Hornor said, " On behalf of the trustees, we are extremely proud to have Mrs. Ford visit our hospital our and a community. Her presence will significantly mark this step toward the development of better hospital health care for Cape Cod and honor the efforts of all the people of the Cape who are working so hard to make it possible.

1. Mr. Fred J. Ellis, News Editor
CAPE COD TIMES
319 Main Street
Hyannis, MA 02601
Tel. No. 775-1200
2. Mr. Frank Falacci, News Editor
CAPE COD NEWS
44 Barnstable Road
Hyannis, MA 02601
Tel. No. 775-1594
3. Mr. Duane A. Steele, News Editor
PROVINCETOWN ADVOCATE
200 Commercial Street
Provincetown, MA 02657
Tel. No. 487-1170
4. THE VILLAGE ADVERTISER
c/o Mr. Carlton Crocker
Box 429
Osterville, MA 02655
Tel. No. 428-2917
5. CAPE COD ILLUSTRATED
c/o Mr. Stephen Gens
24 Mary Dunn Road
Hyannis, MA 02601
Tel. No. 362-4336
6. THE CAPE CODDER
c/o Mr. Malcolm Hobbs
Box 38
Orleans, MA
Tel. No. 255-2121
7. Mr. Eric Hartell, News Editor
Lower CAPE CHRONICLE
643d Main Street
Chatham, MA 02633
Tel. No. 945-2228
8. Mr. James Fegan, News Editor
THE ORACLE
Route 6A
Orleans, MA 02653
Tel. No. 255-3133
9. Mr. Dana Hornig, News Editor
THE REGISTER
Minden Lane
Yarmouth Port, MA 02675
Tel. No. 362-2111
10. Mrs. Barbara Williams, News Editor
BARNSTABLE PATRIOT
24 Pleasant Street
Hyannis, MA 02601
Tel. No. 771-1427
11. Mrs. Judy Selleck, News Editor
CAPE COD CAPER
Box 571
Osterville, MA 02655
Tel. No. 428-8900
12. Mr. Frederick Turkington, News Editor
FALMOUTH ENTERPRISE
Depot Avenue
Falmouth, MA 02540
Tel. No. 548-4700



1. Mr. Kevin Burke, News Editor
STATION WQRC
78 Falmouth Road
Hyannis, MA 02601
Tel. No. 771-1350
2. Mr. Ed. Semprini, News Editor
STATION WOGB
278 South Sea Avenue
West Yarmouth, MA 02673
Tel. No. 775-0929
3. Mr. Gordon Benoit, News Editor
STATION WVLC
off Route 6A Bog Hollow Road
Orleans, MA 02653
Tel. No. 255-3220
4. Mr. Deven Black, News Editor
STATION WCOD
105 Stevens Street
Hyannis, MA 02601
Tel. No. 775-6800
5. Mrs. Phyllis Elwell, News Editor
STATION WPLM
Route 3
Plymouth, MA 02360
Tel. No. 746-1390
6. Mr. Herbert Andrews, News Editor
STATION WCIB
Randolph Street
Falmouth, MA 02540
Tel. No. 548-3102
7. Mr. Truman Taylor, News Editor
CHANNEL 6 WTEV-TV
430 County Street
New Bedford, MA 02741
Tel. No. 993-2651
8. Mr. William Quinn
Box 901
Orleans, MA 02653



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FIRST LADY FORD ...

... coming to cranberry country

Betty Ford will honor the Cape Cod Hospital by attending the cornerstone laying of the new addition in September. Townsend Horner, vice president trustee and general development chairman, made the announcement of Mrs. Ford's visit at the Care-isma Supper held for the Development Committee, Friday, August 20.

The invitation to Mrs. Ford was personally extended on behalf of the hospital by Mrs. David M. Davis, trustee, of Harwichport, who grew up with President and Mrs. Ford in Grand Rapids, Michigan.

The September date will be set to accommodate Mrs. Ford's schedule.

A Weekly

THE REGISTER

THURSDAY, AUGUST 26, 1976

Betty Ford to attend ceremony dedicating Hospital addition

Betty Ford will honor the Cape Cod Hospital by attending the cornerstone laying of the new addition in September.

Townsend Horner, Vice-President Trustee and General Development Chairman, made the announcement of Mrs. Ford's visit at the Care-isma Supper held for the Develop-

Our Daily Paper

CAPE COD TIMES Sunday, August 22, 1976

Mrs. Ford to attend ceremony at CCH

HYANNIS — First Lady Betty Ford will attend the cornerstone laying of the new addition to the Cape Cod Hospital in September with Gerald Ford in Grand Rapids, Mich. The September date will be set to accommodate Mrs. Ford's schedule.

A Weekly

The Cape Codder Thursday, August 26, 1976

Betty Ford To Attend Cape Hospital Event

Betty Ford will honor the Cape Cod Hospital by attending the cornerstone laying of the new addition in September.

Townsend Hornor, vice president, trustee and general development chairman made the an-

The referenced dinner was on August 20 for a most select group of citizens numbering some 200 in attendance.

A Weekly

THE ORACLE Thursday, August 26, 1976

First Lady to set hospital cornerstone

Betty Ford will honor the Cape Cod Hospital by attending the cornerstone laying of the new addition in September.

Townsend Hornor, vice

in Grand Rapids, Michigan. The September date will be set to accommodate Mrs. Ford's busy schedule. In making the announcement Hornor said, "On behalf of the

A Weekly

10c

The Village Advertiser

For The Town of Barnstable and Her People

Vol. 7 No. 13 August 26, 1976

First Lady to set cornerstone

Betty Ford will honor the Cape Cod Hospital by attending the cornerstone laying of the new addition in September. Mr. Townsend Horner,

In making the announcement Mr. Horner said, "On behalf of the trustees, we are extremely proud to have Mrs. Ford visit our hospital

CAPE COD HOSPITAL
HYANNIS, MASSACHUSETTS 02601



Office of the President
BROOKS B. THAYER

September 9, 1976

Dear Friend:

As you know from the press announcements, our first lady Betty Ford has accepted our invitation to come to Cape Cod Hospital for a cornerstone dedication. She has indicated she hopes to come in September.

With the election proceedings, plans have to be tentative. When we have a firm date, we will let you know. Meantime, we wanted you to know you are among those we hope can join with us for this most important occasion for Cape Cod and the Commonwealth.

Sincerely,

A handwritten signature in cursive script, reading "Brooks B. Thayer".

Brooks B. Thayer

BBT:ied

1940 letters sent to:

Dignitaries -
State, County, Town Officials
Health Agencies
Hospital Family



Mrs. Ford may not visit Cape

HYANNIS — Reports of future Cape Cod visits by several members of President Ford's family have not been confirmed by spokesmen in the Ford election campaign.

Various White House press secretaries for the President and the First Lady and officials in the offices of Sen. Edward Brooke, R - Mass., and Congressman Gerry E. Studds, D - Cohasset, said this week that they do not know of

BF PENDING
NOVEMBER

9/16/76

Spoke with Mr. Thayer
& say it does not look
likely that Mrs. Ford
will be in Mass.
in Sept., but maybe
Mike could represent his
parents. Mr. Thayer
said it did not have
to be Sept. + could be
after the election, so
we left it that Mrs.
Ford will try to do it at a
mutually convenient date
after the election.

Susan Porter



9/2/76

Spoke with John Micheals - Regional Coor.
for New England

He said he couldn't see any reason for
Mrs. Ford to go Cape Cod - said he
wouldn't send anybody there. That he would
much rather see Mrs. Ford go somewhere
else in Mass. or New England.

(He suggested that if Mrs. Ford has been
committed to it, have her do it after
the election. Good idea!)

He also mentioned the strong, Catholic,
anti-abortion feeling in Mass. and the
possibility that a visit there would back-fire.
He also said however, that ~~there is~~ he
has been getting indications that there
may be stronger support for the President
than might be thought, partially this may
be an anti-South reaction. Good to keep in
mind for Mrs. Ford or family to make New
England visit.

Julie



THE WHITE HOUSE
WASHINGTON

Julie, Would you please talk with Tim about this and get him to get a reading from their political shop. Mildred Leonard told Mrs. Davis that Mrs. Ford would do this in Sept. They have already announced it firmly in the press!!! I see no point whatsoever in going to Massachusetts and particularly to the Cape in September, but given the circumstances of a clear commitment having been conveyed, we may have to.

Thx, susan



BF Pending to Consider
Hyannis, MA
Open Date in Fall, 1976
Cornerstone Laying of
Cape Cod Hospital

August 30, 1976

Dear Mr. Thayer,

This is to acknowledge receipt of your thoughtful letter. Your kind invitation is under consideration and we will be in communication with you as soon as possible.

With warmest regards,

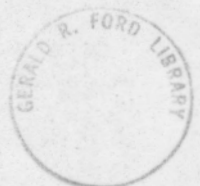
Sincerely,

Susan Porter
Appointments Secretary
for Mrs. Ford

Mr. Brooks B. Thayer
President
Cape Cod Hospital
Hyannis, Massachusetts 02601

SP/ph

c: BF pending to Consider (Open Date in Fall, 1976)



(617) 482-9470

CAPE COD HOSPITAL
(617) 771-1800
HYANNIS, MASSACHUSETTS 02601

Mr. Falk, ^{Asst.} Administrator

Office of the President
BROOKS B. THAYER

(617)
O: 255-3334
H: 255-2111

August 2, 1976

Mrs. Gerald R. Ford
The White House
Washington, D.C.

My dear Mrs. Ford:

On behalf of the Cape Cod Hospital I wish to extend an invitation to you to honor by your presence the occasion of the corner-stone laying of the new addition to the Hospital.

The Cape Cod Hospital is recognized nationally for its efforts to plan for the health care needs of the community it serves with emphasis on controlling costs without sacrificing quality or availability of care. Our decision to build came only after an exhaustive, four year study which revealed that there was no alternative. We have been active in the development and expansion of emergency medical services, ambulatory care centers, a total cancer treatment program involving six area hospitals, prevention and health maintenance programs and a coordinated system of care through affiliation. We believe in the ability of the private sector and are proud of what we have been able to accomplish without the use of tax dollars.

A visit from you to Cape Cod seems appropriate for several reasons. The problems of this Hospital are unique because of the tremendous population fluctuation, geography and age mix of the area it serves. There are 127,000 permanent residents, 17% of whom are over sixty-five. In the summer months the population increases to 500,000-1,000,000 people. There is a high incidence of accidents related to vacation activity with corresponding demands for service and we believe the design of our new addition is most progressive in responding to these needs. A visit from you to the Cape Cod Hospital at this time would convey an expression of interest in the services being rendered by community hospitals throughout the country.

A special, informal, recognition dinner for those who are working so hard to raise the funds for this building addition is scheduled for August 20th. However, with the demands of your schedule, we realize this may not be an occasion which could be combined with the corner-stone laying. The beauty on Cape Cod in September is widely recognized and reflected by the large number of visitors which continues through the fall, so a later date would also be appropriate to consider.

Respectfully yours,

Brooks B. Thayer
Brooks B. Thayer
President

BBT:mh



THE WHITE HOUSE

WASHINGTON

August 9, 1976

Dear Mrs. Ford,

Mrs. Anne Hall Davis has invited you to participate in the dedication of a new wing at the Butterworth Hospital on Cape Cod. They are hoping you could do this prior to Labor Day because of the crowds at the Cape. I notice in some of the inside correspondence, however, that the President of the Hospital said any time between September 25th and October 30th. I don't feel strongly about this. I think if you are going to do it, it would be wise to tie it into another event in Massachusetts.

_____ Would like to accept; suggest
Thursday, September 3rd
(post-Vail, pre-Labor Day)

Would like to do sometime this
Fall *maybe -*

_____ Regret

Thank you.

susan



MRS. DAVID M. DAVIS
SNOW INN ROAD
HARWICH PORT, MASS. 02646

PHONE: 617-432-9475

August 2, 1976

Mrs. Gerald R. Ford
The White House
Washington, DC 20006

Dear Betty:

I was Annie Lowe Hall, "Sis" Hall Fisher's sister, from Grand Rapids, but I have lived on Cape Cod since the end of World War II.

My first job at Butterworth Hospital was the beginning of a long-time interest in hospitals and health care delivery, which has occasioned being in touch with Jerry periodically over the years.

His intelligence, integrity, and responsiveness have so impressed me that quite aside from our Grand Rapids tie, I have wanted to help him in any possible way.

A few months ago the question of a speaker for the cornerstone laying of the new addition to the Cape Cod Hospital was discussed at a meeting of the board of trustees. It suddenly occurred to me that this would provide an ideal opportunity to promote Jerry's candidacy right here in the middle of the Democrats' lair, for an unquestionably good cause.

The Kennedy Compound in Hyannisport is three miles from the hospital. Tip O'Neill has a house here in Harwich Port (directly next door to Mother's and half a block from ours) at which he spends all of his spare time. In fact the Cape has long been a gathering spot for national and state political figures as well as leaders in business and philanthropy.

The "other side" has benefited from all manner of happenings at the Cape Cod Hospital in the past, and it is my personal desire to try to give "our team" this chance at this time.

If you or the President do not accept this invitation I fear the choice will be either Teddy Kennedy or Tip O'Neill, and I truly believe it would be a unique opportunity lost.

Sis has a lovely house here on the Cape which she would so very much enjoy having you visit if there is any way you might find the time.

Hopefully,

Annie Lowe

Anne Hall Davis



8-6
MEMORANDUM

THE WHITE HOUSE
WASHINGTON

August 6, 1976

FOR: Susan Porter
FROM: Mildred Leonard *ML*

The attached letter was forwarded to me by Mrs. David M. Davis for delivery to the First Lady.

I am also attaching some of the file concerning the invitation that has been extended to the President and now to Mrs. Ford.

Mrs. Davis came in and talked with me last February about this invitation to the President and I heartily agreed that it would be an excellent thing for him to do if at all possible. As Mrs. Davis pointed out in her original letter to Russ Rourke, Cape Cod has visitors during the summer season up to 1,000,000 from all over the country. Because of the Bicentennial they anticipate there will be more this year.

Inasmuch as the President could not be scheduled for the cornerstone laying of the new addition to the Cape Cod Hospital, it is hoped that Mrs. Ford can accept.

Mrs. Davis is a sister of "Sis" Hall Fisher who has been a good friend of Mrs. Ford for a number of years. (In fact we sent a wedding present to Mrs. Fisher's daughter this year.)

I hope Mrs. Ford can do it unless of course it would make her schedule too difficult from all points of view.

Thanks for bringing it to Mrs. Ford's attention.



Dear Betty,

L.O. 325

On Aug. 14th Mildred Leonard called and told me of your willingness to be present at the cornerstone laying of the new addition to The Cape Cod Hospital. She further said that you would prefer to do this in September and suggested I write to you at this time about a possible date for the occasion.

It will be scheduled at your convenience but we would appreciate it if it could be sometime other than between Sept. 17th - 24th.

I am delighted not only as a trustee of the hospital that you will do this but also for reasons I know Mildred Leonard discussed with you.

Sincerely,

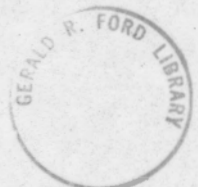
Anne Lowe (Hall)
(Mrs. David M. Davis)

Aug. 23, 1974

Sis Hall Fisher's sister!



American Cancer Society Luncheon File



1st volume
11-1



The American Cancer Society

has the honour to invite you

to its

First Media Awards Luncheon

initiated and sponsored

by

Mrs. Enid A. Haupt

Wednesday, December the first

Empire Room

The Waldorf Astoria

Cocktails 12 noon

Luncheon 12:45

This invitation is not transferable

Please reply



October 4, 1976

Mrs. Gerald Ford
The White House
Washington, D. C.

Dear Mrs. Ford:

This year, for the first time, the Society is honoring the media for excellence in communications about cancer. Mrs. Enid A. Haupt, former editor of Seventeen magazine and member of our National Board of Directors, has initiated and funded this special media recognition which we see becoming a highly prestigious annual event among medical / scientific writers and producers.

The winners shall be selected from among more than 275 entries and will receive their awards from outstanding leaders in the communications field at a luncheon for 300 guests. I am including the Awards announcement which lists an exceptional panel of judges and explains the program's objectives in detail.

It would be a distinct honor for the American Cancer Society and its volunteers to have you attend this luncheon and accept a Special ACS Award for Communication of Hope. The courage and honesty which you communicated to literally millions of Americans following your mastectomy touched their spirits as well as their minds and conveyed vital information and hope for their own futures.

Having been a source of inspiration to so many of our volunteers, it would give them great pleasure to express their gratitude to you at this First American Cancer Society Media Awards luncheon at the Waldorf Astoria Hotel in New York on Wednesday, December 1, 1976.

It was a pleasure seeing you in Houston Saturday at the M. D. Anderson dedication. As you may know, Dr. Lee Clark will be President of the American Cancer Society next year. He will be presiding at the December 1st Awards luncheon.

Sincerely,

Lane W. Adams



NATIONAL PUBLIC INFORMATION COMMITTEE

Paula Green, Chairman
William Tipping, Vice Chairman

MEDIA AWARDS COMMITTEE

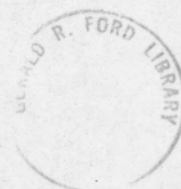
Victor Weingarten, Chairman

Awards Advisory Committee

Mary Busch
G. Robert Gadberry
Cecil Gordon
Paula Green
Nancy Raber
William Tipping
Mrs. Alton Zamzow

Conference Planning Committee

Lois Callahan
Charles Dahle
Cecile Gagan
Laurie Hutton
Mary Munro
Paul Poupart
Steve Tucker
Paul Van Nevel



The American Cancer Society wishes
to express its sincere gratitude to

MRS. ENID A. HAUPT

initiator and sponsor of our

First Public Information Conference

and

Media Awards Program



AMERICAN CANCER SOCIETY
FIRST NATIONAL
PUBLIC INFORMATION CONFERENCE

November 29, 30 & December 1, 1976

Waldorf-Astoria Hotel
New York, New York



1976 PUBLIC INFORMATION CONFERENCE PROGRAM

MONDAY, NOVEMBER 29

- 1:00 PM Conference Registration
- 1:30 PM-3:15 PM Greeting and Welcoming Remarks
GENERAL SESSION R. Lee Clark, M.D., President, American Cancer Society
- THE ACS CANCER CONTROL PROGRAM - PRIORITIES AND FUTURE DIRECTIONS
An audio-visual presentation followed by a question and answer discussion with National ACS program department head Richard P. McGrail, ACS Deputy Executive Vice President; Chairman
- Panelists:
Arthur I. Holleb, M.D., Senior Vice President for Medical Affairs
Walter G. James, Vice President for Public Education
John Montgomery, Assistant Vice President for Crusade
Irving Rimer, Vice President for Public Information
- MEET THE PRESS - WHERE WE ARE IN CANCER RESEARCH TODAY
Ed Edelson, Medical Writer, NY Daily News will interview R. Lee Clark, M.D., President of ACS and Frank Raüscher, Ph.D., ACS Senior Vice President for Research
- 3:30 PM-4:30 PM Participants will attend their first choice from pre-
WORKSHOPS selected WORKSHOP "A" categories
- 5:00 PM-7:00 PM Reception
SOCIAL HOUR



TUESDAY, NOVEMBER 30

- 9:00 AM-10:15 AM
GENERAL SESSION
- IMPACT OF THE MEDIA ON KEY ISSUES IN CANCER CONTROL
A discussion of some of the controversial medical issues dealt with in the media and how the media approach these issues
Arthur I. Holleb, M.D., ACS Senior Vice President for Medical Affairs; Moderator
- Dr. Philip Strax, Medical Director, -Mammography
Guttman Institute
- Mrs. Helene Brown, National Field -Unproven Methods o
Service Committee Chairman Cancer Control
- Dr. Saul Gusberg, Chairman, Dept. -The Use of Estroge
of Obstetrics and Gynecology, Mount Sinai School of Medicine
- Dr. Marvin Schneiderman, Associate -Environmental Caus
Director, Field Studies & Statis of Cancer
tics Program, NCI
- Appraisal of Media Role - Alan Davis, ACS Vice President
for Governmental Relations/Science Editor
- 10:15 AM-10:35 AM
GENERAL SESSION
- 1976-'77 ANTI-SMOKING CAMPAIGN
A preview of New Directions and Innovations in the Anti-Smoking Program
- 10:45 AM-11:45 AM
WORKSHOPS
- Participants will attend their second choice from
WORKSHOP "A" categories
- 12:00 noon-1:30 PM
LUNCHEON
- On your own
- 1:30 PM-2:45 PM
GENERAL SESSION
- NEWEST TRENDS IN NEWSPAPERS, TELEVISION AND RADIO
John Mack Carter, Editor-in-Chief, Good Housekeeping;
Chairman
- A panel discussion with leaders from the communications industry--newspapers, radio, television & magazines--including
- Don Elliot Heald - Vice President & General Manager, WSB-TV, Atlanta
- Robert Hunt - President, Chicago Tribune
- Robert Mahlman - Vice President & General Manager, ABC R
- 3:00 PM-4:00 PM
WORKSHOPS
- Participants will attend their selection from WORKSHOP "B" categories
- 4:15 PM-5:00 PM
GENERAL SESSION
- THE NATIONAL CANCER PROGRAM
Paul Van Nevel, Associate Director for Public Affairs, N
Chairman
- An audio-visual presentation followed by questions and answers with staff members of the National Cancer Institut



WEDNESDAY, DECEMBER 1

- 9:30 AM-10:30 AM PREMIERE OF PUBLIC INFORMATION CAMPAIGNS
GENERAL SESSION Paula Green, National PI Committee Chairman;
 Chairman
 1977 Crusade Advertising Campaign
 Presented by Alvin Hampel, Executive Vice President,
 Benton & Bowles, Inc.
 Public Information Filmstrip
- 10:30 AM-11:00 AM INTRODUCTION OF MEDIA AWARDS JUDGES and
GENERAL SESSION Highlights of Award-Winning Media Material
 Victor Weingarten, Chairman, Media Awards Committee;
 Chairman
- 11:00 AM-11:30 AM THE 1977 PI CAMPAIGN AGAINST SMOKING
GENERAL SESSION
- 12:00 noon Reception
- 12:45 PM First American Cancer Society MEDIA AWARDS Luncheon





News FROM AMERICAN CANCER SOCIETY MEDIA AWARDS COMMITTEE

801 Second Avenue • New York, New York 10017 • 212/749-8038

PANEL OF JUDGES

EDWARD BASSETT, Director
Graduate School of Journalism and
University of
Southern California

MAXWELL DANE, Director
Former Chairman,
Executive Committee
Doyle Dane Bernbach

RICHARD A. GILMAN, Professor
Yale University

WILLIAM A. HACHTEN, Director
School of Journalism and
Mass Communication
University of Wisconsin

DAN SEYMOUR, Former Chairman
and Chief Executive Officer
J. Walter Thompson Co.

ADVISORY COMMITTEE

BENJAMIN F. BYRD, Jr., M.D.,
President
American Cancer Society

THOMAS P. ULMER,
Chairman of the Board
American Cancer Society

VICTOR WEINGARTEN,
Chairman, Media Awards Program

PAULA GREEN, Chairman
Public Information Committee

Miss MARY BUSCH

G. ROBERT GADBERRY

CECIL GORDON

Mrs. NANCYANN RADER

WILLIAM TIPPING

Mrs. ALTON ZANZOW

FOR IMMEDIATE RELEASE

AMERICAN CANCER SOCIETY ANNOUNCES

NEW ANNUAL MEDIA AWARDS PROGRAM

The American Cancer Society today announced the establishment of an annual Media Awards program for the best newspaper and magazine articles and radio and television programs dealing with the subject of cancer. The first awards will cover the period April 1, 1975 through August 31, 1976 and will be presented at a luncheon at the Waldorf-Astoria Hotel in New York City on Wednesday, December 1, 1976.

The awards program is made possible by a special grant from Mrs. Enid A. Haupt, a member of the Society's Board. The awards consist of vermeil trophies specially designed by Tiffany & Co.

(more)



Dr. Benjamin F. Byrd, President of the Society, announced the new awards program. He said: "The Society recognizes the increasingly important role played by media in educating the public about cancer -- its causes, prevention, treatment and control. The Society wishes both to honor those who have produced outstanding efforts in the field and to stimulate and encourage media to create effective and informative articles and programs about this disease.

"Since 1913, the American Cancer Society has sought to inform and educate the American public about cancer and the importance of early detection, diagnosis and treatment. Through such efforts, tens of thousands of lives have been saved each year. As research and treatment methods progress and improve, additional lives will be saved.

"The media have played a major role in increasing public awareness of cancer. Through extensive reporting on research and clinical advances, feature and dramatic presentations of the rehabilitation of cancer patients, and documentaries and articles on ways to protect oneself against this disease, public participation and understanding are at an all time high. The conquest of cancer is one of our nation's priorities. The involvement of the public and its intensive and spirited concern is due, in large part, to the members of the press, magazine, radio and television industry."

(more)



There will be sixteen awards in categories which include print media (magazines, daily and weekly newspapers, syndicates and wire services); Network Radio (spot announcements, general programs); Local Radio (spot announcements, general programs, continuing overall effort); Network Television (series, special, personality, news/documentaries) and Local Television (personality, specials, news/documentaries).

Entries will be judged on the basis of three criteria: accuracy, originality and effectiveness. (Entries must be submitted to the Society by October 1, 1976). Awards recipients will be invited to attend the December 1 luncheon as guests of the American Cancer Society.

For further information, contact the American Cancer Society Mass Media Awards Committee, 801 Second Avenue, New York, N.Y. 10017 -- telephone 212/749-8038.

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American Cancer Society

DISTRICT OF COLUMBIA DIVISION, INC.

1825 CONNECTICUT AVE., N.W. • WASHINGTON, D.C. 20009 • (202) 483-2600

CAROLYN

November 15, 1976

UPON RETURN
WED, 12/1/76
DIP. RM.

Mrs. Ford
The White House
Washington, DC 20006

My dear Mrs. Ford,

I am writing to tell you how much the American Cancer Society has benefitted from your unusual candor in sharing your experience with the public. I am confident that many lives were saved and will be saved because of the new awareness and attention given to the early detection of breast cancer.

The District of Columbia Division enjoyed an exceptional year in 1975, thanks to you; so exceptional, in fact, that it has been a tough job to top our unusual success. As we approach 1977, we have made a commitment to close this gap and top all previous records with \$1,000,000 raised in the District of Columbia as our goal. This will demand an all out effort from every volunteer and will require maximum exposure in the media, but we are determined to succeed. Will you help us one more time?

We would like ten minutes of your time to take a picture of you presenting a facsimile of a check for one million dollars to me, as President of the Society, and to the Crusade Chairman, Mr. Sylvan Gershowitz. This may be set up whenever most convenient for you in whatever setting you desire. We will make all arrangements with the photographer to meet your specifications.

You have been most gracious to us, Mrs. Ford, and once again we thank you for your consideration.

I may be reached at 333-0700 or through the American Cancer Society office at 1825 Connecticut Avenue, NW, Washington, DC, 20009. I look forward to a favorable reply.

Sincerely,

William F. Sigmund
President

WFS/lfb

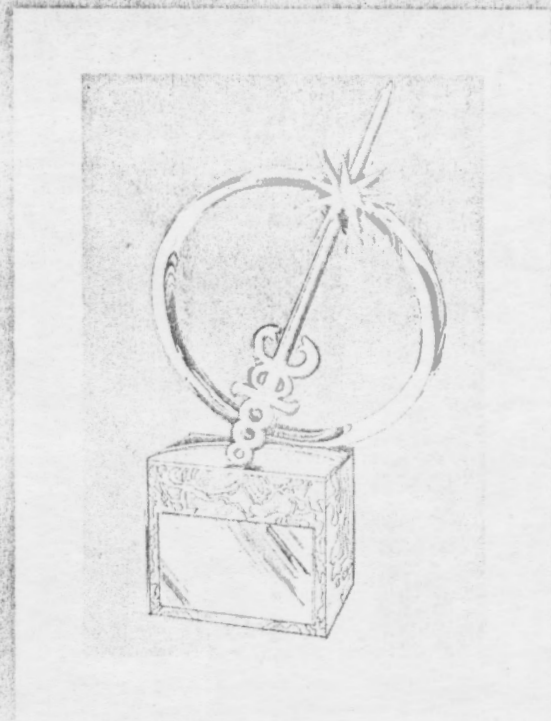


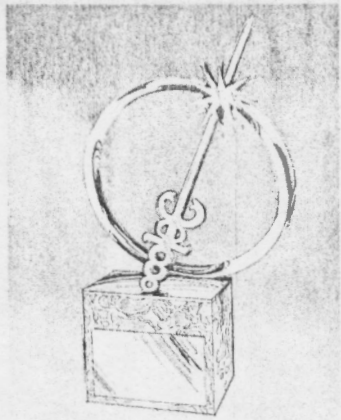
RESEARCH
EDUCATION
SERVICE

YOUR INVITATION
TO ENTER THE
AMERICAN CANCER SOCIETY'S
1st ANNUAL MEDIA AWARDS

For Excellence in Communications about Cancer

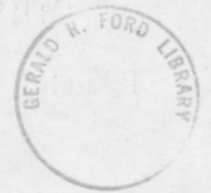
HONORING THE NATION'S BEST NEWSPAPER AND MAGAZINE ARTICLES AND RADIO AND TELEVISION PROGRAMS OF 1975-76





**THE AMERICAN
CANCER SOCIETY'S
FIRST ANNUAL
MEDIA AWARDS**

The American Cancer Society announces its first Annual Media Awards. They will honor the best newspaper and magazine articles and radio and television programs dealing with cancer during the period April 1, 1975 - August 31, 1976.



By covering a wide range of topics from latest research advances to the rehabilitation of cancer patients to the importance of early detection, men and women in the communications industry have brought public understanding about cancer to an all-time high. In appreciation, the American Cancer Society wishes to honor those in the media who have made significant contributions in stimulating public awareness of cancer and to encourage the media to create effective and informative articles and programs about the advances being made against cancer.

The awards program has been made possible through a grant from Mrs. Enid A. Haupt, a member of the Society's Board.

The awards will be silver and gold vermeil trophies, especially designed by Tiffany & Co. They will be presented at a luncheon at the Waldorf-Astoria Hotel in New York on Wednesday, December 1, 1976.

Entries should be received no later than October 1, 1976.

PANEL OF JUDGES

EDWARD BASSETT, Dean
Graduate School of Journalism
University of Southern California

MAXWELL DANE, Director
Former Chairman, Executive Committee
Davis Data Research

RICHARD A. GILMAN, Professor
Yale University

WILLIAM A. HACHTEN, Director
School of Journalism and
Mass Communication
University of Wisconsin

DAN SEYMOUR, Former Chairman
and Chief Executive Officer
Walter Thompson Co.

BENJAMIN EBYRD, JR., M.D., President
American Cancer Society

THOMAS R. MUIVER,
Chairman of the Board
American Cancer Society

VICTOR WEINGARTEN,
Chairman, Media Awards Program

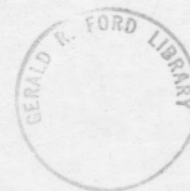
CATEGORIES

I. PRINT MEDIA:

- A. MAGAZINES
- B. DAILY NEWSPAPERS
- C. WEEKLY NEWSPAPERS
- D. SYNDICATES AND WIRE SERVICES

II. BROADCAST MEDIA:

- A. NETWORK RADIO
 - 1. Spot Announcements
 - 2. General Programs
- B. LOCAL RADIO
 - 1. Spot Announcements
 - 2. General Programs
 - 3. Continuing Overall Effort
- C. NETWORK TELEVISION
 - 1. Program Series
 - 2. Specials
 - 3. Personality
 - 4. News/Documentaries
- D. LOCAL TELEVISION
 - 1. Specials
 - 2. Personality
 - 3. News/Documentaries



CRITERIA FOR JUDGING

ACCURACY—precise information in all aspects of the cancer story.

ORIGINALITY—the creative quality which makes the submission different or unusual in its presentation.

EFFECTIVENESS—the skill with which the article or program informs, educates and motivates the individual.



Entry Form

AMERICAN CANCER SOCIETY MEDIA AWARDS PROGRAM



SUBMISSION _____
(Title of article or program)

CORPORATE AFFILIATION _____

ADDRESS _____
(Street)

(City) (State) (Zip)

PHONE _____

SUBMITTED BY _____
(Name and Title)

CATEGORY BEING ENTERED _____

DATE(s) PROGRAM WAS BROADCAST
OR ARTICLE WRITTEN _____

PERSON TO BE NOTIFIED OF AWARD _____
(Name)

(Address)

PHONE _____

PERSON TO CONTACT FOR ADDITIONAL INFORMATION _____

BRIEF DESCRIPTION OF SUBMISSION:
(Continue on other side)

INCLUDE WITH MATERIAL BEING SUBMITTED AND MAIL TO:

**AMERICAN CANCER SOCIETY
MEDIA AWARDS COMMITTEE**

801 Second Avenue • New York, New York 10017

GENERAL RULES

Any article published or program broadcast during the period April 1, 1975 through August 31, 1976 is eligible. All submissions must be accompanied by the enclosed entry form.

HOW TO ENTER

PRINT MEDIA

Two copies of the article, story or series should be submitted, together with a brief statement containing any relevant material the entrant wishes to call to the attention of the judges.

BROADCAST MEDIA

A tape, film or kinescope of the program should be submitted, together with a brief statement containing any relevant material the entrant wishes to call to the attention of the judges. Either a synopsis or transcript of the radio or television programs entered would be appreciated.

REPRINT RIGHTS

The American Cancer Society shall have the right to reprint and distribute for organizational non-commercial distribution either excerpts from or the entire article or program of any entry submitted.

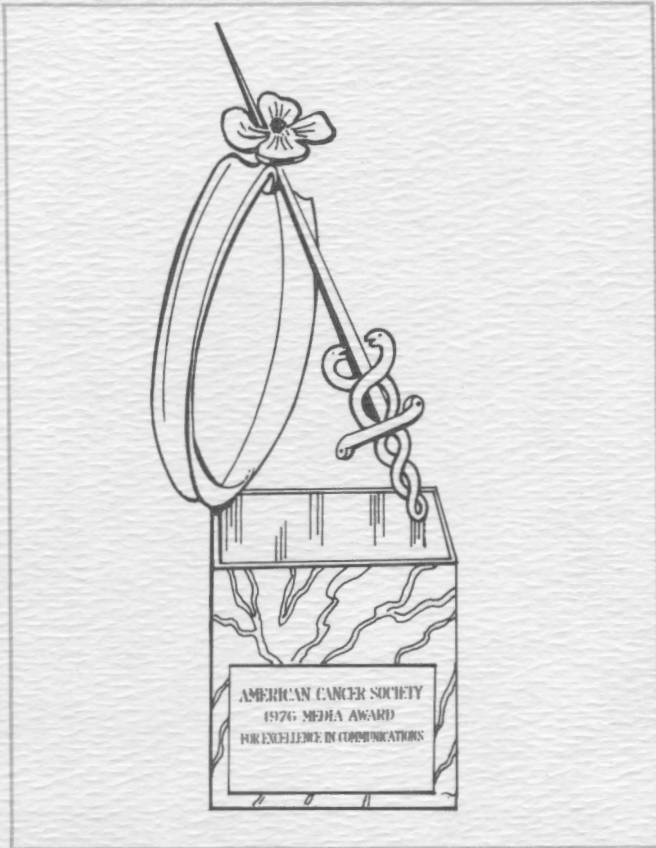


AMERICAN
CANCER
SOCIETY
MEDIA
AWARDS
COMMITTEE
801 Second Avenue
New York, N.Y. 10017
Telephone
212/749-8000

AMERICAN
CANCER
SOCIETY
MEDIA
AWARDS
COMMITTEE

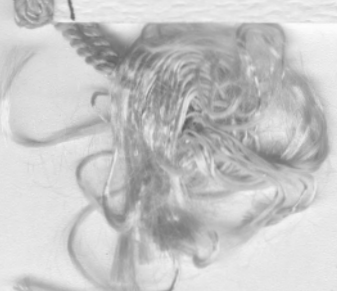
801 Second Avenue
New York, N.Y. 10017
Telephone
212/749-8000





FOR EXCELLENCE IN COMMUNICATIONS

THE AMERICAN CANCER SOCIETY
FIRST MEDIA AWARDS • DECEMBER 1, 1976



luncheon program

Welcome

Thomas P. Ulmer

The Awards Program

Barbara Walters

Research Update

Dr. Frank Rauscher

Introduction of Mrs. Enid A. Haupt

Lane W. Adams

Special Award to Betty Ford

Enid A. Haupt

Media Awards

Barbara Walters

Waldorf Astoria Hotel

New York City

My personal congratulations to all the media members who entered this competition for awards of excellence. Of the more than 300 entries, these 16 winners exemplify and clarify the need for your achievement.

Recognition of your important contribution to the enlightenment of the public and medical practitioners is a new milestone.

The sword of the American Cancer Society keeps piercing the darkness, bringing to light positive results in many areas of cancer and allied diseases. The flower on the award reflects the promise of your work. As you enlighten, its pollen will spread — letting knowledge blossom forth; signaling that early detection and awareness can dramatically reduce dread; bringing light to patients, families and friends.

Eric A. Haupt

special
award

COMMUNICATOR
OF HOPE

Betty Ford

The First Lady captured our attention and our hearts as we followed her breast surgery and her candid, optimistic response. She has set an example which will give courage to women approaching a like circumstance. The American Cancer Society salutes its honorary Crusade chairman, Betty Ford, as a very special Communicator of Hope to millions of people around the world.

"The American Cancer Society's Media Awards give well-deserved recognition to the communicators who have unlimited capability for educating, enlightening and encouraging our people. I congratulate the winners; and I congratulate the Society for disseminating the knowledge which will lead to conquering both cancer and fear. I am proud to be your Communicator of Hope."

Betty Ford

print
media

WEEKLY NEWSPAPERS

The Sunday News Lancaster, Pennsylvania

Cathy Barnett's *Life As An Ostomate* is a feature article which informs and reassures the public about ostomy, a subject too often taboo. The article forthrightly and sympathetically describes the occurrence of ostomy, the surgery, patient care and adjustment, the unnecessary fears, and the places to turn for help.

DAILY NEWSPAPERS

The Washington Post

Robert A. Becker's *Children's Cancer: Outlook Is Cloudy* explores childhood cancer and its special problems. Through its documentation of the agony of parents and their children, the inadequacy of medical training and facilities, and the paucity of funding of research, the article makes an eloquent plea for more and better efforts.

NEWSPAPER SERIES

The Valley News Van Nuys, California

Patricia Varie's 10-part series titled *The Biology of Cancer* is a splendid in-depth report, written in popular style, of case histories and interviews with specialists which summarize the current knowledge and understanding of cancer as it was presented for health professionals in a 15-week lecture series at California State University.

NEWSPAPER SERIES

The New York Daily News

Edward Edelson's three-part series titled *Triggers of Cancer: The Grim List Is Growing* presents evidence that most cancer is caused indirectly or directly by substances in the environment. He discusses the complexities of studying environmental cancer, the current state of research and its social and economic repercussions.

MAGAZINES

Harper's

The Anti-Social Cell is a cover story and special section of 15 articles documenting what we know and don't know about the origins and cure of cancer. Two editors devoted three months to researching and compiling this outstanding collection of facts, opinions, statistics, definitions, and reports from authoritative sources.

Newsweek

What Causes Cancer? is a comprehensive report by medical editor Matt Clark and staff reporters on possible causes of the increasing cancer-death rate, current statistics on cancer deaths, allocation of cancer research funds, and the increasing concern that cancer may be a man-made disease stemming from certain foods, drugs and the environment.

broadcast

media

RADIO

WSB Radio Atlanta

WSB is committed to a continuing educational and informational effort on cancer. 1976 programming included a 55-minute documentary on seven warning signals of cancer, a special feature on laryngectomy, and anti-smoking alerts.

WJMA Radio Orange, Virginia

Anti-smoking week at WJMA involved cooperation with the local middle school. Students researched, wrote and broadcast 30-second spots. Listener attention and program effectiveness were very high because of the children's participation.

WCBS Radio New York

Newsman Art Athens of WCBS conducted a four-week on-air stop smoking clinic, preceded by a 10-part series on why people stay with the cigarette habit. The stop smoking kit offered to listeners drew 10,000 requests.

LOCAL TELEVISION

KDFW-TV Dallas

"Breast Cancer: An Ounce of Prevention" was a five-part series broadcast on five consecutive late evening newscasts. Later in the year an early evening 30-minute special incorporated the same information, including instruction on self-examination. A pamphlet offer generated 3,000 requests.

WBBM-TV Chicago

WBBM-TV's two-week "Cancer Awareness Campaign" was an all-out effort involving participation of all of the station's locally produced programs. Included were a series on living with cancer, a profile of a cancer counseling service, interviews, editorials and spot announcements.

WSFA-TV Montgomery, Alabama

"Colostomy — A Necessary Nuisance" was a special program initiated and hosted by Loretta Bacon who recognized the fear surrounding this subject. Surgical and post-surgical procedures were described and colostomy patients interviewed in this program aimed at fostering candor and acceptance.

WNET-TV New York

The Robert MacNeil Report nightly newscast explored in depth the subject of cancer research progress, focusing both on mounting cancer statistics and the increasing ability to manage the disease, especially with early diagnosis. A second program discussed the pros and cons of mammography.

NETWORK TELEVISION

Children's Television Workshop

"Feeling Good," a health series on PBS, emphasized individual responsibility for maintaining good health. In a program on breast cancer, host Dick Cavett interviewed Julia Child about her mastectomy and the fear which often deters early detection. In a second program, he emphasized the increase in smoking among women and teenage girls and discussed ways to quit.

PBS Documentary

"Why Me?", a documentary on breast cancer, followed a woman who has found a lump in her breast, her feelings before surgery and when she learns its outcome. Ten other women candidly described their physical and emotional adjustments to mastectomy. The program's goal was to present clinical facts about breast cancer with warmth and understanding.

CBS News

CBS Reports: "The American Way of Cancer" was an hour-long documentary investigating whether our rapidly increasing cancer rate may be the result of American technology which has produced cancer-causing agents like asbestos, arsenic, pesticides and certain food additives. The program suggested that the technology which inadvertently produced the American way of cancer is also capable of reducing this epidemic.

PANEL OF JUDGES

Edward Bassett, Dean
Graduate School of Journalism
University of Southern California

Don Bates, Executive Director
National Communications Council

Maxwell Dane, Director
Doyle-Dane-Bernbach

William A. Hachten, Director
School of Journalism and Mass
Communication
University of Wisconsin

Dan Seymour, Former Chairman
J. Walter Thompson Co.

MEDIA AWARDS ADVISORY COMMITTEE

Victor Weingarten, Chairman

Mary Busch

G. Robert Gadberry

Cecil Gordon

Paula Green

Nancy Raber

William Tipping

Mrs. Alton Zamzow

AMERICAN CANCER SOCIETY

R. Lee Clark, M.D., President

Thomas P. Ulmer, Chairman of the Board

Benjamin F. Byrd, Jr., M.D.,
Immediate Past President

Lane W. Adams, Executive Vice President

Townsend Hornor
Eel River Road
Osterville, Massachusetts 02655

1 December 1976

Mrs. Gerald R. Ford
The White House
Washington, D.C.

Dear Mrs. Ford:

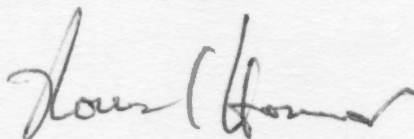
For myself and all my associates at the Cape Cod Hospital, I would like to tell you how very much your presence in Hyannis yesterday meant to us. For our hospital, it was a very great honor to be recognized by you. It will be of great help to us in our future work of continuing to be a modern and progressive health facility on the Cape. It will help us to attract both financial support and volunteer support, both of which are our life blood as you well know.

For ourselves, it was a singular opportunity to spend an all too brief time with you. Simply said, I have never met anyone so gracious and giving of herself as you. The time that you spent and the many greetings that you left behind with all those present will be remembered by them, and all of us, for a very long time.

Thank you again for gracing the Cape and our hospital with your presence, and for being such a great person.

I understand from Lil and Moni that you and Mr. Ford may possibly return to the Cape at some future date. If you do, we would very much like the opportunity to see you and, if the circumstances permit, to have you visit with us in Osterville. The Cape is a very attractive soft and gentle land when there are not too many people crowding it, and I am sure you would enjoy it.

Very sincerely yours,





Mrs. Gerald R. Ford

The White House

Washington,

D.C.



Townsend Hornor

Eel River Road

Osterville, Massachusetts 02655

CT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC JAN FEB M

29 30 31 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 1 2 3 4 5 6 7 8 9 10



Carolyn -

Please find
letters - if you
need any help,
please do not
hesitate to
ask.

Rev

January 7

1977



Completion of this form;
ward immediately to the
ance Office with a car-
copy.

THANK YOU LETTERS

Event BF-ACS LUNCH IN NYC

Date DEC. 1, 1976

Advanceman. Andy Stern

NAME & ADDRESS	SALUTATION	DESCRIPTION
Mrs. Sally Simpson 1501 Wilson Blvd. 6th Floor Arlington Va 22209	Dear Mrs. Simpson:	Key contact for Luncheon arrangements
Ms. Carol Warner American Cancer Society 777 Third Avenue NYC 10009 10017	Dear Ms. Warner:	ACS contact.
Ms. Jean Schoonover 40 West 57th Street NYC, NY 10019	Dear Ms. Schoonover:	Liason with Mrs. Enid Haupt
Mr. Thomas Ulmer President American Cancer Society 777 Third Avenue NYC 10009 10017	Dear Tom:	Escorted Mrs. Ford to Reception and Luncheon
Mr. Lane Adams Executive Director American Cancer Society 777 Third Avenue NYC 10009 10017	Dear Lane:	Escorted Mrs. Ford and introduced her after presenting her with Award.



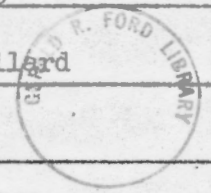
On completion of this form, forward immediately to the Advance Office with a carbon copy.

THANK YOU LETTERS

Event Mrs. Ford to Cape Cod

Date November 30, 1976

Advanceman Greg Willard



NAME & ADDRESS	SALUTATION	DESCRIPTION
Mr. William T. McNally 241 Longview Drive Centerville, Massachusetts 02632	✓ Dear Mr. McNally:	Assistant Administrator Cape Cod Hospital Assisted in advance preparations for dedication
Mr. Torbin Yates 22 Coddington Road Centerville, Massachusetts 02632	✓ Dear Mr. Yates:	Director of Development Cape Cod Hospital Assisted in advance preparations for visit and dedication
Mr. Townsend Hornor Board of Trustees Cape Cod Hospital Twenty - Five Park Square Hyannis, Massachusetts 02601	✓ Dear Mr. Hornor: <i>preims letter</i>	Outstanding assistance in all aspects of Mrs. Ford's visit;
Mr. Brooks Thayer President, Cape Cod Hospital Twenty - Five Park Square Hyannis, Massachusetts 02601	Dear Mr. Thayer:	Met Mrs. Ford on arrival; Served as her host for the dedication; Assisted Mrs. Ford in the laying of the hospital cornerstone;