

**The original documents are located in Box 46, folder “Telephone Program, Presidential” of the Betty Ford White House Papers, 1973-1977 at the Gerald R. Ford Presidential Library.**

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THE WHITE HOUSE

WASHINGTON

November 5, 1974

MEMORANDUM FOR: NANCY HOWE

FROM: WARREN S. RUSTAND *WR*

SUBJECT: Presidential Telephone Program

We want to focus attention on the Presidential Telephone Call Recommendation Program and stimulate some more good ideas.

We are interested in ideas that are in support of the President's positions or would have value in showing the President's interest and concern in specific legislation.

Presidential telephone calls provide an excellent opportunity to increase the President's exposure and identify the President with unique and worthwhile events and programs, yet with a minimum amount of the President's time. I hope that you will find the time to take a personal interest in making certain that the President receives the best possible phone recommendations.

This program will commence immediately and I look forward to receiving several phone recommendations from you every Friday by noon which will allow us to program these calls for the President during the following week as his schedule permits. A copy of the format and a sample copy are attached.

Your cooperation in this new effort will be much appreciated.

Thank you.



THE WHITE HOUSE

WASHINGTON

(S A M P L E)

RECOMMENDED TELEPHONE CALL

TO: Name of person you recommend be called with brief identifying information only when you suspect name will be unfamiliar to the President.

DATE: Suggested date call should be placed.

RECOMMENDED BY: Your name and if recommendation has concurrence of another staff member, so state.

PURPOSE: Preferably one sentence; two at most.

BACKGROUND: Whatever background information you feel will be helpful to the President. Usually 3-4 short sentences will suffice to set the stage and give substance to talking points. Also, make sure that no letter has been sent by Correspondence for same purpose as the call and so indicate by stating this in the background.

TALKING POINTS:

- 1.
- 2.
3. (The specific points that you recommend be made during the conversation.)
- 4.

NOTE: Original plus 4 copies are to be sent to Warren Rustand.

Date of submission

Action \_\_\_\_\_



THE WHITE HOUSE

WASHINGTON

RECOMMENDED TELEPHONE CALL

TO: Al Kaline, Detroit Tigers Baseball Player

DATE: September 25, 1974

RECOMMENDED BY: Warren Rustand

PURPOSE: To congratulate Al Kaline on delivering his 3,000 and 3,001th base hit last night in Baltimore.

BACKGROUND: Al Kaline reached his goal of 3,000 base hits during a Tigers - Orioles baseball game in Baltimore last night. He is the twelfth person to pass this mark; no American Leager has achieved it in 49 years.

Al Kaline perhaps has the finest sustained career in all baseball. He joined the Detroit Tigers at the age of eighteen, never having played in the minor leagues. Within two years, he had won his first batting title, making him the youngest player to win an American League batting crown.

Kaline is not only an outstanding athlete, but also a man of high character, demonstrated by his concern for others and distinguished service to his community.

- TALKING POINTS:
1. Congratulations on your 3,000th base hit.
  2. One of the nicest things about breaking this record is that it occurred in your hometown, Baltimore. However, I know your family and many friends from Michigan were with you both at the game itself and in spirit.



3. I know you are looking forward to your retirement as a chance to spend more time with your sons (ages 17 and 13) and your family. May I say that I would like to see you continue playing the game.
4. Congratulations, again. This puts you in an elite category among all the men who have played the game.

Date of submission: September 25, 1974

ACTION: \_\_\_\_\_

