

Virginia, 10/22/77

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SENIOR CITIZEN RALLY - HOWELL CAMPAIGN

AS YOU PROBABLY KNOW, I HAVE COME TO NORTHERN VIRGINIA TODAY TO TELL YOU I THINK YOU OUGHT TO VOTE FOR HENRY HOWELL FOR GOVERNOR. HENRY AND BETTY HOWELL ARE GOOD FRIENDS OF JIMMY'S AND MINE. THEY ARE GOOD DEMOCRATS. WE SHARE MANY COMMON VIEWS AND GOALS. AND DO YOU KNOW THAT JIMMY'S ANCESTORS -- THE FIRST AMERICAN CARTERS -- SETTLED IN VIRGINIA NEAR JAMESTOWN SOME 300 YEARS AGO? AND I STARTED MY MARRIED LIFE IN NORFOLK. OUR FIRST SON, JACK, WAS BORN IN PORTSMOUTH. SO YOU CAN IMAGINE WHY WE HAVE A GREAT ATTACHMENT TO THIS STATE.

HENRY HOWELL AND I HAVE A COMMON INTEREST. THAT IS, TO INSURE THAT THE LIVES OF OUR VALUABLE OLDER CITIZENS ARE FULFILLING. YOU HAVE SO MUCH TO OFFER. WE NEED YOUR WISDOM AND SUPPORT.

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AND YOU DESERVE OUR RESPECT, OUR ATTENTION, AND OUR WILLINGNESS TO RESPOND TO YOUR NEEDS WHETHER WE ARE PRIVATE CITIZENS OR PUBLIC OFFICIALS.

HENRY HOWELL HAS SHOWN OVER THE YEARS, BOTH AS A CONCERNED PRIVATE CITIZEN PRACTICING LAW IN VIRGINIA AND AS A PUBLIC OFFICIAL OF THIS STATE, THAT HE IS TO GIVE EXTRA THOUGHT, EXTRA TIME AND EXTRA EFFORT TO THE NEEDS OF HIS FELLOW VIRGINIANS. THINK HOW MUCH MORE HE CAN DO FOR YOU AS GOVERNOR. SOME OF THE THINGS HE HAS IN MIND FOR THE SENIOR CITIZENS OF THIS STATE ARE AS FOLLOWS:

--HE WANTS TO STREAMLINE SERVICES FOR OLDER PEOPLE. IN VIRGINIA, AS IN MOST OTHER STATES, THERE IS BUREAUCRATIC DUPLICATION. TWO OR THREE GOVERNMENT DEPARTMENTS, LOCATED IN DIFFERENT PARTS OF TOWN, MAY REQUIRE VIRTUALLY THE SAME KIND OF INFORMATION FROM OLDER PEOPLE SEEKING VARIOUS BENEFITS. THE BENEFITS ARE OFTEN CLOSELY RELATED, BUT AS YOU WILL KNOW, THERE IS SO MUCH OVERLAPPING PAPER WORK AND



Pleased I am to be here - meeting people & enjoying campaigning. Especially glad to be with you who are campaign workers. I have a special feeling of gratitude for you who become involved and actively participate in campaigns. It is so important. It is so imp. for people like you, good, honest, hardworking " who give of yourselves unselfishly & who want nothing selfish in return — just good honest ^{responsive} government.

Jimmy would be here today if it weren't for people like you — in fact, many of you ~~here today worked hard for me & I want to thank~~
Last week ^{before last} we had the 1st brigade - Georgian
many campaigns - great feeling of affection for them - could not have won without them -
Neither " we " " " " campaign
workers all over our co. - many of you among them. And we will always be grateful -

Henry Howell, Chuck Roff & Ed Lane
all know that feeling of affection & gratefulness
they're going to win ^{you are here when they need you} and they can't
~~have~~ do it without you — who are working unselfishly for them.

There is something special about

dedicated
devoted

campaign work. going all out for leaders
you know can do a good job - provide
the direction your state needs.

You are fortunate in Va. to have
these candidates. Candidates that honest
& capable & concerned about the people &
~~what is good for the average person~~
willing to stand up & fight against the
special interest groups & tackle
controversial issues when the good of
the people is at stake.

There is not much time left. We
all feel the excitement as election day
approaches. I remember the excitement
right here about a year ago - when we had
a rally just before election day.

I had been all over the Co. and
in the last few days was here in northern Va.
speaking Sp. exciting time for us - This is an
exciting time for you.

~~The Democrats were in good shape~~
~~in 1976 -~~ We're in great shape now &
Henry & Chuck & Ed are going to win -
I have confidence in them - I have confidence
in you. They're going to win because you're
going to make it happen -

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HENRY HOWELL CAMPAIGN - SUGGESTED TALKING POINTS - RSC
Campaign workers

1. JIMMY WOULDN'T BE PRESIDENT WITHOUT WORKERS LIKE YOU.

(RECALL THE PEANUT BRIGADE BARBECUE WHEN HE TOLD THEM NOT TO PUT THEIR SUITCASES AWAY.) THAT IS BECAUSE THEY WERE OLD FRIENDS, AND HE COULD NOT HAVE WON WITHOUT THEM. HENRY FEELS THAT WAY ABOUT YOU. HE FELT THAT WAY ABOUT JIMMY -- AND WE FEEL THAT WAY ABOUT HENRY. THERE'S SOMETHING SPECIAL ABOUT CAMPAIGN WORK -- GOING ALL OUT FOR A LEADER YOU KNOW CAN PROVIDE THE DIRECTION THE COUNTRY NEEDS.

2. JIMMY AND HENRY ARE NOT ONLY FRIENDS, BUT THEY HAVE A SIMILAR APPROACH TO PROBLEM-SOLVING. THEY WILL TAKE ON THE HARD ISSUES AND CONTROVERSIES. THEY SHARE SIMILAR VIEWS ABOUT ENERGY, A BALANCED BUDGET, TAXES, CUTTING THROUGH GOVERNMENT RED TAPE, EQUALITY, AND EDUCATION. THEY HAVE CAMPAIGNED FOR EACH OTHER, AND FOR THESE ISSUES, OVER THE YEARS, AND I EXPECT THAT THEY WILL CONTINUE TO DO SO.

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3. THERE IS NOT MUCH TIME LEFT. WE ALL FEEL THE EXCITEMENT AS ELECTION DAY APPROACHES. I REMEMBER BEING HERE ABOUT A YEAR AGO, AT A WONDERFUL RALLY FOR WORKERS JUST LIKE YOU. I THINK I REMEMBER IT BEST BECAUSE THERE WERE HISPANIC-AMERICANS IN THE CROWD, AND I SPOKE A FEW WORDS IN SPANISH. THEN I TURNED TO SOMEONE AND SAID, "IF I CAN GET FROM IOWA TO NEW HAMPSHIRE -- AND END UP RIGHT BEFORE THE ELECTION SPEAKING SPANISH AT A NORTHERN VIRGINIA RALLY -- THEN THE DEMOCRATS ARE IN GREAT SHAPE." WE ARE STILL IN GREAT SHAPE THIS YEAR, AND HENRY IS GOING TO WIN BECAUSE YOU'LL MAKE IT HAPPEN.

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AS JIMMY SAID WHEN HE WAS HERE LAST MONTH, "WHAT VIRGINIANS NEED IS A GOVERNOR WHO CARES ABOUT YOU PERSONALLY, WHO IS EAGER TO OPENLY DEBATE THE ISSUES THAT ARE IMPORTANT TO YOU, WHO HAS A LONG RECORD OF SERVICE, WHO ~~BELIEVES IN HOME RULE~~, WHO UNDERSTANDS BUSINESS AND BALANCED BUDGETS, WHO CAN WORK CLOSELY AND CREATIVELY WITH LOCAL AND FEDERAL OFFICIALS -- A MAN WHO DEALS DIRECTLY WITH THE VOTERS OF HIS STATE, A MAN OF COURAGE." HE WAS TALKING ABOUT HENRY HOWELL.

HE IS A VALUABLE PERSON, AND HE IS A VALUED FRIEND. I HOPE YOU WILL ELECT HIM.

THANK YOU.

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for Preservation Purposes

enjoying campaigning
especially glad to be a camp.
workers

V special feeling of gratitude
get involved & work actively
better place in which to live
so imp. ^{nothing in return} - good, clean, honest govt

I wouldn't be Pres. today -
Pnt. Brigade affection - could not u win
without them
every state - many of you -
gratitude -

H.H., Chuck R., Ed Lane know feeling - You know when they need ^{work} ~~you~~ ^{happen}
Something special - going all out for candidates you believe in

Fortunate - to u - candidates
honest - capable - concerned
about people - willing stand up
& fight special interest groups
controversial issues

Not much time left.
excitement as election day
approaches
remember / N.Va. / our
camp.

Exciting time - busy
H.H., Chuck R., Ed Lane - going to win
confidence in them They're going
" " you because you're
going to ~~make it~~ happen

Rally

Va. special feeling -
married
son
Ancestors

Further attachment A. Howell
long time friends

H. & J. alike in many ways
deeply committed to people -
Galt res. and
rich influence
average person
Open, honest govt

Fair
And when necessary - willing to take controversial stand -
Henry is doing that now - so is Jimmy - courageous person
~~best~~ During Primary - Jack. Good man
you need him. Va. needs him

Come today to tell you that I want
you to vote for Henry Howell for Gov.

Henry & Betty, good friends of mine.

They are " " " " " James's."

H. & J. have been helping each other in their campaigns since 1972.

He & Billy are good Democrats -
 & we share many common views & goals.

I have been pleased to ^{see that} ~~looked~~
Henry & I " a common interest in
you.

I became very concerned during camp about the needs of our elderly citizens.

Henry has shown over the year his concern for the elderly as a private citizen & as an ~~elect~~^{public} official. Think how much more he can do as Governor

① He wants to make it easier for you to receive the benefits you deserve.

Va. overlapping services / coordination of services

② Cost of health care - Medicaid
adjusted to help meet rising cost of health care

③ concerned about homemaker & home
service care -

I think you know what is best for you & from H. Howell's record he will always respond to you

needs - That's his reputation - That's
his intention.

I say he has shown courage
& compassion. He is a good man,
& we hope you'll elect him Gov.

Electrostatic Copy Made
for Preservation Purposes

good to be back in Va. - special feeling
first 2 yrs of married life
Jack born here -

not only that - Jennings' ancestors settled
in Va over 300 yrs. ago & gradually moved
south to Ga. Letter from a researcher in England
looking for spot ^{center} first lived - near Jamestown &
would soon be able to tell us -

A further attachment to Va. is H. Howell -
Henry & Betty - have been long time friends of
ours. I campaigned for H in 1973 - &
H was one of 15th people in co. to endorse
J when he started his campaign for the
Presidency - I remember the first time I
came to Va. - I stopped off the airplane
& there ~~was~~ ^{were} Henry ^{& Betty} Howell.

H & I are alike in many ways - They are
both deeply committed to the people - They
believe govt shouldn't respond just to the rich
& influential - but that it should represent
also the average person - who works for
a living - the consumer - the housewife -
the minorities ^{the elderly} & the disadvantaged -

They both are committed to open
honest govt - govt that is fair -

And when it is necessary - as so often it is - they are both willing to take controversial stands on issues. They both are ^{courageous} willing to stand up to special interest groups when the good of the people is at stake -

Henry is doing that now - & so is Jimmy - & it takes a very courageous person to do this -

Last one I said - What Va. needs is a Gov. who cares about you personally - who is eager to openly debate the issues that are important to you - who has a long record of service - who understands business & a balanced budget, who can work closely with

CAMPAIGNING FOR HENRY HOWELL - SPRINGFIELD MALL REMARKS

Rally
IT IS GOOD TO BE BACK IN VIRGINIA. I HAVE STRONG TIES TO THIS STATE.

I STARTED MY MARRIED LIFE HERE, IN NORFOLK, AND MY FIRST SON, JACK, WAS BORN HERE, IN PORTSMOUTH. JIMMY'S FAMILY -- THE FIRST AMERICAN CARTERS -- SETTLED IN VIRGINIA, NEAR JAMESTOWN OVER 300 YEARS AGO AND GRADUALLY MOVED SOUTH TO GEORGIA.

~~AS JIMMY POINTED OUT WHEN HE WAS HERE IN SEPTEMBER, VIRGINIA IS A STATE TO MAKE US ALL PROUD. IT PRODUCED THE FOUNDING FATHERS, AND IT HAS GIVEN US EIGHT PRESIDENTS. NO OTHER STATE CAN QUITE MATCH IT FOR ITS IMPACT ON AMERICAN HISTORY.~~

-2-

A FURTHER ATTACHMENT THAT JIMMY AND I HAVE TO VIRGINIA IS, OF COURSE, HENRY HOWELL, ... AND HENRY'S WIFE, BETTY -- WHO, BY THE WAY, PACKED THE MOST WONDERFUL BOX LUNCH I EVER ATE WHEN I WAS CAMPAIGNING IN VIRGINIA DURING THE PRESIDENTIAL ELECTION. AS YOU KNOW, CAMPAIGNERS DON'T REMEMBER TO EAT. BUT IT'S NICE TO HAVE FRIENDS TO REMIND YOU.

THE HOWELLS ARE OUR GOOD FRIENDS. WE STAYED AT THEIR HOME DURING THE CAMPAIGN. IN 1973 JIMMY CAMPAIGNED IN VIRGINIA FOR HENRY HOWELL WHEN HE WAS LT. GOVERNOR. IN 1975 HENRY HOWELL WAS A PIONEER IN ENDORSING JIMMY FOR PRESIDENT -- WAY BEFORE THE VIRGINIA STATE CAUCUS. AS THE HOWELL'S DOOR HAS ALWAYS BEEN OPEN TO US, OURS WILL ALWAYS BE OPEN TO THEM.

it reminds me the first time I came to Va. stopped at the airplane & Henry & Betty were there.



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BOTH HENRY HOWELL AND JIMMY CARTER ARE DEEPLY COMMITTED TO TRULY REPRESENTATIVE GOVERNMENT -- GOVERNMENT THAT DOES NOT JUST REPRESENT AND BENEFIT THE RICH AND INFLUENTIAL, BUT GOVERNMENT THAT ~~IN EQUAL PART~~ REPRESENTS ^{people} THE CONSUMER...THE HOUSEWIFE...THE WORKING PEOPLE...THE MINORITIES...THE DIS-ADVANTAGED. BOTH HAVE A STRONG COMMITMENT TO EQUALITY OF EDUCATION, TO THE NEEDS OF THE ELDERLY AND THE HANDICAPPED. BOTH ARE DEDICATED TO FAIRNESS, OPENNESS AND HONESTY -- AND WHEN NEED BE, BOTH ARE WILLING TO TAKE CONTROVERSIAL STANDS ON THE ISSUES. HENRY HAS BEEN DOING THAT. AND SO HAS JIMMY.



Electrostatic Copy Made
for the Commission on the Status of Women

1. JIMMY WOULDN'T BE PRESIDENT WITHOUT WORKERS LIKE YOU. RECALL THE PEANUT BRIGADE BARBECUE WHEN HE TOLD THEM NOT TO PUT THEIR SUITCASES AWAY. THAT IS BECAUSE THEY WERE OLD FRIENDS, AND HE COULD NOT HAVE WON WITHOUT THEM. HENRY FEELS THAT WAY ABOUT YOU. HE FELT THAT WAY ABOUT JIMMY -- AND WE FEEL THAT WAY ABOUT HENRY. THERE'S SOMETHING SPECIAL ABOUT CAMPAIGN WORK -- GOING ALL OUT FOR A LEADER YOU KNOW CAN PROVIDE THE DIRECTION THE COUNTRY NEEDS.

2. JIMMY AND HENRY ARE NOT ONLY FRIENDS, BUT THEY HAVE A SIMILAR APPROACH TO PROBLEM-SOLVING. THEY WILL TAKE ON THE HARD ISSUES AND CONTROVERSIES. THEY SHARE SIMILAR VIEWS ABOUT ENERGY, A BALANCED BUDGET, TAXES, CUTTING THROUGH GOVERNMENT RED TAPE, EQUALITY, AND EDUCATION. THEY HAVE CAMPAIGNED FOR EACH OTHER, AND FOR THESE ISSUES, OVER THE YEARS, AND I EXPECT THAT THEY WILL CONTINUE TO DO SO.

3. THERE IS NOT MUCH TIME LEFT. WE ALL FEEL THE EXCITEMENT AS ELECTION DAY APPROACHES. I REMEMBER BEING HERE ABOUT A YEAR AGO, AT A WONDERFUL RALLY FOR WORKERS JUST LIKE YOU. I THINK I REMEMBER IT BEST BECAUSE THERE WERE HISPANIC-AMERICANS IN THE CROWD, AND I SPOKE A FEW WORDS IN SPANISH. THEN I TURNED TO SOMEONE AND SAID, "IF I CAN GET FROM IOWA TO NEW HAMPSHIRE -- AND END UP RIGHT BEFORE THE ELECTION SPEAKING SPANISH AT A NORTHERN VIRGINIA RALLY -- THEN THE DEMOCRATS ARE IN GREAT SHAPE." WE ARE STILL IN GREAT SHAPE THIS YEAR, AND HENRY IS GOING TO WIN BECAUSE YOU'LL MAKE IT HAPPEN.

Henry Howell
Campaign --
Suggested
Talking points

DRAFT

DRAFT

DRAFT

Suggested Remarsk: SENIOR CITIZEN RALLY
Arlington, Virginia - 22 October 1977

As you probably know, I have come to Northern Virginia today to tell you I think you ought to vote for Henry Howell for Governor. Henry and Betty Howell are good friends of Jimmy's and mine. They are good Democrats. We share many common views and goals. ^{Ad} And you know that Jimmy's ancestors - the first American Carters - settled in Virginia, near Jamestown, ^{some} ~~nearly~~ 300 years ago? And I started my ^{married} ~~new~~ life ~~in~~ in Norfolk. Our first son, Jack, was born in Portsmouth. So you can imagine why we have a great attachment to this State.

Henry Howell and I have a common interest. That is, to insure that the lives of our valuable older citizens are fulfilling. You have so much to offer, ~~and~~ ^W we need your wisdom and support.

Led me tell you what I think Henry can ^d do for you if he is elected Governor of Virginia:

---First, he will streamline services for you. All that paperwork and foot-
work involved, say, in getting benefits, ^{It} is a real hardship. There's so much bureaucratic duplication. I understand that right now there are 3 offices -- at both the state and federal level -- doing virtually the same thing here in Virginia. This means that an older person must first go to the Social Security office for their insurance, then go across town to the Welfare office ^{higher} only to be asked the ~~same~~ same questions about Medicaid. Then, all of this in turn is administered by the Health Department! What a needless imposition for you. ^{to establish eligibility} And the income eligibility levels of Medicaid need to be adjusted to reflect the increasing costs of health care. ^{you need.} This is so important.

Cont.

.....We need your wisdom and support.

And you deserve our respect, our ~~will~~^{and} attention, our willingness to
whether we are
~~work~~ respond to your needs ~~both~~^{as} private citizens ~~and~~^{or} public officials.

Henry Howell ~~has~~^{concerned} shown over the years, both as a private citizen
practicing law in Virginia and as a public official of this state, that he is willing ~~to~~^{to}
to give extra thought, extra time and extra effort to the needs of his fellow
Virginians. Think how much more he can do for you as Governor. Some of the
things he has in mind for the senior citizens of this state are as follows:

-- He wants to streamline services for older people. In Virginia,
as in most other states, there is bureaucratic duplication.

Two or three government ~~agencies~~ departments, located in
different parts of town, may require ~~much~~ virtually the same
kind of information from older people seeking various benefits.

The benefits are often closely related, but as you well know,
(overlapping) (unnecessary) involved.
there is so much paper work and foot work ~~demanded of you to~~

~~receive these benefits.~~ Henry Howell knows this is a hardship

~~and and imposition~~^{on you} and he will urge a much more efficient, much,
~~less complicated system for applying for and the receiving of your~~
~~rightful government benefits.~~

~~He wants to help older people meet the~~
-- Henry Howell is very much aware of the increasing costs of health
care, ~~and how difficult it is for older people, especially, to meet~~
~~these costs.~~ He thinks that ^{the} income eligibility levels of Medicaid
need to be adjusted to reflect these rising costs. He will work
~~toward~~ this end if elected Governor.

^{He knows}
-- ~~Henry Howell is alert to the fact that the needs of older people~~
~~vary enormously, and that much thought must be given to~~
~~creating the most humane~~ ^{Need} progressive and sensitive kinds of
residential care. He looks at older people not as a category, but
as individuals, and ^(on your behalf) his planning as Governor will reflect this.
(that)

I think ^(that) you, the people of Virginia, know what is best for you, and I
think Henry will always respond to your needs. That's his reputation. ^{And} That's
his intention. Jimmy says he has shown courage and compassion. He is
a good man, and we both hope that you will help to elect him Governor of
Virginia.

---And ~~Virginia's~~ Medicaid program should be extended to cover the cost of dentures and dental care, hearing aids, and eyeglasses. ~~There~~ there should also be new health care options for senior citizens in Virginia, for example, the State could provide more help for the "homes for adults" programs of residential care. I think that you, the people of Virginia, know what is best for you, and I think Henry will always respond to you and your needs. Jimmy says he has shown courage and compassion. He is a good man, and we both hope that you will help to elect him Governor of Virginia.

① Streamlining Services
red tape
imposition - Frobenius

②

(Arlington,)

Suggested remarks for RSC to make at the senior citizens facility in Virginia
10/22/77

I'm so glad to be here today. As you probably know, I have come to Northern Virginia today to tell the citizens of this area that I think they ought to vote for Henry Howell as their Governor. Henry and Betty Howell are good friends of Jimmy's and mine, and of course, they are ^{also} fellow Democrats. We share many common views and common goals. And it might interest you to know that ~~the~~ Jimmy's ancestors -- the first American Carters -- settled in Virginia -- near Jamestown -- over three hundred years ago. ~~So Jimmy~~

~~has always felt right at home in Virginia, and so have I.~~

~~One~~
~~So one of the common goals that I share with Henry Howell is to make sure that the lives of our valuable older citizens are made more comfortable and fulfilling.~~

I started my married life in Norfolk, Virginia. My first son, Jack, was born in Portsmouth. So you can imagine ^{our} great attachment to this state.

One of the most important common goals that I share with Henry Howell is to make sure that the lives of our valuable older citizens are made more comfortable and fulfilling. ~~They should be that way, after all, who has contributed~~ ^{Such useful} ~~more to our society?~~ ^{those} You have lived ~~the~~ lives, set ~~the~~ standards that we live by today, you have given us the wisdom and the support we need ^{ed} to become responsible adults ourselves. [Henry Howell and I agree on this. So we've discussed improvements ^{for older Virginians} that might be brought about during his administration as Governor. I'd ~~just~~ like to tell you about a few of them briefly.]

2
Let me tell you what I think Henry would do
for you if he is elected Governor of Virginia.

As Governor, Henry Howell would:

Streamline services for older people.

~~1. Streamline the income eligibility levels adjusted to reflect~~

~~the increasing costs of health care. I know, and Henry Howell~~ *an*

~~that the paper work and the foot work involved in getting benefits is~~ *knowing*

~~knows that these costs represent quite a hardship for many of~~

there is so much
you. ~~One of the problems is~~ bureaucratic duplication, and Henry

Howell would seek to eliminate that. For instance, there are

-- at both the state and federal level --
presently three offices doing virtually the same thing here in Virginia.

This means that older people must first go to the Social Security

Office for their insurance, then go across town to the Welfare

Office only to be asked ~~precisely~~ *way* the same questions for the Medicaid

programs, and all of this ~~is~~ *is*, in turn, administered by a third

party, the Health Department. ~~Henry Howell knows what an imposition~~ *this is such*

~~this is on older people, and he favors getting rid of the middleman~~ *there's no need for*

~~and letting the Social Security office handle the Medicaid applications.~~ *where can*

~~I think this is a great idea -- the kind that Jimmy advocates. It~~

~~cuts way down on red tape and it gets the job done more simply.~~

~~2. Henry Howell would also recommend that the income eligibility levels~~ *have the*

~~of Medicaid be adjusted to reflect the increasing costs of health care.~~ *need to reflect the*

3. ~~Henry Howell believes that Virginia's Medicaid Program should be~~ *needs to*

~~extended to cover the costs of dentures and dental care, hearing aids~~

~~eyeglasses. I agree. That was one of the best suggestions to come~~

~~out of a White House Roundtable on the Problems of the Aging that~~

~~I chaired last Spring. It's a complicated legislative problem, but~~

~~Henry Howell cares, and he will try to bring that about if he is~~

~~elected governor.~~

*he would
streamline
services
for you.*

— then showed he

4. Henry Howell, if elected, would also work toward new health care options for senior citizens in ~~Virginia~~. ~~He thinks that the~~ state ought to provide greater reimbursement for the "Homes for Adults" program of residential care.

As you can see, Henry Howell has your needs very much on his mind, and he means to act on these needs. And I have no doubt that he will. He was been a ~~66666~~ advocate for the consumer's protection, for human rights, all of his life. -- not just since he has ~~6666~~ been in politics. He is a champion of ~~666~~ fairness and justice, ~~he~~ ^{he} has conducted an honest and forthright campaign, he stays close to the people, he listens to them and he responds to them.

I think Henry will always
~~he~~ responds to you and to your needs. As Jimmy said when he was in Virginia in September, ~~Henry Howell~~ ^{he} has shown courage and compassion toward the people of Virginia.

Henry Howell is our friend. He is a good man -- ~~the right one for our~~ times. And I hope that you will help elect him Governor of Virginia.

Thank you.

PRESS SCHEDULE
SATURDAY, OCTOBER 22, 1977

- 11:00 AM Mrs. Carter's motorcade departs White House
- 11:30 AM Arrive Springfield Mall Shopping Center
- Remarks by State Sen. Clive Duval, Henry Howell and Rosalynn Carter to Howell rally
- 11:50 AM Speeches conclude. At this point those press who wish to cover the visit to Culpeper Gardens should depart shopping center in order to arrive ahead of motorcade. (Except for White House traveling press.) Mrs. Carter and rest of party proceed to Springfield Mall Community Room to greet Howell campaign workers (150-200 people). Brief remarks and handshakes.
- 12:20 PM Depart Springfield Mall for Culpeper Gardens, a senior citizens residence at 4435 North Pershing Drive, Arlington, Virginia. (Directions below).
- 12:45 PM Arrive Culpeper Gardens. 10th District U.S. Representative Joe Fisher, Henry Howell and Mrs. Carter will make brief remarks to residents assembled in lobby. Mrs. Carter and Mr. Howell will present a birthday greeting to the oldest resident of the building, Mrs. Agnes Orth, who is 97 years old today.

Directions from Springfield Mall to Culpeper Gardens: 395 to Columbia Road exit; Columbia Road west to entrance of Fort Myers; left on North Pershing Drive; about ½ mile to Culpeper Gardens.

DRAFT

DRAFT

DRAFT

Talking points - MRS. CARTER - Henry Howell Campaign
Suggested Ideas

- 1) Jimmy wouldn't be President without workers like you. Recall the Peanut Brigade barbeque when he told them not to put their suitcases away. That is because they were old friends, and he could not have won without them. Henry feels that way about you. He felt that way about Jimmy - and we feel that way about Henry. There's something special about campaign workers - going all out for a leader you know can provide the direction the country needs.
- 2) Jimmy and Henry are not only friends, but they have a similar approach to problem-solving. They will take on the hard issues and controversies. They share similar views about energy, a balanced budget, taxes, cutting through government red tape, equality, and education. They have campaigned for each other, and for these issues, over the years, and I expect that they will continue to do so.
- 3) There is not much time left. We all feel the excitement as election day approaches. I remember being here about a year ago, at a wonderful rally for workers just like you. I think I remember it best because there were Hispanic-Americans in the crowd, and I spoke a few words in Spanish. Then I turned to someone and said, if I can get from Iowa to New Hampshire - - and end up right before the election speaking Spanish at a Northern Virginia rally - - then the Democrats are in great shape. We are still in great shape this year, and Henry is going to win because you'll make it happen.

MFH/bb

Suggested remarks for RSC to make at Springfield Mall - Virginia - campaigning for Henry Howell for Governor -- 10/22/77 - 11:30 am

It is good to be back in ~~the State of~~ Virginia, I have strong ties to this state. ~~Very strong ties~~

I started my married life here, in Norfolk, and my first son, Jack, was born here, in Portsmouth. Jimmy's family -- the first American Carters -- settled in Virginia, near Jamestown over 300 years ago and gradually moved south to Georgia.

As Jimmy pointed out when he was here in September, Virginia is a state to make us all proud. It produced the ~~Founding~~ Fathers and it has given us eight Presidents. ~~That's quite a record.~~ No other state can quite match it for its impact on American history.

A further attachment that Jimmy and I have to Virginia is, of course, Henry Howell....and Henry's wife, Betty -- who, by the way, ~~was busy as she was~~ ^{I overate} the most wonderful box lunch when I was campaigning in Virginia during the Presidential election. ^{As you know, I'm a Virginia, but remember to eat, but} On a campaign, you usually often don't eat lunch at all, and ^{it's nice to have friends to remind you} you certainly don't expect to eat well, but in this case I did. So I remember it with ~~special appreciation.~~

~~That's the gesture of a good friend, and~~ ^T the Howells are our good friends. We stayed at their home during the campaign. In 1973, Jimmy campaigned ^{in Virginia} for Henry Howell when he was Lt. Governor. In 1975, Henry Howell was a pioneer in endorsing Jimmy for President -- way before the Virginia State caucus. As ~~the Howells~~ ^(always) their door has been open to us, ours will ^(always) be open to them.

I think it's so important that a Democratic Governor and a Democratic President get along well and share common goals. Both Henry Howell and Jimmy Carter ^{are} ~~do share both~~ deeply committed to truly representative government -- government that does not just represent and benefit the rich and influential, but

government that in equal part represents the ~~son~~ consumer...the housewife....
the working people ^{... the minorities ... the disadvantaged}

Both ~~Henry Howell and Jimmy Carter~~ have a strong
commitment to equality of education, to the needs of the elderly and the
handicapped. Both are dedicated to fairness, openness and honesty -- and

when need be, both are willing to take controversial stands on the issues.

Henry has been doing that. And so has Jimmy.

~~And both have been willing to debate these issues publicly with their opponents,
which is, after all, in the best tradition of a democratic system.~~

~~Yet while Henry Howell urged his opponent to join him in an open
debate of the issues in this election, he opponent backed away from such a
debate.~~

~~Henry Howell takes the high road in his campaign? Yet a group
supporting Henry Howell's opponent was recently found to be planning to
broadcast a television advertisement containing seriously inaccurate
statements about Henry Howell's stand on unionization. The statement was
so out of line that even Henry Howell's opponent himself was forced to
recognize it and see that it was withdrawn.~~

As Governor of Virginia, Henry Howell would set up a government
regional office in Northern Virginia so that the citizens of this region would
nbt have to go all the way to Richmond to get help with their problems. But
Henry Howell's opponent is against this; he ~~will not~~ ^{does not seem to} recognize the diversity of
and character of the state's various regions.

Henry Howell has made a full public disclosure of his personal
finances. He is preparing to do the same with his tax returns for the past
give years. ~~But his opponent has declined to do either one.~~

I think that tells us a lot.

Henry Howell's openness and honesty in dealing with the people
whom he asks to serve as Governor -- ^{and that means} all of you here today and all of
your fellow Virginians -- makes him not only a safe candidate, a sure
candidate, a sensitive, ~~666666~~ caring candidate, but the right candidate
for Governor of Virginia.

As Jimmy said when he was here last month, what Virginians need
is a governor who cares about you personally, who is eager to openly
debate the issues that are important to you, ^{who} that has a long record of
service, ^{who} ~~that~~ understands business and balanced budgets, ^{creatively}
^{who} that believes in home rule, ^{who} that can work closely and harmoniously
with local and federal officials -- a man who deals directly with the voters
of his state, ~~and~~ a man of courage. " ^{He was talking about Henry Howell.}

~~Henry Howell is such a man, and he will be such a Governor. He is~~
is a valuable person, and he is ^a ~~our~~ valued friend. I hope you will elect
him.

Thank you.

This is
an almost
identical
quote from
the Pres
4

Here are four striking examples

1. JIMMY WOULDN'T BE PRESIDENT WITHOUT WORKERS LIKE YOU. RECALL THE PEANUT BRIGADE BARBECUE WHEN HE TOLD THEM NOT TO PUT THEIR SUITCASES AWAY. THAT IS BECAUSE THEY WERE OLD FRIENDS, AND HE COULD NOT HAVE WON WITHOUT THEM. HENRY FEELS THAT WAY ABOUT YOU. HE FELT THAT WAY ABOUT JIMMY -- AND WE FEEL THAT WAY ABOUT HENRY. THERE'S SOMETHING SPECIAL ABOUT CAMPAIGN WORK -- GOING ALL OUT FOR A LEADER YOU KNOW CAN PROVIDE THE DIRECTION THE COUNTRY NEEDS.

2. JIMMY AND HENRY ARE NOT ONLY FRIENDS, BUT THEY HAVE A SIMILAR APPROACH TO PROBLEM-SOLVING. THEY WILL TAKE ON THE HARD ISSUES AND CONTROVERSIES. THEY SHARE SIMILAR VIEWS ABOUT ENERGY, A BALANCED BUDGET, TAXES, CUTTING THROUGH GOVERNMENT RED TAPE, EQUALITY, AND EDUCATION. THEY HAVE CAMPAIGNED FOR EACH OTHER, AND FOR THESE ISSUES, OVER THE YEARS, AND I EXPECT THAT THEY WILL CONTINUE TO DO SO.

3. THERE IS NOT MUCH TIME LEFT. WE ALL FEEL THE EXCITEMENT AS ELECTION DAY APPROACHES. I REMEMBER BEING HERE ABOUT A YEAR AGO, AT A WONDERFUL RALLY FOR WORKERS JUST LIKE YOU. I THINK I REMEMBER IT BEST BECAUSE THERE WERE HISPANIC-AMERICANS IN THE CROWD, AND I SPOKE A FEW WORDS IN SPANISH. THEN I TURNED TO SOMEONE AND SAID, "IF I CAN GET FROM IOWA TO NEW HAMPSHIRE -- AND END UP RIGHT BEFORE THE ELECTION SPEAKING SPANISH AT A NORTHERN VIRGINIA RALLY -- THEN THE DEMOCRATS ARE IN GREAT SHAPE." WE ARE STILL IN GREAT SHAPE THIS YEAR, AND HENRY IS GOING TO WIN BECAUSE YOU'LL MAKE IT HAPPEN.

SENIOR CITIZEN RALLY - HOWELL CAMPAIGN

AS YOU PROBABLY KNOW, I HAVE COME TO NORTHERN VIRGINIA TODAY TO TELL YOU I THINK YOU OUGHT TO VOTE FOR HENRY HOWELL FOR GOVERNOR. HENRY AND BETTY HOWELL ARE GOOD FRIENDS OF JIMMY'S AND MINE. THEY ARE GOOD DEMOCRATS. WE SHARE MANY COMMON VIEWS AND GOALS. AND DO YOU KNOW THAT JIMMY'S ANCESTORS-- THE FIRST AMERICAN CARTERS -- SETTLED IN VIRGINIA, NEAR JAMESTOWN, SOME 300 YEARS AGO? AND I STARTED MY MARRIED LIFE IN NORFOLK. OUR FIRST SON, JACK, WAS BORN IN PORTSMOUTH. SO YOU CAN IMAGINE WHY WE HAVE A GREAT ATTACHMENT TO THIS STATE.

-2-

HENRY HOWELL AND I HAVE A COMMON INTEREST. THAT IS, TO INSURE THAT THE LIVES OF OUR VALUABLE OLDER CITIZENS ARE FULFILLING. YOU HAVE SO MUCH TO OFFER. WE NEED YOUR WISDOM AND SUPPORT.

AND YOU DESERVE OUR RESPECT, OUR ATTENTION, AND OUR WILLINGNESS TO RESPOND TO YOUR NEEDS WHETHER WE ARE PRIVATE CITIZENS OR PUBLIC OFFICIALS.

HENRY HOWELL HAS SHOWN OVER THE YEARS, BOTH AS A CONCERNED PRIVATE CITIZEN PRACTICING LAW IN VIRGINIA AND AS A PUBLIC OFFICIAL OF THIS STATE, THAT HE IS TO GIVE EXTRA THOUGHT EXTRA TIME AND EXTRA EFFORT TO THE NEEDS OF HIS FELLOW VIRGINIANS. THINK HOW MUCH MORE HE CAN DO FOR YOU AS GOVERNOR. SOME OF THE THINGS HE HAS IN MIND FOR THE SENIOR CITIZENS OF THIS STATE ARE AS FOLLOWS:

-3-

--HE WANTS TO STREAMLINE SERVICES FOR OLDER PEOPLE. IN VIRGINIA, AS IN MOST OTHER STATES, THERE IS BUREAUCRATIC DUPLICATION. TWO OR THREE GOVERNMENT DEPARTMENTS, LOCATED IN DIFFERENT PARTS OF TOWN, MAY REQUIRE VIRTUALLY THE SAME KIND OF INFORMATION FROM OLDER PEOPLE SEEKING VARIOUS BENEFITS. THE BENEFITS ARE OFTEN CLOSELY RELATED, BUT AS YOU WELL KNOW, THERE IS SO MUCH OVERLAPPING PAPER WORK AND UNNECESSARY FOOT WORK INVOLVED.

--HE WANTS TO HELP OLDER PEOPLE MEET THE INCREASING COSTS OF HEALTH CARE. HE THINKS THAT THE INCOME ELIGIBILITY LEVELS OF MEDICAID NEED TO BE ADJUSTED TO REFLECT THESE RISING COSTS. HE WILL WORK TOWARD THIS END IF ELECTED GOVERNOR.

-4-

--HE KNOWS OLDER PEOPLE NEED PROGRESSIVE AND SENSITIVE KINDS OF RESIDENTIAL CARE. HE LOOKS AT OLDER PEOPLE NOT AS A CATEGORY, BUT AS INDIVIDUALS, AND HIS PLANNING, ON YOUR BEHALF, AS GOVERNOR WILL REFLECT THIS.

I THINK THAT YOU, THE PEOPLE OF VIRGINIA, KNOW WHAT IS BEST FOR YOU, AND I THINK HENRY WILL ALWAYS RESPOND TO YOUR NEEDS. THAT'S HIS REPUTATION. AND THAT'S HIS INTENTION. JIMMY SAYS HE HAS SHOWN COURAGE AND COMPASSION. HE IS A GOOD MAN, AND WE BOTH HOPE THAT YOU WILL HELP TO ELECT HIM GOVERNOR OF VIRGINIA.

POLITICAL OVERVIEW

I. STATE REACTION TO THE CARTER ADMINISTRATION

A Democratic National Committee poll taken August 8-16 shows President Carter and former President Gerald Ford as the two most popular figures in the state. President Carter received a 54% positive rating with a 19% negative.

II. KEY POLITICAL RACES

Rainbow Ticket

The "Rainbow Ticket" of Howell, Robb, and Lane is organized in all 95 Virginia counties. Congressman Herb Harris (8th C.D.) is coordinating the ticket. Howell and Lane have made attempts to help each other but criticism has been directed toward the Robb Campaign for playing it "safe" and not working as close as it could with this united effort.

Gubernatorial Race

In the August DNC poll, Henry Howell leads over his Republican opponent John N. Dalton by 13 percentage points.

(Howell -51%--Dalton-38%--Undecided-11%)

Howell's high name recognition (92%) is thought to be the major factor for the lead. Political observers caution it may eventually be a tight race. The media campaign has yet to begin and Dalton, well financed and personally wealthy, is capable of outspending Howell 2 to 1 on television.

Geographically Howell's strength has been the "Tidewater". In his 1973 race he received 61% of the vote in the 1st C.D. and 62% in the 2nd. Again this year the DNC poll shows Howell has a nearly 3 to 1 popularity rating in the Norfolk area with a small lead in Northern Virginia and Roanoke and ten points behind in Richmond.

Howell has support of the Democrats statewide and his primary opponent, former Attorney General Andrew Miller, has been open though not enthusiastic in his support of Howell.

Political Problems

1. Money--The major problem facing the Howell Campaign is a lack of campaign funds. Unless this changes, Howell faces serious money problems in his race against a well funded opponent.

2. Howell's Negative Image--Howell has always had an unusually high negative rating in Virginia. In the DNC poll, he is rated positively by 41% and negatively by 34%. The negative part of the image involves his style which is volatile and critics maintain "not responsible and demagogic." Dalton has been trying to make Howell's personality and his "lack of judgment" the campaign issue. In August Howell played into Dalton's charge by accusing Dalton of a "conflict of interest" which he was unable to substantiate.

Early this week Dalton announced he was cancelling all joint appearances with Howell because of what he said were Howell's "personal, unfounded attacks on me and my family." Caution should be taken against any personal criticism of Godwin and Dalton.

Major Campaign Issues

Howell has been overemphasizing to the exclusion of other substantive issues his personal friendship with the President and the benefits which would accrue to Virginia to have a governor close to the President. A recent DNC poll showed that 64% rejected that the "White House Connection" would enhance the ability of a Democratic Governor.

DNC Poll Key Issues:

1. Disclosure of Personal Finances and Net Worth Taxes
2. Utility Reform
3. Collective Bargaining

(See Issues Section for detailed and polling information on these issues)

Lt. Governor Race.

DNC Poll shows:

Chuck Robb (D) - 55%
State Senator Joe Canada (R) - 26%
Undecided - 15%

Barring any unforeseen catastrophies, Robb's campaign for Lt. Governor is almost certain to be successful. He started early last December and has a strong field organization. He has a name recognition of 79% and is particularly strong among women (over men by 9%). He has received both the black and labor endorsements. His opponent, Canada, is known for switching his original position to cast the deciding vote which defeated ERA in Virginia. Canada is now making the Panama Canal a campaign issue.

Attorney General Race

DNC Poll shows:

State Delegate Ed Lane (D) - 42%
State Senator J. Marshall Coleman (R) - 19%
Undecided - 36%

Both candidates have less than 50% name recognition.

Coleman, a moderate from the progressive wing of the Republican Party, is waging an aggressive campaign and has used the press very effectively.

Political Problems

"The Crusade for Voters" a Richmond based black organization recently voted not to endorse Lane but Coleman. Though a local endorsement, the Virginia press played it as statewide. (Lane's problem with the black community stems from his active participation in the "Massive Resistance" a movement in the 50's to shut down Virginia public schools in an attempt to halt integration.) The Howell Campaign has actively sought black endorsements for the entire ticket and has been successful in getting them in the 1st and 4th C.D. s and expects black organizational support in the 5th, 6th, 8th, and 2nd Congressional Districts.

Senate Race - 1978

Republican incumbent Bill Scott said he will not seek re-election in 1978. Possible Democratic contenders for this seat include: Congressman Herb Harris, Former A.G. Andy Miller, Senator Clive DuVal, Congressman Joe Fisher, State Delegates Jim Edmonds and Carrington Williams, and Rufus Phillips, former Fairfax County Supervisor.

State Legislative Races

In 1977 all 100 seats for the Virginia General Assembly are up for election. The Senate races will be in two years. Currently the Democrats have a majority in both Houses with 78 Democrats, 17 Republicans and 5 Independents in the House and 35 Democrats and 5 Republicans in the Senate.

III. THE DEMOCRATIC PARTY

The party is in poor financial and organizational condition. The State Chairman, Joe Fitzpatrick, has little influence and is no longer a serious force in Virginia politics.

There is a great deal of political infighting in Roanoke where the liberals (Howell Democrats) are considered a slight minority to the conservative faction. Both factions are working together to make the Carter/Howell Roanoke event a success with the Co-Chairmen of the visit representing the two factions, Prentiss Webb (Liberal) and Bob Lambeth (Conservative).

There is no serious factionalism within the party in the Norfolk region.

IV. THE PRESIDENTIAL RACE 1976

Virginia has voted Republican in Presidential elections since Harry Truman (the one exception being in the landslide for Johnson in 1964). Carter did much better than is traditional for Democratic candidates among the rural areas and conservative voters. The election was essentially lost in the Northern Virginia-Washington suburbs.

1976 Election Results

	<u>Carter</u>	<u>Ford</u>
State	48.0%	49.3%
Norfolk	55.8%	39.9%
Roanoke City	57.6%	41.0%
Roanoke County	48.6%	50.4%
Williamsburg	45.9%	51.8%

V. FEDERAL APPOINTMENTS

The Howell Campaign is still upset from the President's recent request to Senator Harry Byrd to appoint a judicial merit selection panel

to nominate qualified persons to serve on the District Court Bench in Virginia. The President's delegation to Byrd of such responsibility tended to undermine Howell's contention that he is the Virginian in the best position to deliver federal appointments in Virginia.

U. S. Marshall

The new U. S. Marshall in Virginia is Paul Puckett, former Sheriff of Roanoke City.

U. S. Attorney

There will be no action taken on the two U. S. Attorney slots for Eastern and Western Virginia until after the Gubernatorial Election.

Federal Judgeships

There are no vacancies at the present time at the Federal District Court level in Virginia.

Norfolk

1. Norfolk is a place where you can feel right at home -- it's Navy country and you'll have a lot of Navy men and their families in the audience. You might want to touch on your own Naval experience, telling the group that you feel you're in good company.

2. Norfolk is a big city, and the people there are concerned about jobs. The shipyards, one of the most important local industries, are not equipped to repair or overhaul new, large vessels. Henry Howell plans to renovate the yards so that the work can be done in Norfolk, rather than other places such as Baltimore. Besides attracting jobs and money to the area, this would be a nice human touch; the men on the carriers, many of whom live in Norfolk, are often away for months, and when they finally return to the U.S., they are separated from their families for another month or two while their ships are overhauled.

Williamsburg Fundraiser

1. This is the stop where you might want to recognize all three candidates on the "Rainbow Ticket" -- Henry Howell, Chuch Robb, and Ed Lane. (It's commonly referred to as the Rainbow Ticket because Howell is considered to be liberal; Robb, moderate; and Lane, conservative.) You might use this occasion to call for all Democrats to unite behind this unique and excellent team.

2. You may want to use the one-liner, "I'm touched to be here this evening -- not as touched as you, perhaps, but touched." (This fundraiser is \$1,000 per couple and the proceeds are to be divided among all three candidates.)

3. You may remember that the room you are speaking in, The Virginia Room at the Williamsburg Colonial Center, is the same room you spoke in after your third Presidential debate in October -- actually, you will be standing in almost the same spot. That night, several thousand Democrats assembled in the Virginia Room to watch the debate on closed-circuit television and held a reception for you afterwards.

#

STATISTICAL SUMMARY

I. POPULATION

Virginia has a population of 4,648,494 -- 14th largest.

II. UNEMPLOYMENT

	July 1976	July 1977
State of Virginia	6.2%	5.4%
Roanoke	6.2%	5.2%
Norfolk/Virginia Beach	6.8%	6.3%
Newport News/Hampton	6.7%	6.2%

III. REGISTRATION

Democrat: 39%
Republican: 13%
Independent: 37%

IV. PER CAPITA INCOME

Virginia - 1975: \$5,785
Nation - 1975: \$5,903

DNC POLL RESULTS

INTRODUCTION

In an effort to determine Virginia voters' attitudes about some of the major personalities and issues of the 1977 election, the Democratic National Committee conducted a statewide phone survey, between August 8 and August 16, 1977, of likely general election voters. Overall, 454 Virginia voters 18 years of age and older were interviewed during this period. Interviews were only completed with those Virginia residents who passed a rigid four-question screen designed to establish their registration status, past voting history, and likelihood of participation in the November election.

MAJOR FINDINGS

1. This is not an electorate which is highly partisan. More voters, for example, describe themselves as Independents (44%) than as either Democrats (36%) or Republicans (15%).

2. Most voters take a somewhat benign, though unenthusiastic, view of the Godwin administration's performance. Fully 60% of those asked to describe the direction of Virginia state government over the past few years indicate that things have gotten worse, and only 16% assert that things have improved. Even a solid majority of Democrats and Liberals say that things have remained the same.

These results suggest that the Virginia electorate is receptive to change, but certainly not clamoring for it.

3. Despite the relatively low undecided rate in the Governor's race (11%), this contest is still an extremely fluid and volatile matchup. Part of the contest's volatility is due to the fact that many of those voters currently supporting Howell or Dalton only display weak commitments to either man. Approximately half of the support for both candidates, in fact, can be classified as weak.

When the 23% of the electorate defined as Weak Howell voters is combined with the 18% of the electorate defined as Weak Dalton voters and the 11% defined as Undecided, we find that a majority of the electorate (52%) is in the "movable" category.

THE PERSONALITIES

Of the ten political figures tested on our personal popularity scale, only two, Jimmy Carter and Gerald Ford, receive positive ratings from a majority of those offering an opinion. President Carter exhibits the greatest personal popularity, garnering positive ratings from 54% and negative ratings from only 19%. Of particular interest to the Howell campaign is the fact that the President received a 50 to 20% positive rating from voters undecided in the gubernatorial race, and a 63 to 13% positive rating from Weak Howell supporters.

The third most popular figure on the scale and the most popular Virginia politician tested is Henry Howell. Howell receives positive ratings from 41% and negative ratings from 34%. As has been the case throughout most of Mr. Howell's career, he elicits a considerable degree of polarization as fully 17% of the electorate give him very positive ratings while 23% give him very negative ratings. (The only figure on the scale to receive a higher proportion of very negative ratings is Gov. George Wallace.) Another indication of the former Lieutenant Governor's tendency to polarize is the fact that his 25% rate of neutral evaluations is substantially lower than that received by any of the other Virginia politicians tested.

VOTER PERCEPTION OF HENRY HOWELL

- Fully 50% of the Weak Howell voters able to rate the candidate give him negative (12%) or neutral ratings (38%).

- A majority of all voters and of both liberals and conservatives do not consider Henry Howell to be a liberal. Fully 51% of those undecided in the Governor's race, moreover, cannot describe Howell's political philosophy at all. All of this suggests that Mr. Howell is not highly vulnerable to the charge of being an "extreme liberal".

- Mr. Howell's greatest vulnerabilities appear to be the perception of many that he is too closely associated with labor and that he is somewhat indiscreet in his comments. In response to the statement "Henry Howell would say just about anything to be elected Governor", 40% express agreement, while 41% disagree. Even among Weak Howell voters, 32% register agreement. And among Undecided voters, 37% agree, while only 17% disagree.

In view of the fairly widespread impression that Mr. Howell tends to exaggerate, it is extremely important that the campaign thoroughly substantiate any criticisms it might make of the opposition.

When it comes to the question of Mr. Howell's association with organized labor, the voters agree by a slim 34% to 31%

margin that, " Henry Howell is too close to the big labor unions." Agreement with this assertion is much higher in Richmond and Roanoke than in Washington or Norfolk, but even in the latter two areas more than one-fifth of the electorate expresses agreement. Within the crucial Weak Howell voting bloc, the charge is only rejected by a 38% to 27% margin and even among union members, the charge is rejected by a relatively small 49% to 31% margin.

ISSUES

1. There are three issue stands tested in the survey about which an obvious consensus has developed:

- Support of the Right to Work Law (74% overall and 76% of union household respondents would be more inclined to vote for a candidate advocating Right to Work). A caveat about this result: many respondents obviously don't connect the phrase " Right to Work" with the whole issue of union shops.

- Support for providing full medical care to all Virginians over age 65 (71% overall, and 85% of those 18 - 29, would be more inclined to support a candidate advocating this position).

- Support for politicians fully disclosing their personal finances, net worth, and taxes. (60% would be more inclined to vote for a candidate advocating this position.)

2. A near consensus has developed on a fourth issue: the desirability of eliminating the automatic fuel adjustment clause. Overall, 56% would be more inclined to vote for a candidate advocating abolition of the clause while 20% would be less inclined to vote for such a candidate. The \$15,000 - \$20,000 voting bloc, crucial to the Howell campaign, is especially likely to be more inclined to vote for an anti-fuel adjustment clause candidate (64% more inclined).

SUMMARY

The single most powerful and positive issue for the Howell campaign and the entire Democratic ticket is the utility issue. A large majority of voters feel the Governor can do something about utility rates; a large majority of voters would be more inclined to vote for an opponent of the fuel adjustment clause; and a large majority of the voters (59% to 20%) feel that a Democratic administration could do a better job, than a Republican administration, of protecting consumers from high utility rate increases. Even a plurality of Weak Dalton voters, moreover, concede that a Democratic administration is better equipped to deal with the utility rate problem.

STATE-WIDE ISSUES

I. Government Responsiveness

- A. Government in the Sunshine: Howell has been urging that public officials disclose their personal wealth to the public. Howell has made such a disclosure, but Dalton has not.

Next week, Howell intends to make public his tax returns as well as challenge Dalton to do the same.

- DNC poll shows 60% would support a candidate who made full financial disclosure.
- Your support for more open government decision-making and efficiency in government could be emphasized.
- Direct references to the issue of disclosing personal finances may not be appropriate in light of recent events on the federal level.

- B. Home Rule: Howell favors a "Home Rule" amendment to Virginia's constitution which would permit localities to engage in any governmental functions except where the constitution expressly denies the authority.

- This is an example of Howell's general populist theme that decision-making should stay close to the people, a position not inconsistent with yours.

II. Utility Rates and Energy Issues

- A. Utility Rates and Regulations: This is Howell's major consumer issue. The DNC poll shows this to be his strongest issue, with 71% of those polled feeling the Governor can do something about utility rates and 59% thinking Howell would do a better job (Dalton - 21%).

- You may wish to emphasize this issue, because it is Howell's best issue and because it ties in with the Administration's efforts to encourage efficiency, fairness to consumers and utility rate reform.

- Howell criticizes the utilities for waste and mismanagement and has specifically opposed utility overcharges and the automatic fuel adjustment clause.
- He continues to attack Virginia's largest utility, VEPCO, for mismanagement of its operation and for passing these costs on to the consumer by excessive use of the fuel adjustment clause. (This clause allowed VEPCO to increase its rate by 15% in one year without any formal rate increase proceeding.) Howell has asked the State Corporation Commission to eliminate the clause.
- He points to VEPCO's being the most fined utility by the Nuclear Regulatory Commission having received 1 out of every 5 fines issued, and to its continual mismanagement of the North Anna Nuclear Power Station in Louisa County (3rd C.D.) which has suffered from delays and cost overruns.

B. Coal and strip mining: Roanoke is a transportation center for the Virginia coal industry. Southwest Virginia is a major production center for deep and strip mined coal. (Virginia's 1975 coal production was 35.5 million tons, 1/3 strip mined) Howell has emphasized the importance of increased reliance on coal.

- Emphasizing the importance of coal in meeting the nation's needs is popular. Mentioning the importance of responsible development of Appalachian coal and your intention to work closely with Virginia and other states would be helpful.
- Resistance to the strip mining bill was strong in Virginia, Governor Godwin being a significant opponent. Howell has accepted contributions from the strip mine industry and has not been a vocal opponent of the federal strip mine law.

III. Taxes and the Economy

Fiscal Responsibility: To counteract Howell's previous image of being a big spender, his campaign has begun to project the image of fiscal conservatism. He has pledged to improve Virginia's economic base and not to increase general taxes.

- You should mention the development of a federal tax reform policy.
- Zero based budgeting and the pledge to balance the budget while improving the unemployment problem should also be noted.

IV. Labor Issues

A. Right to Work: Howell will not introduce a bill to repeal the state's right to work law, but will sign such a bill if it passes the General Assembly.

- You may be asked to reiterate your position on 14(b).

B. Collective Bargaining for Public Employees: Howell favors allowing local jurisdictions to decide whether to grant public employees this right, but a recent Virginia Supreme Court decision held that localities don't have this power under the Virginia constitution.

- Howell's opponent claims that this collective bargaining right will lead to crippling strikes and slow downs and Dalton has Howell concerned that the public is connecting these issues in this manner.

V. Affirmative Action in Higher Education

HEW Order: Recently Governor Godwin announced that he would forego receipt of federal funds for Virginia's four-year colleges rather than comply with an HEW order to increase minority presence by 150% by 1981-1982. This order has raised the issue of whether the government is imposing quotas or goals on university admissions. Howell says that he can work with the Administration in Washington to settle the issue.

- Howell's position on quotas is similar to yours - he supports affirmative action but opposes rigid racial quotas.
- You may be questioned on the impact of the government's Bakke brief on the HEW order. The two are not inconsistent since the Administration argues that in some cases minority sensitive programs are needed to overcome the effects of past discrimination.
- Howell would like you to emphasize the fact that this Administration is willing to work cooperatively with him, in order to resolve this problem.

VI. Agriculture and Drought

A. Drought: Virginia has been granted federal disaster aid, and drought conditions continue to exist.

- Municipal water supplies near Norfolk are low and several counties in the Roanoke area have been declared disaster areas.
- Nearly \$2 million in direct aid to farmers has been distributed, and other loans, grants and cost-sharing aid have been provided. Economic Development Assistance aid is ready for approval for Norfolk water supply (\$385,000).
- Howell has discussed with Secretary Bergland drought relief.

B. Tobacco: Recent statements by Secretary Califano suggesting that the tobacco program should be eliminated have created controversy. He feels that the anti-smoking effort is undercut by subsidizing the tobacco industry.

- Price support levels are under study by an Agricultural task force and hearings will be held in South Hill Virginia on Sept. 26.
- 1975 tobacco production in Virginia was 71,027 tons, 5th in the nation.

VII. Panama Canal Treaty

Treaty sentiment: Prevailing sentiment in Virginia seems to be against the treaty. There may be an anti-treaty demonstration in Norfolk organized by an extremely conservative city councilman.

VIII. Gun Control

Firearm Regulation: Howell says that existing federal regulations are enough, but this issue has been injected into the race because in a previous campaign (1964) Howell strongly endorsed handgun registration.

IX. Kepone

1975 tragedy: The kepone tragedy occurred in 1975 in Hopewell, Virginia on the James River. Careless manufacture of the toxic pesticide resulted in worker illness (nerve disorder) and devastating water pollution.

- Howell has pointed to this incident as a failure in government, noting the State Water Control Board should have been able to handle the problem before it was too late.
- This issue can illustrate the theme that an effective federal government can work with an effective state government to deal with toxics and other problems before they become tragedies.
- The current status of the kepone issue is that the James River fishery has been closed and on September 20, Governor Godwin placed restrictions on taking crabs in the lower Chesapeake as well because of kepone contamination. The affected workers are engaged in litigation to obtain compensation from Allied Chemical. The plant has closed.
- EPA will complete next spring an action plan for cleaning up the James River.

THE WHITE HOUSE

WASHINGTON

September 23, 1977

MEMORANDUM TO THE PRESIDENT

FROM: JIM FALLOWS *JL*

SUBJECT: Henry Howell Campaign Speech

Susan Battles has prepared these talking points.

GENERAL BACKGROUND -- The Carters and Howells as Friends

1. It's a familiar feeling, coming to Virginia to stump for Henry Howell. In 1973, when Howell was Lt. Governor, you came here twice to help him with his race for the Governorship. So this is the third time, and the third time is the charm. He only lost the race by seven-tenths of one per cent in 1973, and you have every confidence that Henry will take it over the top this time.
2. You and Howell have actually been helping each other in politics for a number of years. In 1975, Howell was a pioneer in endorsing you for President long before the Virginia State caucus. When you kicked-off your primary campaign in Virginia, you chose to do it in Henry Howell's home town of Norfolk, and you spent the night at the home of Henry and Betty Howell. Now, one of Henry Howell's favorite lines is, "Every night when I get home, I sleep in the bed the President slept in." You might want to mention that and add that when Howell is elected Governor, you can tell people you once slept in the bed the Governor of Virginia sleeps in.

3. A family anecdote: When Rosalynn visited Virginia during the Presidential campaign, Betty Howell packed her a lunch in Norfolk to take with her on the road. Months later, after you had been elected President and when Howell was declared the winner in the Virginia primary race, you called him to congratulate him, and invited him and Betty to come to the Oval office for lunch. For weeks, as Henry tells it, Betty wondered what the White House chef would come up with, and when the Howells arrived, you said, "Betty, I hope you like cheeseburgers," and she exclaimed, "Jimmy, I just love cheeseburgers." However, she ate her cheeseburger with a knife and fork.

4. Speaking of families and mutual political help, your son Jack went into Virginia during the primary to stump for Howell because of his own personal commitment to Howell.

5. Betty Howell, like Rosalynn Carter, is an independent thinker who has interests of her own, separate and apart from her husband's career. Just as Rosalynn is heading the President's Commission on Mental Health, Betty Howell went ahead with her own political ambitions and is now the first woman ever to be elected to the Norfolk City Council. As a man, a husband, and as President, you are proud of Betty Howell's accomplishments.

HENRY HOWELL -- The Record of a Good and Dedicated Man

1. Henry Howell has been a public servant since 1959 when he won a seat in the Virginia House of Delegates on a platform to "take the padlocks" off the schools. This was a courageous and idealistic move which showed Howell to be committed to the integration. At the time, Norfolk schools had been closed down for almost a year because of the "Massive Resistance" racial movement in Norfolk. He served twice in the House until 1965 when he was elected to the Virginia Senate from Norfolk leading the ticket in the Democratic primary. He has a lifelong record as a consumer advocate. As a Senator, he helped save the people \$5 million a year by studying credit life insurance and bringing it under regulation for the first time. Henry Howell was the first public official in the state to propose an Office of Consumer Protection. He has fought for Virginia minimum wage law, for effective vocational rehabilitation of injured workers and for an increase in workmen's compensation. He also pioneered legislation which brought health programs, special educational programs and schools for the handicapped.

2. From 1971-1973 Howell served as Lt. Governor. He brought vision, dedication and energy to a traditionally do-nothing job. He donated part of his salary, and raised money independently to set up the first full-time Lt. Governor's office in the history of Virginia. Instead of just presiding over the State Senate, Howell set up a consumer complaint

service, answered thousands of pieces of mail, devised a legislative digest, and did lobbying for the State as well as constituent work. This is something for which Howell deserves high praise and respect.

HOWELL'S 1977 CAMPAIGN PLATFORM

1. Henry Howell has long been called a populist. In many ways, he is a man after your own heart. His themes include:

a. Utility Reform and Consumer Protection -- There is widespread dissatisfaction with utility rates and service in Virginia. Howell's last gubernatorial campaign slogan, "Keep the Big Boys Honest" referred to Virginia's big utility companies and banking institutions. He has toned down his rhetoric this time, and is criticizing the utilities for mismanagement rather than for deliberately cheating the weak and the poor. There is an obvious connection between Howell's plans to encourage consumers to save energy -- including low-interest loans for home insulation, and urging Virginia to rely more and more on coal -- and your own energy program. Howell's interests and ideas for Virginia coincide well with your own for the nation. You might commend him for having such good ideas concerning energy conservation -- especially since they are the same as yours.

b. Openness and Honesty in Government -- Henry Howell has already made a full public disclosure of his personal finances. He is preparing to do the same with his tax returns for the past five years. His opponent has declined to do either one.

c. Fiscal Responsibility -- In an effort to counteract his previous image as a big spender, Howell is talking about achieving a balanced budget, with no general tax increase, and responsible management. You might give your complete approval to these goals, the same ones you had and achieved as Governor of Georgia.

SPECIAL TALKING POINTS FOR THE THREE STOPS:

Roanoke

1. In addition to praising Henry Howell for his decency and honesty and for being right on the issues, you can talk natural party politics. A Democratic governor can certainly work better with a Democratic President -- and Henry Howell, your friend, will never have to wait long to talk to you in the White House. You might say you hope you won't have to wait long to talk to him when he's in the Governor's mansion.
2. You might specifically thank the people of Boonsmill who have been bused in to see you. They thought you were going to visit their town and spruced it up; then they learned you weren't appearing there so Howell's campaign arranged for buses to bring them to Norfolk. You might want to tell them how much you appreciate their coming.
3. Roanoke is also a good place to talk about energy, coal conversion, and farm programs to help drought-stricken areas like Roanoke.

Fri night

THE WHITE HOUSE
WASHINGTON

RSC-

FYT-

Please also note
that you will be
speaking to Howell
and Lane and Robb
campaign workers.

Mfl

SCENARIO-----OCTOBER 22, 1977

10:55 Meet Henry and Betty Howell, Grace Keene (Olive County, Va. chairperson for Howell) and Bill Rosendahl (Howell Campaign Manager) in Diplomatic Room.

11:00 Depart South Grounds.

11:30 Arrive Springfield Shopping Mall. Met by Congressman Herbert Harris and State Senator Clive DuVal.

11:35 Proceed to Mall area. Greeted by Jean Lane, wife of Democratic Candidate for Attorney General, Sandy Duckworth, representing Robb Campaign and Howell staff. Proceed to stage.

11:40 Program begins:
Senator Du Val introduces Congressman Harris
Congressman Harris introduces Henry Howell
Henry Howell Remarks and introduces Mrs. Carter
Mrs. Carter Remarks

12:00 Depart

12:05 Arrive Holding Room. (Press to set up in Community Room.)

12:10 Depart

12:12 Arrive Community Room to address Howell, Robb and Lane campaign workers.

12:15 Program begins:
Congressman Harris introduces Henry Howell
Henry Howell Remarks and Introduces Mrs. Carter
Mrs. Carter Remarks

12:30 Depart

12:55 Arrive Culpeper Gardens Senior Citizens Home. Met by Congressman Joe Fisher, State Senator Ed Holland and Culpeper Gardens Officials.

1:00 Arrive Stage, program begins:
Congressman Fisher introduces Henry Howell
Henry Howell Remarks and introduces Mrs. Carter.
Mrs. Carter Remarks. and presents Mrs. Agnes Orth (who is 97 today) with a birthday present.
Henry Howell will present Mrs. Orth with roses.

1:20 Depart

1:40 Arrive White House.

THE WHITE HOUSE
WASHINGTON

Mary:

Joe Fitzpatrick, Cman of the Va.
Dem. party, called to alert me to
this article from Monday's WSJ.
Even though we are not getting into
issues, it provides a quick primer
on Va politics and useful background.
Fitzpatrick suggests a "Howell is
a breath of fresh air" approach.

Ann