

**Baltimore, Towson, Oxon Hill, Maryland, 5/12/80**

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ADVISORY

ON MONDAY, MAY 12, FIRST LADY ROSALYNN CARTER WILL CAMPAIGN IN BALTIMORE AND ATTEND THE BALTIMORE COUNTY ANNUAL SENIOR CITIZENS FESTIVAL, IN THE OLD BALTIMORE COUNTY COURTHOUSE IN TOWSON, MD. SHE WILL TRAVEL TO BALTIMORE VIA AMTRAK, DEPARTING FROM WASHINGTON UNION STATION ON MONDAY MORNING. PRESS DESIRING TO TRAVEL ON AMTRAK AND RETURN TO WASHINGTON VIA CHARTERED BUS MUST CONTACT: 456-2164 NO LATER THAN 5 P.M. THURSDAY, MAY 8. WASHINGTON PRESS NOT HAVING WHITE HOUSE PASS OR SECRET SERVICE PRESS I.D. MUST CONTACT: 789-7306 NO LATER THAN NOON, FRIDAY MAY 9. MARYLAND PRESS SHOULD CONTACT: 301-752-1100 EXT. 1007.

AP-WX-0507 1229EDT

MAY 7, 1980

Office of the First Lady's Press Secretary

NOTICE TO THE PRESS

First Lady Rosalynn Carter will campaign in Baltimore and attend the Baltimore County First Annual Senior Citizens Festival at the Old Baltimore County Courthouse in Towson on Monday, May 12.

The First Lady will travel to Baltimore via Amtrak departing from Washington Union Station.

*Lexington Market  
in Balt.  
& stop at  
an event  
in Prince George's  
County.*

Press desiring to travel with the First Lady on Amtrak and return to Washington via chartered bus must contact: 456-2164 no later than 5:00 pm - Thursday, May 8

Press not having a White House press pass or the Secret Service National Press ID must contact the following no later than 12 noon - Friday, May 9

789-7306 (Washington press only)

301-752-1100 ext. 1007

(Baltimore and Maryland press)

# # #

*\$9.65 PURCHASE AT STATION*

*DEP. 900 - IN PLACE 8:30*

*There will be a puller car  
w/ndrw available*

THE WHITE HOUSE  
WASHINGTON

3/31

Mary —

This is yours —

I'm sure we'll probably  
be asked to go to Baltimore  
before May 13<sup>th</sup> but  
haven't gotten any  
definite proposal

Jane

CARTER/MONDALE PRESIDENTIAL COMMITTEE, INC.  
1413 K STREET, N.W., WASHINGTON, D.C. 20005

March 31, 1980

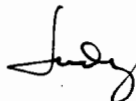
NOTE FOR JANE FENDERSEN:

Per our conversation, attached is a copy of my memo to you of January 15th.

Diane Heditian called me this morning to suggest four possible dates for an appearance on the Baltimore station prior to the Maryland primary on May 13th. They are: May 2nd, 8th, 9th, or 12th.

Just FYI - when Miss Lillian was in Philadelphia last week, she appeared on the KYW-TV 3 Newsmakers Program - and it went extremely well.

Anything you can do to schedule the First Lady on the Baltimore station would be appreciated as I still feel terrible about having had to cancel on them twice.



Judy Harrison

Attachment

CARTER/MONDALE PRESIDENTIAL COMMITTEE, INC.  
1413 K STREET, N.W., WASHINGTON, D.C. 20005

January 15, 1980

MEMORANDUM FOR: JANE FENDERSON  
FROM: JUDY HARRISON *Judy*  
SUBJECT: Possible First Lady Commitment

I am very remiss in writing this memo, since I promised I would do it back in November; but better late than never.

On Friday, November 9, 1979, Miss Lillian was to have appeared on a live TV talk show in Baltimore (WJZ-Channel 13). She had been scheduled on this same show about mid summer and had to cancel at the last minute. The exact same thing happened for the November 9th date when, as you will remember, the First Lady decided rather late that she would go to Thailand, and asked Miss Lillian to substitute for her at the Irish State Dinner on the 8th and then accompany the President to Canada on the 9th. Of course, he didn't go to Canada, but the TV station had had to make other last-minute arrangements and substitutions and could not reschedule Miss Lillian.

Needless to say, the TV show producer and scheduler was quite undone with having two firm commitments cancelled (through no real fault of ours though), so I promised that I would reschedule Miss Lillian at a future date - but that more importantly, I would do a memo to the First Lady's scheduler to try and generate some interest on her part to do one of the TV programs.

I am enclosing a note from Diane Heditsian, station scheduler, which shows the cities in which their TV stations air, in the hope that you would consider an appearance by the First Lady at some point when she is in any of these cities. Also, I am told that the Evening Magazine show to which Diane refers is a very well reputed and interesting show with an extremely wide viewership.

If you are able to schedule the First Lady on any of these stations in conjunction with her trips, I would appreciate knowing.

Thanks.


Oct. 29, 1979

Judy,

I would be interested in having Miss Lillian on any or all of our daytime programs in these five cities. I am also interested in doing an "Evening Magazine" feature story on her as we have discussed in the past. If she is heading to or toward any of these five cities, please give me a call.

Thank you for your help.

Sincerely,

  
Diane Heditsian  
Group W  
Central Booking

### **KYW-TV 3**

**Independence Mall East  
Philadelphia, Penna. 19106**

In Philadelphia, the nation's 4th largest market, Group W's KYW-TV 3 is committed to locally produced women oriented programming. New Jersey, Pennsylvania and Delaware turn daily to this combination of information and entertainment.

### **WBZ-TV 4**

**1170 Soldiers Field Road  
Boston, Massachusetts 02134**

The nation's 5th largest media market offers exposure to the heart of New England. Group W's WBZ-TV 4 produces a highly rated program that leads its time period, with an exciting format that includes a live in-studio audience and home viewer participation.

### **KPIX 5**

**2655 Van Ness Avenue  
San Francisco, California 94109**

Group W's KPIX 5 lights up the Bay Area with a locally produced women oriented program that involves a live in-studio audience and the audience at home. This daily topical exchange is a unique approach to the needs of the viewers and offers solutions to everyday problems for women in the 6th largest media market.

### **KDKA-TV 2**

**1 Gateway Center  
Pittsburgh, Pennsylvania 15222**

Pittsburgh's KDKA-TV 2 has been a leader in all forms of programming for many years in the nation's 10th largest market. This Group W television station is the most respected in the market, offering exposure over a tri-state area.

### **WJZ-TV 13**

**Television Hill  
Baltimore, Maryland 21211**

Celebrating its 30th year in broadcasting, Group W's WJZ-TV 13 offers the best of two worlds... exposure in Baltimore, Maryland and in the nation's capitol, Washington, D.C. A combination of talk, information, demonstrations and viewer participation highlights this strong commitment to local programming.

Draft #1 (5/7/80)  
Desk: Nancy Jordan

Advance: Bruce Garamella  
Peter Tovar  
Press Advance: Sharon Speer

VISIT OF MRS. CARTER TO

BALTIMORE, MARYLAND

Monday, May 12, 1980

8:30 am Mrs. Carter departs South Grounds en route Union Station

8:45 am Arrive Union Station and proceed to Metroliner for boarding

9:00 am Depart Union Station en route Baltimore, MD  
<sup>PRESS</sup>  
(Travel time: 45 minutes)

9:45 am Arrive Pennsylvania Station, Baltimore, MD

9:50 am <sup>PRESS</sup>  
Depart Pennsylvania Station en route Television Hill,  
Channel 13 for LIVE TV INTERVIEW

10:05 am Arrive Station and proceed to Holding Room  
  
(Personal time: 15 minutes)

10:20 am Depart Holding Room en route TV Interview  
  
10:30 am - 11:00 am

11:10 am Motorcade departs TV Hill en route \_\_\_\_\_  
~~for Press Comments~~

11:30 am Arrive Lexington Market, <sup>Jernigan & Poca</sup> is joined by  
Mayor Schaefer and proceeds to Press Room for  
  
~~PRESS COMMENTS~~

11:50 am Motorcade departs \_\_\_\_\_ en route  
Baltimore Towson County Courthouse for Senior Citizens'  
Festival  
  
Outside Event (500-1,000 attendance)  
Barbecue, Square Dance  
Activities - Activities - Activities  
  
(Drive time: 15 minutes)

12:05 pm Arrive Courthouse and proceed to platform for Program  
MRS. CARTER REMARKS

12:20 pm Proceed to Park for Barbecue Lunch

12:50 pm Mrs. Carter greets guests/tours/dances  
OPEN PRESS COVERAGE

1:20 pm Depart Towson en route Prince Georges County  
(Drive time: 45 minutes)

2:05 pm Arrive Prince Georges County for Event

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Baltimore/Towson Advance: Bruce Garamella  
Peter Tovar  
Press Advance: Sharon Speer  
301/752-1100

VISIT OF MRS. CARTER TO  
BALTIMORE, TOWSON, OXON HILL  
MARYLAND

Monday, May 12, 1980

WEATHER REPORT: Baltimore/Towson

Rain showers, thunderstorms.  
Temp: High 75 degrees.

8:40 am Mrs. Carter departs South Grounds, en route Union Station

8:50 am Mrs. Carter arrives Union Station (202/383-2871)  
and is met by:

Bill Jackson, Director, Passenger Service  
and proceeds to Metroliner for boarding

OPEN PRESS COVERAGE ✓

9:00 am Mrs. Carter departs Union Station en route Pennsylvania  
Station, Baltimore, MD

(Travel time: 45 minutes)  
(Snacks on board)

9:45 am Mrs. Carter arrives Pennsylvania Station and proceeds  
to Press Area for (301/291-4260)

PRESS COMMENTS ✓

OPEN PRESS COVERAGE ✓

10:00 am Mrs. Carter departs station en route motorcade

Note: Bus will be in motorcade.

10:05 am Motorcade departs Pennsylvania Station en route  
Television Hill, Channel 13, 3725 Malden Ave.,  
Baltimore, MD for LIVE TV INTERVIEW

(Drive time: 15 minutes)

10:20 am Mrs. Carter arrives Television Hill (301/466-0013)  
and proceeds to studios

10:30 - 11:00 am WJZ-TV (Ch. 13) LIVE INTERVIEW X  
"People Are Talking"

11:05 am Motorcade departs Television Hill en route Lexington  
Market, Lexington Ave. and Paca St.

(Drive time: 15 minutes)

11:20 am Mrs. Carter arrives Lexington Market (301/685-6169)  
and is met by:

Gov. Harry R. Hughes  
Mayor William Donald Schaefer

and proceeds to tour market Note: Gov. & Mayor depart  
after tour.

11:55 am Mrs. Carter departs market en route motorcade

12:00 Noon Motorcade departs Lexington Market en route Towson County  
Courthouse, 4000 Washington Avenue, for 1st Annual  
Courthouse Cafe in honor of Senior Citizens' Month

(Drive time: 25 minutes)  
(Box lunch on bus)

12:25 pm Mrs. Carter arrives Courthouse and is (301/494-2454)  
met by:

Donald P. Hutchinson, County Executive

and greets rope line guests en route podium

Note: Outside event.

OPEN PRESS COVERAGE ✓

12:35 pm Mrs. Carter arrives podium area

Welcome & Introduction of MRS. CARTER Don Hutchinson  
MRS. CARTER REMARKS

OPEN PRESS COVERAGE ✓

12:50 pm Mrs. Carter greets rope line guests en route Senior Citizens

1:10 pm Mrs. Carter greets Senior Citizens at their tables

1:40 pm Mrs. Carter departs Courthouse yard en route motorcade

1:45 pm Motorcade departs Towson, MD en route McGuire House, 1313 Southern Avenue, Oxon Hill, MD to greet senior citizens

(Drive time: 1 hour 15 minutes)

WEATHER REPORT:

Same as Baltimore.

3:00 pm Mrs. Carter arrives McGuire House and is (301/894-6400)  
met by:

Greeting Committee\*

and proceeds inside, greeting guests en route the Lounge

3:05 pm Mrs. Carter arrives the Lounge, pauses for announcement,  
and proceeds to podium area

Note: Audience is seated.

Podium area Guests\*

Mrs. Marie McGuire Thompson  
Fred Wineland, Secretary of State  
MRS. CARTER

Program begins:

Welcome & Introduction of MRS. CARTER                      Sec. Wineland  
MRS. CARTER REMARKS

OPEN PRESS COVERAGE ✓

3:20 pm Mrs. Carter greets senior citizens in Lounge, proceeds  
to Recreation Room to greet seniors and proceeds to  
Cafeteria to greet seniors

3:50 pm Mrs. Carter departs Cafeteria en route motorcade

Limo: Mrs. Carter  
M. MacBean

3:55 pm Motorcade departs McGuire House en route South Grounds

(Drive time: 20 minutes)

4:15 pm Mrs. Carter arrives South Grounds, The White House

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Office of the First Lady's Press Secretary

TRIP OF THE FIRST LADY TO  
BALTIMORE, TOWSON, OXON HILL  
MARYLAND

MONDAY, MAY 12, 1980

9:00 am EDT THE FIRST LADY DEPARTS UNION STATION ENROUTE BALTIMORE,  
MARYLAND

Travel time: 45 minutes

9:45 am EDT THE FIRST LADY ARRIVES PENNSYLVANIA STATION AND  
PROCEEDS TO PRESS AREA FOR PRESS COMMENTS

Open Press Coverage

Press Note: Mult  
Hand-held lights needed

10:05 am EDT THE FIRST LADY DEPARTS PENNSYLVANIA STATION ENROUTE  
CHANNEL 13, TELEVISION HILL

Press Follows

10:20 am EDT THE FIRST LADY ARRIVES CHANNEL 13 FOR "PEOPLE ARE  
TALKING"

Press Note: Press proceed to press  
area with monitors for  
viewing show

11:05 am EDT THE FIRST LADY DEPARTS CHANNEL 13 ENROUTE LEXINGTON  
MARKET, LEXINGTON AND PACA AVENUES

Press Follows

11:20 am EDT THE FIRST LADY ARRIVES LEXINGTON MARKET AND PROCEEDS  
ON WALING TOUR OF MARKET ACCOMPANIED BY GOVERNOR  
HARRY HUGHES AND MAYOR DONALD SCHAEFER

Open Press Coverage

12:00 pm EDT THE FIRST LADY DEPARTS LEXINGTON MARKET ENROUTE  
TOWSON COUNTY COURTHOUSE, TOWSON, MD.

Press Follows  
Box lunch provided on bus

12:25 pm EDT THE FIRST LADY ARRIVES TOWSON COUNTY COURTHOUSE FOR  
1ST ANNUAL COURTHOUSE CAFE IN HONOR OF SENIOR CITIZENS'  
MONTH. PROGRAM COMMENCES.

Open Press Coverage

Press Facilities: Mult  
Risers  
30' throw

Remarks by County Executive Donald P. Hutchinson

FIRST LADY REMARKS

12:50 pm EDT PROGRAM CONCLUDES. THE FIRST LADY GREETES GUESTS  
AT THEIR TABLES

Open Press Coverage

1:45 pm EDT THE FIRST LADY DEPARTS TOWSON ENROUTE OXON HILL, MD.

Press Follows

3:00 pm EDT THE FIRST LADY ARRIVES MCGUIRE HOUSE, OXON HILL, MD. FOR CARTER-MONDALE PRESIDENTIAL COMMITTEE RECEPTION PROGRAM COMMENCES.

Open Press Coverage

Press Facilities: Mult  
Lights needed  
15' throw  
Risers

Remarks by Marie McGuire Thompson  
Remarks by Secretary of State Wineland

FIRST LADY REMARKS

3:20 pm EDT PROGRAM CONCLUDES. THE FIRST LADY GREETES GUESTS.

Open Press Coverage

3:55 pm EDT THE FIRST LADY DEPARTS OXON HILL, MD. ENROUTE THE WHITE HOUSE

Press Follows

4:15 pm EDT THE FIRST LADY ARRIVES THE WHITE HOUSE

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Office of the First Lady's Press Secretary

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NOTICE TO THE PRESS

SUMMARY SCHEDULE

TRIP OF THE FIRST LADY TO  
BALTIMORE, MARYLAND

MONDAY, MAY 12, 1980

- 8:30 am Press check-in. Purchase tickets at press window and proceed to track
- 9:00 am EDT THE FIRST LADY BOARDS METROLINER AND DEPARTS UNION STATION ENROUTE BALTIMORE, MARYLAND
- Open Press Coverage  
Travel time: 45 minutes
- 9:45 am EDT THE FIRST LADY ARRIVES PENNSYLVANIA STATION AND PROCEEDS TO PRESS AREA FOR PRESS COMMENTS
- Open Press Coverage
- 10:05 am EDT THE FIRST LADY DEPARTS PENNSYLVANIA STATION ENROUTE CHANNEL 13, TELEVISION HILL
- Press Follows
- 10:20 am EDT THE FIRST LADY ARRIVES CHANNEL 13 FOR "PEOPLE ARE TALKING"
- 11:05 am EDT THE FIRST LADY DEPARTS CHANNEL 13 ENROUTE LEXINGTON MARKET, LEXINGTON AND PACA STREET
- Press Follows
- 11:20 am EDT THE FIRST LADY ARRIVES LEXINGTON MARKET AND PROCEEDS ON WALKING TOUR OF MARKET
- Open Press Coverage
- 12:00 pm EDT THE FIRST LADY DEPARTS LEXINGTON MARKET ENROUTE BALTIMORE COUNTY COURTHOUSE, TOWNSON, MD.
- Press Follows
- 12:25 pm EDT THE FIRST LADY ARRIVES OLD COUNTY COURTHOUSE, TOWSON, MD. FOR FIRST ANNUAL SENIOR CITIZENS FESTIVAL
- Open Press Coverage
- FIRST LADY REMARKS
- 1:45 pm EDT THE FIRST LADY DEPARTS TOWSON ENROUTE MCGUIRE SENIOR CITIZEN, 1313 SOUTHERN AVENUE, OXON HILL, MD.
- Press Follows
- 3:00 pm EDT THE FIRST LADY ARRIVES MCGUIRE HOUSE FOR CARTER-MONDALE PRESIDENTIAL COMMITTEE RECEPTION
- Open Press Coverage
- FIRST LADY REMARKS

3:50 pm EDT THE FIRST LADY DEPARTS MCGUIRE HOUSE ENROUTE  
THE WHITE HOUSE

Press Follows

4:05 pm EDT THE FIRST LADY ARRIVES THE WHITE HOUSE

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