DEPARTMENT OF BENEFIT PAYMENTS
744 P Street, Sacramento 95814

August 1, 1975

ALL-COUNTY LETTER NO. 75-161

TO: All County Welfare Directors

SUBJECT: Excess Value Home Publicity

REFERENCE:

Public service announcements in English and Spanish on the Excess Value Home program for the aged, blind, and disabled have been mailed to 164 radio stations in the state. Scripts of these announcements are attached. Stations have been requested to use the announcements in August and September, but -- as the scripts note -- the material which does not describe the retroactive procedure may be used by stations until the end of the year.

The announcements are part of the publicity project described in All-County Letter 75-121 dated June 19, 1975.

Sincerely,

John H. Sullivan
Public Information

OBSOLETE

Superseded by ACL #77-15

Issued 3-17-77

Attachments

cc: CWDA

Department of Benefit Payments
Health and Welfare Agency
State of California
Contact: John H. Sullivan
916-322-2612

July 30, 1975

DBP # 17-75

Public Affairs Director:

This spot may be programmed to run at any time up to January 1, 1976. August and September airing would be preferred and appreciated.

Public Service Announcement -- 30 Seconds

This is Mario Obledo, Secretary of the California Health and Welfare Agency.

If you own your own home, and are 65 or older or disabled or blind, and have little or no income you may qualify for public assistance benefits regardless of the value of your home. The State of California and your county welfare department are running a special program to help persons in this category. For more information contact your county welfare department.

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Department of Benefit Payments
Health and Welfare Agency
State of California
Contact: John H. Sullivan
916-322-2612

July 30, 1975

DBP # 17-75

Public Affairs Director:

The 30 second spot may be programmed to run at any time up to January 1, 1976. August and September airing would be preferred and appreciated. The 60 second spot should not be run after September 30, 1975.

Public Service Announcement -- 30 Seconds

Habla el Doctor Ray Gonzales, Asistente al Secretario de Salud y Bienestar.

Si usted es dueño de su propio domicilio y tiene mas de sesenta y cinco (65) años o está desabilitado o ciego y tiene sueldo limitado o no tiene sueldo, es posible que pueda calificar por beneficios de asistencia pública sin referencia al valor de su casa.

El estado de California y su departmento de bienestar público tienen un programa especial para alludar a la gente en esta categoría.

Public Service Announcement -- 60 Seconds

Si usted es dueño de su propio domicilio y tiene sesenta y cinco (65) años o más, o está desabilitado o ciego y tiene sueldo limitado, or no tiene sueldo, es posible que pueda calificar por beneficios de asistencia pública sin referencia al valor de su casa.

El estado de California y su departmento de bienestar público tienen un programa especial para alludar a la gente en esta categoría.

Si ud. ha hecho aplicación por beneficios bajo el programa federal de seguridad suplementaria, (el Federal Supplementary Income Program), y no ha calificado por causa del valor de su casa, puede hacer aplicación por pagos retroactivos bajo el programa estatal de Valor Excesivo de Domicilio. Tiene que hacer aplicación para recibir este dinero antes del día trienta (30) de septiembre.

Si usted cree que califica, comuníquese con su departmento de bienestar público.

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