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### ***Collection Summary***

**Repository:** Manchester City Archives. Office of the City Clerk. City of Manchester, NH.

**Creator:** Senior Services Department. City of Manchester, NH.

**Title:** Publicity and Outreach Collection

**Collection Number:** 0418.001

**Accession Number:** 2015.12

**Dates:** 1979-2013 (non-inclusive)

**Volume:** 1 linear foot

**Languages:** Collection materials are in English.

**Related Collections:** Senior Services Department record group (0418).

**Access:** Access to collection is open to the public. Please contact the archives for an appointment to view materials. Cite the collection number, box and folder numbers when making an appointment.

**Digital Note:** Materials are not accessible online at this time.

**Conservation Notes:** Not applicable.

**Finding Aid Prepared by:** Mike Intranuovo, 2015; 2018.

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### **Historical Note**

In 1978, the Board of Mayor and Aldermen prepared for the needs of the elderly population by appointing an Elderly Services Policy Committee to assist the BMA with collecting information and statistics on the needs of senior citizens. During its tenure, the committee determined there was a need to provide direct services and programs for Manchester's senior residents.

On October 21, 1986, the City of Manchester passed an ordinance to create the Department of Elderly Services, which was later called the Department of Senior Services. Its responsibilities included "providing services to the elderly population of the city as well as advising the Board of Mayor and Aldermen as to the needs of that population and recommending the policy to be adopted to meet those needs."<sup>1</sup> Existing senior centers were joined to the department for continuity of service and administrative direction.

The department has continued to evolve over the course of its existence, and remains dedicated to the enhancement of the lives of Manchester's seniors by developing innovative programs that promote health, wellness, independence, and longevity.

### **Collection Description**

This collection contains materials related to the efforts of the department to publicize its programs and services, as well as its outreach initiatives to Manchester's senior residents. It contains newsletters, photographs of an event featuring Republican Party Presidential candidates from 1996, press releases and news articles, files containing various documents related to various special events hosted by the department, and surveys administered to senior citizens to collect their opinions and thoughts on various topics.

The collection is a strong representation of the department's activities, especially of the programs and events that are created for the enjoyment and benefit of Manchester's seniors.

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<sup>1</sup> Ordinance Books of the Board of Mayor and Aldermen, October 21, 1986 (pages 226-228). Collection 0100.004. Accession 2007.24. Manchester City Archives. Office of the City Clerk. City of Manchester, NH.

## Series Descriptions and Inventory

### Series 1: Newsletters, 1984-2013

The department published newsletters, usually on a monthly basis, to inform Manchester's senior citizens of upcoming activities and programs offered by the department, as well as general information that was of interest to older citizens.

Arranged chronologically. Certain month's newsletters may be missing from each year.

<i>Folder Title</i>	<i>Box Number</i>	<i>Folder Number</i>
West Side Community Center Senior News, 1984	01	01
City of Manchester Senior Citizen News, 1984	01	01
City of Manchester Senior Citizen News, 1985	01	01
City of Manchester Senior Citizen News, 1986	01	01
City of Manchester Senior Citizen News, 1987	01	01
City of Manchester Senior Citizen News, 1988	01	01
City of Manchester Senior Citizen News, 1989	01	01
City of Manchester Senior Citizen News, 1990	01	02
City of Manchester Senior Citizen News, 1991	01	02
City of Manchester Senior Citizen News, 1992	01	02
City of Manchester Senior Citizen News, 1993	01	02
City of Manchester Senior Citizen News, 1994	01	02
City of Manchester Senior Citizen News, 1995	01	02
City of Manchester Senior Citizen News, 1996	01	03
City of Manchester Senior Citizen News, 1997	01	03
City of Manchester Senior Citizen News, 1998	01	03
City of Manchester Senior Citizen News, 1999	01	03
City of Manchester Senior Citizen News, 2000	01	03
City of Manchester Senior Citizen News, 2001	01	03
City of Manchester Elderly Services Department Senior Newsletter, 2002	01	03
City of Manchester Elderly Services Department Senior Newsletter, 2004	01	03
William B. Cashin Senior Center Newsletter, 2006, 2013	01	03

### Series 2: Photographs, 1996

This series contains processed color photographs of the Pancake Breakfast special event that was planned and administered by the department on February 19, 1996. The event featured presidential primary candidates who were seeking the Republican Party's nomination for the 1996 election. Candidates spoke to the crowd and participated in a pancake flipping contest. Images include the candidates, the event space and set up, Manchester residents, and other individuals who attended the event. Candidates that attended the event include Alan Keyes, Morry Taylor, and Robert Dornan. Also present at the event was political activist, Vermin Supreme.

*See also: Series 4 Special Event Files, folder 05.*

<i>Folder Title</i>	<i>Box Number</i>	<i>Folder Number</i>
Pancake Breakfast, 1996	01	15

**Series 3: Press Releases and News Articles, 1979-2003 (non-inclusive)**

Press releases prepared by the department to be published by local newspapers. The series also includes clippings of news articles. Materials document programs, services, and activities of the department. Arranged chronologically.

<i>Folder Title</i>	<i>Box Number</i>	<i>Folder Number</i>
Press Releases, 1979-2003	01	04

**Series 4: Special Event Files, 1996-2006**

This series consists of files documenting various special events planned, administered, and hosted by the department. It includes documents such as programs, agreements with banquet halls, and other related content. Special events include the Mayor's Luncheons, a Pancake Breakfast, and the Resource Festival.

The Pancake Breakfast featured presidential candidates who were seeking nominations for the 1996 election. Candidates spoke to the crowd and participated in a pancake flipping contest. For images of this event, see record series 2: photographs.

The Mayor's Luncheons were held for the enjoyment of Manchester's senior citizens. The mayor would also attend the events.

The Resource Festival began in 2004 and featured exhibitors related to health services and information of interest to senior citizens. The festival also offered free health screenings and entertainment, raffles and giveaways, and activities such as scavenger hunts.

<i>Folder Title</i>	<i>Box Number</i>	<i>Folder Number</i>
Pancake Breakfast, 1996	01	05
Mayor's Spring Luncheon, 2002	01	06
Mayor's Christmas Luncheon, 2002	01	06
Mayor's Spring Luncheon, 2003	01	07
Mayor's Christmas Luncheon, 2003	01	07
Mayor's Spring Luncheon, 2004	01	08
Mayor's Summer Luncheon, 2012	01	09
Resource Festival, 2005	01	10
Resource Festival, 2006	01	11

**Series 5: Surveys, 1997-2010**

This series consists of opinion surveys administered to Manchester's senior citizens as well as seniors from neighboring communities. Surveys ask for opinions on the city and the department, especially regarding services available to seniors. No personally identifiable information is included.

<i>Folder Title</i>	<i>Box Number</i>	<i>Folder Number</i>
Opinion Survey on City Services and Goals, 1997	01	12
Smile Center Survey on Interests, 2001	01	13
William B. Cashin Senior Activity Center Questionnaire, 2010	01	14