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MEMORANDUM

THE WHITE HOUSE
WASHINGTON

May 21, 1976

TO: President Ford via Dick Cheney
FROM: Jack Ford 
RE: TRIP TO OHIO

The Ohio party is a superb machine unmatched by any other State I've visited. Well-funded, very tightly run, they know how to get out the vote! If we can energize them to a peak level, then we can crush R.R.

But we haven't done everything possible to jack up the pros. They are working hard for us, but not to the degree they can.

That little bit of extra energy needed to really turn on the machine would only require a couple of key phone calls. These calls should come from the President personally to the key figures in the machine. The three I would suggest calling are Governor Rhodes, Lt. Governor John Brown and Ray Bliss.

The message is very simple: we need to crush R.R. in Ohio and we can do it with your help. Do it for me and you can be sure I'll remember your help. Plain and simple, and those pros will understand.

Even if the call is only made to Governor Rhodes, believe me it will happen! I witnessed what they can do on my own trip--a case where we were trying to slow them down a bit in all cases.

It only takes one short phone call! The sooner it happens the better the results.



MEMORANDUM

THE WHITE HOUSE
WASHINGTON

May 21, 1976

TO: Dick Cheney
Rogers Morton
Stu Spencer
Ron Nessen

FROM: Jack Ford

RE: Public Statements on President Ford's strength
on getting the nomination.



After talking with a lot of people in Ohio, one point came to mind---we must make our case for a first-ballot victory! This is the first question all the party people in Ohio put to me when we were alone, and it became clear that they want to support a winner. We must begin convincing people we have the votes for a first ballot victory!

I see three ways to get people to believe us:

1. We should be talking up our strength with uncommitted delegates using New York and Pennsylvania as examples! Let's build on New York and make it positive.
2. Instead of talking about the delegates we have now, let's start emphasizing that we need less than 400 delegates (or 300-350 delegates) to win on the first ballot. It sounds more positive to say we're close. People relate better to that than how many we have now! If we do this first, we can get the jump on R.R. and his people! By hinting about our uncommitted strength---and our expected results in New Jersey, Ohio and other states we can make a good case. To be effective, though, we must do it first and everyone must push the same line. People in Ohio responded very well to this tack! It's important to be a winner, projecting confidence and keeping the positive glow from Michigan and Maryland going!
3. Thirdly, we should be pushing the "underdog but striking distance" role in California. Let's freak R.R. and the boys in California out like they did us in Michigan---it can only help in Ohio and New Jersey.

We must do this now though---sort of laying the groundwork for June, July and August.