

The original documents are located in Box 19, folder “State Campaign Information - Michigan” of the Richard B. Cheney Files at the Gerald R. Ford Presidential Library.

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.FLASH

THE WHITE HOUSE

WASHINGTON

November 1, 1976

MEMORANDUM FOR: THE PRESIDENT
FROM: JACK MARSH *Jack*
SUBJECT: Speech Themes for Michigan

On your swing into Michigan, I think it would be helpful if you were to depart from your set campaign speech and personalize your remarks in order to emphasize your state citizenship and to identify with its people. It should be a "back home speech."

When you were in Richmond, your remarks about Virginia being your second home went over quite well. You must remind the people of Michigan that it's your first home and you are very proud of it.

Some of the points you might weave into these remarks before you move into your regular campaign speech are as follows:

1. After you received the nomination in Kansas City, when the question was raised of where your campaign would be launched from, you immediately decided that it would begin in Michigan on the campus of your alma mater. It was a way of saying thank you to the University of Michigan, the state and its citizens for what you achieved.
2. Point out that you are a product of the state, its institutions and its people.



3. As a result, you are aware of the great debt you owe to Michigan for the opportunities it has given to you.
4. You are proud to be its first son to be the President from such a great state, and are grateful that in this way you can repay what you feel you owe to Michigan inasmuch as it enabled you to be President by having first sent you to the Congress.
5. You know this state and its citizens having first represented it in Washington as the Congressman from the Fifth Congressional District.
6. Your twenty-four years as a Representative gave you an indepth knowledge of the entire state, not just the District.
7. Your years of Federal experience as Congressman, Vice President and President have not dimmed the loyalty and deep love you have for your home state.
8. You come to the people of this great state once again this time to ask for their support for you with their ballots, but unlike the previous times when you sought to be their Congressman, you seek the highest office in the land.
9. In that post, it is your hope that they shall be as proud of you as you are of them.



10. You could not help but think back to 1948 when you first set foot on the campaign trail to become a freshman Congressman from Michigan.
11. Today you are again on the campaign trail where it all began and it's good to be home.
12. It brings back many wonderful memories of events and places but most of all of people whose efforts have put you where you are. The honors you hold you want to share with them and that is what makes it all worthwhile.
13. In Kansas City, in your acceptance speech, you said:

"It is from your ranks that I
come and on your side I stand."

As they have helped you before, you seek their help once again so that in the days and years ahead as President, ^{so} you might continue to stand together not only for Michigan but for a greater America.

ALSO

- (Tell some campaign stories from that first campaign.)
- (Refer to Michigan geography in speaking to identify with the state and the listener.)
- (In Grand Rapids, personalize with people and boyhood, mention schools and teachers.)



FLASH
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 FM JACK MARSH

TO DICK CHENEY FOR THE PRESIDENT
 ROBERT HARTMANN
 TERRY O'DONNELL

UNCLAS #H61590

NOVEMBER 1, 1976

MEMORANDUM FOR: THE PRESIDENT
 FROM: JACK MARSH
 SUBJECT: SPEECH THEMES FOR MICHIGAN

ON YOUR SWING INTO MICHIGAN, I THINK IT WOULD BE HELPFUL IF YOU WERE TO DEPART FROM YOUR SET CAMPAIGN SPEECH AND PERSONALIZE YOUR REMARKS IN ORDER TO EMPHASIZE YOUR STATE CITIZENSHIP AND TO IDENTIFY WITH ITS PEOPLE. IT SHOULD BE A "BACK HOME SPEECH."

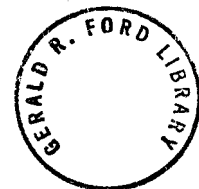
WHEN YOU WERE IN RICHMOND, YOUR REMARKS ABOUT VIRGINIA BEING YOUR SECOND HOME WENT OVER QUITE WELL. YOU MUST REMIND THE PEOPLE OF MICHIGAN THAT IT'S YOUR FIRST HOME AND YOU ARE VERY PROUD OF IT.

SOME OF THE POINTS YOU MIGHT WEAVE INTO THESE REMARKS BEFORE YOU MOVE INTO YOUR REGULAR CAMPAIGN SPEECH ARE AS FOLLOWS:

1. AFTER YOU RECEIVED THE NOMINATION IN KANSAS CITY, WHEN THE QUESTION WAS RAISED OF WHERE YOUR CAMPAIGN WOULD BE LAUNCHED FROM, YOU IMMEDIATELY DECIDED THAT IT WOULD BEGIN IN MICHIGAN ON THE CAMPUS OF YOUR ALMA MATER. IT WAS A WAY OF SAYING THANK YOU TO THE UNIVERSITY OF MICHIGAN, THE STATE AND ITS CITIZENS FOR WHAT YOU ACHIEVED.



2. POINT OUT THAT YOU ARE A PRODUCT OF THE STATE, ITS INSTITUTIONS AND ITS PEOPLE.
3. AS A RESULT, YOU ARE AWARE OF THE GREAT DEBT YOU OWE TO MICHIGAN FOR THE OPPORTUNITIES IT HAS GIVEN TO YOU.
4. YOU ARE PROUD TO BE ITS FIRST SON TO BE THE PRESIDENT FROM SUCH A GREAT STATE, AND ARE GRATEFUL THAT IN THIS WAY YOU CAN REPAY WHAT YOU FEEL YOU OWE TO MICHIGAN INASMUCH AS IT ENABLED YOU TO BE PRESIDENT BY HAVING FIRST SENT YOU TO THE CONGRESS.
5. YOU KNOW THIS STATE AND ITS CITIZENS HAVING FIRST REPRESENTED IT IN WASHINGTON AS THE CONGRESSMAN FROM THE FIFTH CONGRESSIONAL DISTRICT.
6. YOUR TWENTY-FOUR YEARS AS A REPRESENTATIVE GAVE YOU AN INDEPTH KNOWLEDGE OF THE ENTIRE STATE, NOT JUST THE DISTRICT.
7. YOUR YEARS OF FEDERAL EXPERIENCE AS CONGRESSMAN, VICE PRESIDENT AND PRESIDENT HAVE NOT DIMMED THE LOYALTY AND DEEP LOVE YOU HAVE FOR YOUR HOME STATE.
8. YOU COME TO THE PEOPLE OF THIS GREAT STATE ONCE AGAIN THIS TIME TO ASK FOR THEIR SUPPORT FOR YOU WITH THEIR BALLOTS, BUT UNLIKE THE PREVIOUS TIMES WHEN YOU SOUGHT TO BE THEIR CONGRESSMAN, YOU SEEK THE HIGHEST OFFICE IN THE LAND.
9. IN THAT POST, IT IS YOUR HOPE THAT THEY SHALL BE AS PROUD OF YOU AS YOU ARE OF THEM.
10. YOU COULD NOT HELP BUT THINK BACK TO 1948 WHEN YOU FIRST SET FOOT ON THE CAMPAIGN TRAIL TO BECOME A FRESHMAN CONGRESSMAN FROM MICHIGAN.
11. TODAY YOU ARE AGAIN ON THE CAMPAIGN TRAIL WHERE IT ALL BEGAN AND IT'S GOOD TO BE HOME.
12. IT BRINGS BACK MANY WONDERFUL MEMORIES OF EVENTS AND



PLACES BUT MOST OF ALL OF PEOPLE WHOSE EFFORTS HAVE PUT YOU WHERE YOU ARE. THE HONORS YOU HOLD YOU WANT TO SHARE WITH THEM AND THAT IS WHAT MAKES IT ALL WORTHWHILE.

13. IN KANSAS CITY, IN YOUR ACCEPTANCE SPEECH, YOU SAID:

"IT IS FROM YOUR RANKS THAT I COME AND ON YOUR SIDE I STAND."

AS THEY HAVE HELPED YOU BEFORE, YOU SEEK THEIR HELP ONCE AGAIN SO THAT IN THE DAYS AND YEARS AHEAD AS PRESIDENT, SO YOU MIGHT CONTINUE TO STAND TOGETHER NOT ONLY FOR MICHIGAN BUT FOR A GREATER AMERICA.

ALSO

(TELL SOME CAMPAIGN STORIES FROM THAT FIRST CAMPAIGN.)
(REFER TO MICHIGAN GEOGRAPHY IN SPEAKING TO IDENTIFY WITH THE STATE AND THE LISTENER.)
(IN GRAND RAPIDS, PERSONALIZE WITH PEOPLE AND BOYHOOD, MENTION SCHOOLS AND TEACHERS.)

8687



Kincheloe

By Ron Cordray
Booth News Service

Dick Cheney

*Presidential
Handwriting*

WASHINGTON (BNS) - Michigan's Republican congressman can be forgiven if they start thinking that their state's best interest depend in part on Ronald Reagan sustaining his challenge of President Ford through May 18.

Three factors could lead to this reasoning" (1) May 18 is the Michigan presidential primary; (2) Ford's use of the power of incumbency in Florida and (3) what has Michigan gained since Ford became President?

Ford showed during the Florida campaign that he will use the power of the executive purse to sway voters. Yet on the heels of that primary, the Defense Department announced plans to close Kincheloe Air Force Base in Michigan's Upper Peninsula.

A cynic might question whether Ford would permit such a decision if he was involved in a hotly contested Michigan primary with Reagan, as he was in Florida.

Kincheloe is in an area where unemployment stands at 27 per cent. While there are only 467 civilian jobs at the base directly affected, the closing could have a severe economic impact on at least 1,500 more persons.

That President Ford has not used the power of his office to aid Michigan is a sore point among some Republican members of the delegation. When he doesn't use his power to prevent economic setbacks like the closing of Kincheloe, that sore point becomes a deep wound.

Kincheloe is not an isolated incident. The Ford administration also has made the following decisions: The Maritime Administration's midwest regional office is to be located in Cleveland rather than Detroit; the Lake Survey Center in Detroit is being transferred to the East Coast; the Defense Contract Services is being transferred from Detroit to Ohio; a large research and development contract for the Tank Command in Warren went instead to an Ohio firm.

"It looks like he's (Ford) buying the state (Ohio) for (Sen. Robert) Taft," commented a Democratic congressional aide.

A Republican counterpart commented that Ford hasn't done much for his home state, but added, "just wait until the primary."

Rep. James G. O'Hara, D-Utica, said the closing of Kincheloe would be "another blow to Michigan's economy," adding that the state "hasn't fared well since the former congressman from Grand Rapids became President."

Sen. Robert P. Griffin, R-Mich., said he was "distressed" at the decision and termed it "shocking and short-sighted."

Sen. Philip A. Hart, D-Mich., said that defense operations should not be instruments to respond to high unemployment but questioned whether Kincheloe is less important than bases in states where unemployment is not high.

Rep. Marvin L. Esch, R-Ann Arbor, wrote Secretary of Defense Donald Rumsfeld questioning whether there is a "southern bias" in the department. "The economic impact on a state should be a major criterion in reaching base closing decisions," Esch said.

Rep. Philip E. Ruppe, R-Houghton, who is fighting the Kincheloe battle now for the second time (a decision in the mid-1960s to close the base was reversed), said the Defense Department has not demonstrated that Kincheloe is any less necessary to the national defense now than the day it opened.

Ruppe, Griffin, Hart and others vowed to fight the Pentagon's decision. But one high-ranking Republican said it appears the Air Force has some good arguments and it will be virtually impossible to reverse the decision.



There are those on Capitol Hill who place some sinister motives behind the decision to close Kincheloe, relating it directly to the heated controversy over Project Seafarer.

The Pentagon wants to install the Seafarer communications system in Michigan's Upper Peninsula but is coming under severe public pressure to go elsewhere. Chief among the critics is Ruppe. "They are trying to put some pressure on Ruppe to back off on his attacks against Seafarer," one congressional source claimed.

"They are quite capable of playing that kind of ball," another said. "They close Kincheloe, then dangle the prospect of 4,000 jobs on Seafarer."

While Seafarer is not an Air Force project, there is a common link. Air Force Secretary Tom Reed worked on the Seafarer project when he was the Pentagon's assistant secretary for telecommunications.



Dick Cheney
info

President Ford Committee

223 NORTH WALNUT, LANSING, MICHIGAN 48933 (517) 487-5413

Michigan Finance Chairman
HAROLD M. McCLURE, JR.

[Handwritten signature]

Contact: Rick Simonson
Finance Director
Michigan

9 June 1976

FINAL REPORT

MICHIGAN GOAL SHEET -- Finance Picture through June 1, 1976

(This information includes all contributions on computer at the President Ford Committee headquarters in Washington, D.C., June 1, 1976, along with all matching funds. This will be the FINAL report. The Washington staff has been reduced to a skeletal force in the finance area and future reports will be impossible.)

<u>Congressional District</u>	<u>Goal</u>	<u>Dollars to Date</u>	<u>% Goal</u>
2	\$ 31,199	\$ 40,622	130.2%
3	30,322	23,530	77.6%
4	28,777	28,274	99.9%
5	31,199	67,498	216.3%
6	30,810	25,822	83.8%
7	28,469	15,287	53.8%
8	29,715	14,516	48.8%
9	29,795	29,886	100.4%
10	29,218	33,310	114.0%
11	29,312	13,590	46.4%
Wayne, Oakland, Macomb	324,312	314,864	97.2%
Michigan Goal	\$ 550,000	\$ 607,199	110.4%