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RNL

ISSUE SHEETS

TELEPHONE BANK PERSONNEL

These papers present President Ford's position on various key issues. They have been designed with bold headings so our volunteers can quickly find an issue of importance to a telephone respondent.

For general distribution at headquarters and meetings use the general issue brochure.

Energy

President Ford feels a real urgency about the energy situation and has insisted upon the United States achieving energy independence as soon as possible. Throughout 1975 President Ford worked diligently with Congress to establish a national energy policy – The Energy Policy and Conservation Act. The bill is not perfect. President Ford would like to have had a bill to meet our needs better. But he felt it far more important to sign this legislation without delay than to make it a political issue. This Act is just a beginning. It is constructive and includes the first elements of a comprehensive national policy. President Ford has urged Congress to work with him on additional energy programs which are needed to accomplish complete energy independence for the United States.

The bill provides these things:

- * A stabilization of gasoline prices
- * An increase in domestic production to reduce our need for imported oil
- * Energy emergency reserves for use in the case of another embargo
- * Conversion of oil and gas fired utility and industrial plants to coal to save oil and gasoline for the average consumer
- * Mandatory automobile efficiency standards for 1980

In addition, President Ford has urged Congress to enact immediately upon additional energy laws pending in Congress. When passed, these laws will:

- * Permit production of oil from Naval Petroleum Reserves
- * Deregulate new natural gas in order to increase production for use by consumers.

President Ford is committed to finding new sources of energy and feels the use of nuclear power must be developed rapidly. The President signed into law the Energy Research and Development Administration (ERDA). This agency will develop new uses of domestic energy supplies, including fossil, nuclear, solar and geothermal energy sources.



Inflation/Unemployment

Since taking office, President Ford has given top priority to inflation and unemployment. His persistence has produced these results:

- * Inflation has been reduced down from 12.2% in 1974 to an annualized rate of about 7% in 1975.
- * Unemployment Compensation benefits have been extended and increased for people out of work.
- * Over one million more Americans were working in December 1975 than six months earlier.
- * In the Spring of 1975, 310,000 new jobs were created through a public service program developed under the Comprehensive Employment and Training Act.

President Ford's primary goal has been to increase job opportunities in your home town. The President realizes that short-term public employment programs often postpone the real solution of the unemployment problems. Therefore, President Ford has directed his efforts towards curbing inflation and stimulating private industry, aiming for longer-term, more permanent results. As a result, the newly created jobs provide better income and are more lasting than temporary public service jobs.

President Ford realizes government spending must be reduced.

“To put it simply, we must decide whether we shall continue in the direction of recent years—the path toward bigger Government, higher taxes, and higher inflation—or whether we shall now take a new direction.”

President Ford's determination to curb government spending has been illustrated by his vetoing a Congressional measure which failed to link a tax cut with an overall reduction in Federal spending. As a result of President Ford's firm stand, Congress revised the bill.

President Ford is dedicated to keeping our country headed in . . .

“. . . a new direction . . . bringing to a halt the momentous growth of Government, restoring our prosperity, and allowing each of you a greater voice in your future.”



Crime

“For too long, law has centered its attention more on the rights of the criminal defendant than on the victim of crime. It is time for law to concern itself more with the rights of the people it exists to protect. The victims are my primary concern.”

This excerpt from the President's special Crime Message to Congress is just a sample of his concern. President Ford has taken specific actions to solve this wide-spread problem. He has asked the state and local governments themselves to pass strong laws. It is important to remember the crimes that most concern America – murders, robberies, rapes, muggings, hold-ups, break-ins – are almost wholly handled by state and local governments. But the President believes the Federal government must provide the moral leadership and provide financial and technical assistance to state and local governments and law enforcement agencies.

President Ford's legislation would:

- * Authorize substantial new federal assistance to state and local governments.
- * Establish a specific sentence, which must be served, for persons convicted of a violent Federal crime.
- * Prohibit the manufacture or sale of the so-called “Saturday-Night Specials” in the United States.
- * Extend Law Enforcement Assistance Administration another five years . . . so this agency can continue the successful HIGH IMPACT program designed to provide additional help to cities and counties with high crime rates.

President Ford believes there are two ways to attack the spiral of crime, improve the quality of the Federal laws and improve the criminal justice system. The President has asked the

- * Department of Justice to develop a program to deal with habitual criminals.
- * Congress to pass the Criminal Justice Reform Act which would provide a Uniform code covering every aspect of criminal law.

The President has recommended tough and sensible measures. Only through the combined efforts of our Federal, state and local governments can we bring an end to crime in the streets and make the streets safe for you and your family.



Housing & Construction Industries

The housing, construction and building industries are an integral part of our national economy. Their economic success is of critical importance to the Nation's economic well-being. President Ford has made a strong commitment to assist the recovery of the housing industry by:

- * Releasing Federal funds to enable people to purchase homes at below market interest rates.
- * Authorizing the subsidized construction of 250,000 new or rehabilitated single-family homes for low and moderate-income families.
- * Curtailing excessive Federal spending in order to reduce interest rates for home mortgages.

President Ford is equally concerned about the well-being of the construction and building industry. This concern was one factor that led to President Ford's veto of the common situs picketing.

The President had been hopeful that a solution could be found that was acceptable to all parties. President Ford would like to stimulate building activity and employment, curtail excessive building costs and reduce unnecessary strikes, layoffs and labor-management strife in the construction field. After carefully evaluating the bill and considering its advantages and disadvantages, the President decided:

“This is not the time for altering our national labor-management relations law if the experiment could lead to more chaotic conditions and a changed balance of power in the collective bargaining process.”

President Ford's decisive actions regarding the housing and construction industries were made in order to encourage economic recovery for those industries and the Nation.

Curbing Federal Spending

“If we are to do what must be done, we must stop doing what need not be done.”

President Ford's statement made earlier this year reiterates his firm belief that the Federal government must be made “more manageable, more responsive, more efficient, and less costly.” President Ford believes the Federal government should not spend more than it takes in and he honors his responsibility to the American taxpayers. President Ford wants a substantial and permanent cut in Federal taxes and a substantial reduction in Federal spending.

President Ford has called upon Congress to cooperate with him in curbing government spending. He has stood firm in his determination to check unnecessary Federal spending. This is illustrated in his proposal to cut \$28 billion in the Federal budget and include a tax cut in the same amount. Before Christmas, Congress sent him a tax-cut bill which extended for only six months the 1975 tax cuts, but failed to include any provision for a reduction in Federal spending. As promised, President Ford vetoed the bill. The result is legislation in which the Congress accepted his principle by linking a new tax cut to budgetary restraint.

Not wavering in his conviction that the American taxpayers “want their money's worth,” he vetoed bills which saved us:

* \$10.2 billion

Further, the spendthrift Congress has overridden the President's veto on 6 bills. It has cost the taxpayers:

* \$4 billion

President Ford has used his veto power wisely. President Ford is determined to keep this country moving ahead. He has curbed inflation and more Americans are working. To continue our progress, we must continue our responsible spending policy.

“ . . . if we cut only taxes but do not cut the growth of Government spending, budget deficits will continue to climb, the Federal Government will continue to borrow too much money from the private sector, we will have more inflation, and ultimately we will have more unemployment.”



Foreign Affairs

“Just as America’s will for peace is second to none,
so will America’s strength be second to none.”

President Ford’s commitment, in his first address to the Congress upon taking office, illustrates the President’s basic philosophy. President Ford’s expertise in our national defense has been acquired from his 25 years in Congress; for 14 years he served on the defense appropriations subcommittee. He understands you cannot buy international friends and must deal from a position of strength.

As President he has pursued a realistic foreign policy. He sees the world as it really is. President Ford has traveled to major areas throughout the world to strengthen alliances and to minimize the danger of needless confrontation with potential adversaries.

The President knows world-wide peace requires decisive action by a strong nation. President Ford demonstrated his leadership when he ordered, and personally directed, the recovery of the seized ship — the U.S.S. Mayaguez.

Early in 1975, President Ford told about his efforts to cool the cold war:

“ . . . Detente literally means ‘easing’ or ‘relaxing,’ but definitely not — and I emphasize not — the relaxing of diligence or easing of effort. Rather, it means movement away from the constant crisis and dangerous confrontations that have characterized relations with the Soviet Union. . . . It represents our best efforts to cool the cold war, which on occasion became much too hot for comfort. . . . To me, detente means a fervent desire for peace — but not peace at any price. It means the preservation of fundamental American principles, not their sacrifice.”

President Ford’s pursuit of peace is based on realism, and a strong national defense as well as on trust. Detente is a two-way street. Earlier in 1975, there was an indication our attitudes towards Cuba would change. Cuba’s involvement in the Angolan civil war has eliminated any possibility of the United States changing its attitudes towards Cuba.

President Ford has said:

“The action by the Cuban government in sending combat forces to Angola destroys any opportunity for improvement in relations with the United States.”

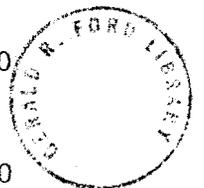
His Middle East policy has resulted in the just and comprehensive peace settlement between Israel and Egypt. The agreement widened the buffer zone, and both sides recognized a public commitment to settle the Middle East conflict by peaceful means. For the first time in years, the Suez Canal was opened to Israel.

President Ford has built a solid record of achievement in foreign affairs. He has pursued a realistic course of peace; but when necessary, he has shown his ability to move quickly and decisively.

LIST OF POLITICAL REPORTERS
FOR BO CALLAWAY

Newspapers:

Washington Post.....	David Broder Lou Cannon Jules Whitcover	223-6000
Washington Star-News	Jack Germond Jim Dickinson	484-5000
New York Times.....	R. W. Apple Jim Naughton	293-3100
New York Daily News	Jim Weighart	628-5058
Baltimore Sun	Adam Clymer Peter Kumpa	347-8250
Associated Press	Carl Leubsdorf	833-5310
United Press International .	Steve Gerstel	393-3430
Reuters	?	628-9212
Chicago Tribune	Aldo Beckman Harry Kelly	785-9430
Chicago Daily News	Peter Lisagor	347-9828
Chicago Sun Times.....	Tom Ross	785-8200
Hearst	Bill Theis	298-6920
Knight.....	Bob Boyd Loye Miller Saul Friedman	638-2844
Scripps Howard.....	Ted Knap ?	347-7750
Newhouse	Don Bacon	298-7080
Los Angeles Times	Bob Shogan	296-1440
Cox	David Kraslow	331-0900



Gannett	Bill Ringle Peter Behr	393-3460
Philadelphia Bulletin	Larry O'Rourke	737-0403
Minneapolis Tribune	?	347-5885
Columbus Dispatch	George Embrey	347-3144
Copley	Jim Cary	737-6960
Buffalo News	Lucian Warren	737-3188
Ridder	Bill Broom	737-8627
Denver Post	Buzz Larson	546-4464
Kansas City Star	Joe Lastelic	298-7790
Newsday	Marty Schram	223-8410
Nashville Banner	Frank vanderLinden	544-5200
Dallas Times-Herald	?	338-4394
Dallas Morning News	John Geddie	628-5030
Wall Street Journal	Alan Otten	783-0164
National Observer	?	622-2900
Christian Science Monitor	Geodfrey Sperling	785-4400
Boston Globe	Martin Nolan	298-9169
New Orleans Times Picayune	Edgar Poe	737-2934
Milwaukee Journal	John Kole	737-6453
Booth Newspapers	Ray Stephens	737-7770
St. Louis Post Dispatch	Richard Dudman	298-6880
Des Moines Register	Clark Mollenhoff	347-9111



Omaha World Herald	Darwin Olofson	393-0644
Indianapolis Star News	Ben Cole	638-6425
Daily Oklahoman	Allan Cromley	628-0335
Detroit News	Walter Mears	628-4566
El Paso Times	Sarah McClendon	483-3791
Pittsburgh Post Gazette	Milt Jacques	393-4580
St. Louis Globe Democrat	Ed O'Brien	298-7080
Cincinnati Inquirer	Bob Webb	628-0300
Griffin Larrabee	Don Larrabee	554-3579
Watertown News	Alan Emory	638-4642
Cleveland Plain-Dealer	Dick Zimmerman	638-1366

Magazines:

Newsweek	Hal Bruno	298-7880
Time	Sim Fentress	293-4300
U. S. News and World Report	Paul Martin (?)	333-7400
New Republic	John Osborne	331-7494

Television and Radio:

ABC	Howard K. Smith Sam Donaldson Herb Kaplow	393-7700
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CBS	Eric Sevareid Roger Mudd	296-1234
NBC	David Brinkley Cassie Mackin Douglas Kiker	686-4000
TVN.....		347-9333
NPACT.....	Paul Duke	484-1500
Mutual	Paul Harvey	785-6340

Martin Agronsky

Columnists:

Rowland Evans	Chicago Sun Times Syndicate
Jack Kilpatrick	Washington Star Syndicate
Bob Novak	Chicago Sun Times Syndicate
Carl Rowan	
George Will	
Nick Thimmesch	Los Angeles Times Syndicate
Marquis Childs	St. Louis Post Dispatch
James Reston	New York Times
Hugh Sidey	Time
Jerry terHorst	Detroit News
Pat Buchanan	
Bill Safire	New York Times
Bill Anderson	Chicago Tribune

All phone numbers listed above are for the Washington bureaus.



June 18, 1975

BIOGRAPHICAL DATA

David Packard

David Packard is Chairman of the Board and Chief Executive Officer for Hewlett-Packard Co., of Palo Alto, California. He was Deputy Secretary of Defense from 1963 to 1969.

Mr. Packard joined the Hewlett-Packard Co. in 1939 and became President in 1947. He became Chairman of the Board and Chief Executive Officer in 1964.

He was born in Pueblo, Colorado, on September 7, 1912. He received his A.B. degree from Stanford University in 1934 and is a member of Phi Beta Kappa. He has also received honorary degrees from Colorado College in 1964 and the University of California in 1966.

Mr. Packard is married to the former Lucile Salter and they have four children.

Treasurer of AFC
#



June 18, 1975

BIOGRAPHICAL DATA

Charles E. Chamberlain

Charles Chamberlain was United States Representative from the Sixth District of Michigan from 1956 until his retirement in 1974. Prior to his election, he was Prosecuting Attorney of Ingham County in Michigan. He was Counsel for the Michigan Senate Judiciary Committee during 1953 and 1954. He entered the private practice of law in 1950 after being admitted to the Virginia and Michigan State Bar.

Mr. Chamberlain was born on July 22, 1917, in Ingham County, Michigan. He received his B.S. degree from the University of Virginia in 1941. He was awarded his LL.B. degree from the University of Virginia in 1949 and entered the private practice of law in 1950 in Lansing, Michigan.

Mr. Chamberlain is married to the former Charlotte Mary Craney of Norwich, Connecticut, and they have three children. They reside in Lansing, Michigan.

#



[Nov. 1975]

FROM PETER KAYE

Thirty-second radio tape for IOWA

As President of the United States, I would encourage you to go to the caucus of your choice. This is the first step of the Democratic process to elect the President of the United States. It is my sincere hope that you will take time out of your busy schedule to go to your precinct caucus.



Extension

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Secretary	Tommie Hyde	
Assistant to the Chairman	MIMI AUSTIN	6420, 21, 22, 23
Secretary	Angela Raish	
Assistant to the Chairman	LEO THORSNESS	6483, 84
Secretary	Glenda Leggitt	
Special Assistant to the Chairman	JUDY HARBAUGH	6428, 29
Secretary	Margaret Tutwiler	

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Convention States Coordinator	ED TERRILL	
Secretary	Peggy Sager	
Northeast Regional Coordinator	DICK MASTRANGELO	6486, 87, 88, 89
Southern Regional Coordinator	BRAD HAYS	*919-821, 5021
Midwest Regional Coordinator	BRUCE LADD	6486, 87, 88, 89
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Secretary		
Director of Correspondence	Barbara Norris	6492
Office Manager	Carolyn Booth	6493
Receptionist	Donnie Wintermute	6404, 05
Supplies/Courier	Dan Trumbo, Bill Miller	6447
MAG Card Operator	Betty Geyer	

*Out of Town Offices



DEPUTY DIRECTOR FOR ADMINISTRATION (Continued)

Extension

PRESS

Press Secretary
Assistant/Secretary

PETER KAYE
Babs Beckwith

6430, 31, 32, 33

CAMPAIGN '76, INC.

Chairman
Secretary

PETER DAILEY

Assistant
Writer

**Harry Bandouveris
**David Crain

6442, 44
6436, 37, 38

CONVENTION

Director
Assistant to the Director

**STAN ANDERSON
Ginger Neussle

6450, 51, 52

LEGAL OFFICE

General Counsel
Secretary
Assistant General Counsel
Secretary

BOB VISSER
Elaine McCullough
TIM RYAN
Jean Reiner

6424, 25, 82

6424, 25, 82

**Expenses only.

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Vice Chairman
Executive Director
States Coordinator
Assistant
Telephone Bank Coordinator
Assistant
Special Assistant to the Chairman
Secretary

MAX FISHER
LEE CHOATE
BOB MATHIAS
Carol Fleischman
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David Craig
MILLIE BIGHINATTI
Julie Pyne

6472

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6490

6472

6463



OFFICE OF THE FINANCE CHAIRMAN (Continued)

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Treasurer	BOB MOOT	6461
Comptroller	TOM MORAN	6464
Accounting	LESTER BENJAMIN	6465
Accounting	JAMES OLIVER	
Assistant to the Treasurer	Eve Griffin	6475
Staff Assistant	Karen Moot	6467
Staff Assistant	Barbara Moran	
Secretary	Sharon Kilgore	



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Secretary	Sharon Kilgore	



THE WHITE HOUSE

WASHINGTON

11-19-75

NOTE FOR:

Peter Kaye

FROM

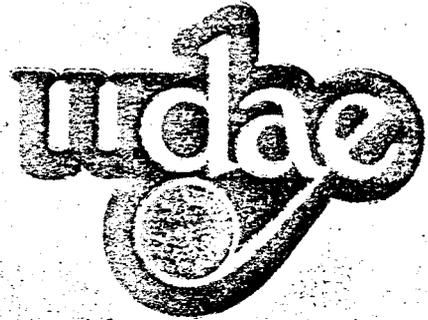
: RON NESSEN

What

Bullshit!

RHN

101 North Tampa Street
Tampa, Florida 33602
Tampa (813) 229-0404
St. Petersburg (813) 896-0404



FOR IMMEDIATE RELEASE

REAGAN TAKES TAMPA BAY PRESIDENTIAL POLL

(Tampa, November 5, 1975) Former California Governor Ronald Reagan easily defeated President Gerald Ford, and Democrat Jimmy Carter showed surprising strength against George Wallace in a Presidential poll taken on WDAE Radio's STAN MAJOR SHOW.

Reagan received 21% of the total vote count as compared to Ford's 13% in a two way race for the GOP nomination. The total GOP vote percentage was 35%.

Democratic voters in the MAJOR poll made it a close three-man race with Alabama Governor George Wallace garnering 18% with Carter gaining a strong 17% and Hubert Humphrey taking 15% of the vote tally.

MAJOR conducted the three-hour vote (off the air) during his regular talk program on WDAE Tuesday night. Some five-hundred voters responded. Here is the breakdown:

REAGAN:	21%	(108 votes)
WALLACE:	18%	(89 votes)
CARTER:	17%	(84 votes)
HUMPHREY:	15%	(74 votes)
FORD:	13%	(67 votes)
KENNEDY:	5%	(23 votes)
BAHY:	3%	(13 votes)
JACKSON:	3%	(13 votes)

ORIGINAL TO: Gwen Anderson

✓ COPY TO: Ron Nessen

November 28, 1975

MEMORANDUM FOR:

PETER KAYE

FROM:

RON NESSEN

Attached find a speakers' plan for the campaign proposed by Margita White, who has had experience with a surrogate speakers' program during previous elections.

Obviously, this needs your approval and suggested revisions before it could be put into effect.

Attachment



November 28, 1975

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THE WHITE HOUSE
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THE WHITE HOUSE
WASHINGTON

November 28, 1975

MEMORANDUM FOR:

DICK CHENEY

FROM:

RON NESSEN

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Obviously, this needs your approval and suggested revisions before it could be put into effect.

Attachment



November 26, 1975

MEMORANDUM FOR: RON NESSEN
FROM: MARGITA WHITE *mcw*
SUBJECT: Speakers Program for the Campaign

This is a proposed plan for the utilization of spokesmen resources in support of the President's campaign.

The purpose of this program is to:

1. Establish a group of prominent, knowledgeable and articulate spokesmen for the President.
2. Schedule appearances by these spokesmen before important organizations in politically important areas and key media markets.
3. Arrange supporting media activities to provide maximum exposure for all such appearances.
4. Establish a briefing system to keep spokesmen fully informed of Presidential positions on key issues, provide talking points on current and developing issues and to ensure that spokesmen are aware of local political information and issues.

Key to the success of such a program will be coordination among the various offices involved, including: The White House Press Office and Office of Communications, the White House Scheduling Office, the President Ford Committee Press and Scheduling Offices, the individual spokesmen and their public affairs and scheduling offices and (after the convention) the appropriate RNC offices.

It also will be important to implement the program in such a way that it is clear to all spokesmen that this program has the President's strong support and that the President will be counting on their responsiveness in carrying it out.

Following are my suggestions for the implementation of such a program under these headings:

- Spokesmen
- Scheduling
- Media Support Activities
- Briefing System
- Speakers Committee
- Implementation of Program
- Summary of Recommendations

The Spokesmen

Presidential spokesmen would include:

- White House staff members
- Cabinet and Agency heads
- Sub-Cabinet
- Members of the Senate and House
- Republican Governors
- Non-governmental key supporters

Experience with previous Presidential "surrogate" programs supports a recommendation that spokesmen be divided into two categories: (A) a smaller group of highly visible and authoritative newsmakers; and (B) other spokesmen.

A major reason for this distinction is to ensure that the key spokesmen are given total support since their appearances will generate the widest news coverage. The efforts of other spokesmen will be important. However, they cannot command as major forums and media attention and staff limitations preclude giving them the all-out support needed for the key speakers.

Attached at Tab A is an initial list of suggested spokesmen. I have primarily listed only categories because the names to be included will need discussion and consultation with the appropriate experts (Congressional Liaison, etc.). The (A) list includes all Cabinet members except the Secretary of State and the Attorney General. Although the Secretary of Defense would not normally be included, I have added Don Rumsfeld because he will be assumed to remain a spokesman on all issues wherever he travels.

Some individuals on the (A) list will not be making as frequent appearances during the primary campaign as others but are included because of their importance.

The (A) list should remain small but is likely to expand as the general election campaign gets under way. I would contemplate an eventual (A) list of 25-30 and a (B) list of up to 50.

Another category of speakers will be celebrities which will require a specialized program not discussed here.

Scheduling

Forums for spokesmen will develop from various sources:

1. Existing commitment; invitations from groups directed to individual spokesmen.
2. Invitations to the President or Vice President where spokesmen serve as substitutes.
3. Initiated forums; the scheduling office maintains lists of key organizations which hold regular meetings, such as World Affairs Councils, Economic Clubs, etc. The Communications Office has similar information about state and regional press and broadcast associations. Speakers can readily be volunteered for such meetings.
4. Invitations forwarded by the PFC or RNC for political meetings and fundraisers.

With respect to existing commitments, each spokesman will, as part of his responsibilities, accept certain speaking invitations in all parts of the country. Secretary Dunlop would speak to the AFL-CIO and Secretary Butz to the farmers, for example. However, it would be helpful to the schedulers for each spokesman to receive periodic briefings as to which areas are of key political importance in reviewing less obvious invitations.

When spokesmen are asked to accept invitations directed to the President or Vice President, or to appear in a key area (where an appearance must be initiated), it is important that the spokesmen not be deluged with requests from various sources. Individuals who participated in previous speaker programs (both as speakers and coordinators), recall that one-on-one scheduling relationships were essential to an efficient program. In other words, there should be a single contact for funneling scheduling requests to the spokesman so that he or she has an indication of priority among requests. Similarly, one individual should be designated in each spokesman's office to handle such requests.

In view of the importance of keeping non-political and political speaking requests separate, it would seem logical to have spokesmen receive requests from two sources: (1) one office in the White House for non-political invitations; and (2) one office in the PFC for political invitations. The White House should not be directly involved in handling political invitations and dealing with inviting groups on behalf of Administration speakers.

White House Scheduling: The White House Scheduling Office, as a repository of invitations to the President and information about speaking forums, already handles scheduling of Administration spokesmen to fill Presidential invitations. This is the obvious office to continue this function. Presumably, its staff will either need to be augmented or its resources reallocated to provide greater support for the campaign spokesmen program. Moreover, the individual on the Scheduling staff in charge of scheduling campaign spokesmen, will need to receive continued guidance from the PFC and the Speakers Committee (see below) as to priority invitations and areas where spokesmen need to be scheduled.

Because such speeches scheduled for White House and Administration spokesmen will be treated as non-political appearances, it is advisable to schedule key appearances in the primary states as far in advance as

possible. An address before the most nonpartisan forum will be perceived as political if scheduled in the weeks immediately prior to each primary. Belated blitz efforts to initiate appearances in these primary states obviously will be considered and reported as such.

The Communications Office will continue to serve as the contact with press and broadcast organizations with respect to media invitations. Such invitations will be closely coordinated with the Scheduling Office according to the one-on-one contact system.

PFC Scheduling: All political invitations, as noted above, should be funnelled directly from the PFC to the individual spokesman. The Scheduling Office should be routinely informed of such requests to avoid conflicting priorities and conflicts.

In view of the intricacies of the Federal Election Law and its financing aspects, it would seem appropriate that non-political organizations who direct requests for Administration spokesmen to the PFC be advised to contact the Department or Agency scheduler directly. If the PFC arranges for a Cabinet member to address a Chamber of Commerce or other non-political organization, the presumption could easily be that the appearance is political and must be paid for in full by the PFC.

Complete schedules of Administration spokesmen should be made available to the PFC so that political appearances can be included as part of a trip once regular nonpartisan appearances have been scheduled. The latter then would be arranged directly between the PFC and the spokesmen's scheduler.

Finally, consideration should be given to the extent spokesmen scheduling should be coordinated with the schedules of other Presidential candidates. Presumably, during the primaries, we will sometimes want one of our spokesmen to appear in an area Reagan has just visited to articulate the President's views and counter Reagan's. During the general election campaign, we certainly will wish to have Presidential spokesmen following up on the Democratic candidate's and his supporters' appearances.

Media Support Activities

In the past campaign, the campaign committee arranged supporting media events (television appearances, press conferences, etc.) for the "surrogates." A committee advanceman traveled ahead to make such arrangements for the key spokesmen.

Such an arrangement seems less practical in 1976 as applied to executive branch spokesmen appearing before non-political groups. These trips should not be perceived as campaign appearances on behalf of the President-- as they are not, except for those portions of a trip devoted directly to addressing political groups. The executive branch spokesmen are appearing as government officials discussing the issues. Therefore, the current responsibilities for media support would continue, with the respective PIO's for departments and agencies arranging news forums for their principals and the White House Office of Communications providing such support for members of the White House Staff. These efforts clearly will need to be increased for each of the key spokesmen but this would be an extension of current responsibilities.

In making local media arrangements, the White House Communications Office, the PFC and PIO's will, however, be able to make better use of local volunteers in making media arrangements. The respective offices should build up a file of such local contacts which can be of repeated assistance as more and more spokesmen visit key areas.

Briefing System

An efficient system for briefing the spokesmen will be essential.

Both category (A) and (B) speakers need to be fully briefed on the President's position on all major issues. Moreover, they need to be kept current on issue strategy and be able to react quickly and in unison to breaking news with positions approved at the highest levels of the White House and campaign organization.

Issues Book: The need is growing for a compilation of up-to-date Administration positions on the major issues. Each speaker, especially those in category (B) who are less likely to be informed on the broad spectrum of issues outside their expertise, needs a briefing book. This should consist of one-page fact sheets with the President's accomplishments and goals as well as talking points on major categories of issues--the economy, energy, foreign policy, health, education, welfare, transportation, etc.

Such information will not only be helpful to the speakers. It also will assist in articulating the President's position on the major issues throughout the campaign. These fact sheets and talking points need to be compiled as soon as it is possible to include the new directions and proposals from the State of the Union. The Domestic Council and NSC would need to coordinate their drafting. The Communications Office then would put together and distribute the briefing books to the spokesmen.

Local Political Information: The PFC will need to make available for each spokesman information about the local area, its issues and candidates prior to each speaking trip.

Briefings: With each new major policy initiative or developing issue, the Communications Office should arrange briefings for the (A) and (B) list speakers.

Current Talking Points: Briefing speakers on developing issues, strategy and Administration positions will be the most important part of the briefing system, once it is established. This will require efficient systems for (1) determining strategy and talking points as quickly as possible, and (2) relaying this information to the speakers.

Determining Strategy/Position: Ron Nessen's role is crucial in this effort. As the President's spokesman, he will be the pivotal person in (1) obtaining early-alert information on developing issues and input from the substantive political and other press representatives, and (2) relaying such information, as appropriate, to the President and getting the President's views prior to the determination of strategy and positions.

A speaker's program committee will be key to implementing this effort--to give Nessen the input and to following up with getting the information to the speakers.

Relaying Information: Once a position is determined, each category (A) spokesman who is on the road needs to be contacted (either directly or through a designated representative) with the talking points decided upon. As a followup, written talking points should be forwarded to them, to those not currently traveling and to category (B) speakers.

The sheer volume of speakers will prevent verbal briefings for all category (B) briefers. However, those who are appearing before major and newsworthy forums, should be contacted verbally as well.

The system clearly will depend upon having comprehensive schedules of appearances by all spokesmen. The basis for such schedule compilations already exist. However, up-to-date weekly summaries of all (A) and (B) speakers will be essential and must include information about all appearances and their exact times. (It is essential to know, for example, whether an (A) speaker will be speaking in the morning, afternoon or evening in determining whether he should be the key spokesman on an issue for the evening news programs.)

Monitoring Follow-up: The PIO's, the PFC through its local committees, and the Communications Office through the newspapers it receives directly and from the RNC should compile the clips on spokesmen appearances. The Communications Office should be the repository for all the clips.

Speakers Committee

As suggested above, a Speakers Committee will be necessary to make this program work. It needs to include those involved in scheduling, determining the strategy and positions, and follow-up briefings for the speakers.

The suggested participants would be:

Ron Nessen -- Chairman.

Larry Speakes -- Day-to-day liaison with Peter Kay.

Margita White -- Coordinator of program and chief contact with Administration speakers.

Randy Woods -- Assist with contact of Administration speakers; coordination of media group scheduling and contact with scheduling office; media support arrangements for White House staff speakers; distribution of fact sheets and talking points to Administration speakers.

Jim Shuman -- Preparation of written talking points for speakers.

Jerry Jones -- Scheduling strategy.

Bill Nicholson -- Scheduling.

Peter Kaye -- PFC press representation.

PFC Scheduler.

Vice President's Scheduler (?).

RNC Press Secretary (after convention).

This would be the full group involved in the program. It should meet on a weekly basis.

Some, but not all, of the above need to be in consultation on issue strategy and positions on a regular basis when the program is fully under way, especially during the general campaign. Initially this could probably be done on an ad hoc basis. Brief meetings could be held, as needed, following Nessen's 8:30 meeting, among Nessen, Speakes, White, Shuman and Jones. Peter Kaye, whose input would be needed, could either establish a system of regular phone contact with Speakes between 8:00 and 8:30 a.m. each day to provide his input or join the meeting personally to discuss major topics requiring greater attention.

Implementation of Program

Previous experience with similar programs strongly suggests that it is important that all (A) and (B) speakers clearly understand that the President gives the speakers program priority. Hence, it is important that the program be initiated with the President's personal participation and support through meetings with the spokesmen.

The President would emphasize the importance he attaches to the program, ask their help and introduce the key staffers involved in implementing the program. The latter is key because the speakers need to feel confident that the persons designated to relay speaking requests, press activities and talking points have clout and the President's confidence. Without this, speakers inevitably will want to get their signals from the highest level person possible and Ron Nessen and Dick Cheney, for example, will get overly involved in the implementation of the program.

If it is agreed to classify the speakers internally into (A) and (B) categories, I would recommend that the President meet with each group separately. Some, such as Governors, would need to be contacted individually.

In conjunction with such a meeting, I would hold separate briefings for the PIO's of Administration spokesmen for each of the categories.

Summary of Recommendations

Since recommendations already have been described for carrying out each of the program's goals, it might be most helpful to summarize them with a breakdown of responsibilities suggested for each office:

WHITE HOUSE PRESS OFFICE

Ron Nessen: (Greener)	Chairman of Speakers Committee Content approval for all talking points for speakers
Larry Speakes:	Liaison with Peter Kaye on issues

OFFICE OF COMMUNICATIONS

Margita White:	Coordinator of Speaker Program implementation Relay verbal talking points to (A) speakers Schedule briefings for speakers on major new issues
Randy Woods:	Assist with verbal talking points relay Coordination of scheduling before media groups Assist White House staff speakers with media support scheduling for non- political trips (with Margaret Earl) Consultation and guidance for PIO's in scheduling media support activities Distribution of current talking points to all speakers

Jim Shuman: Preparation of current written talking points for all speakers

Margaret Earl: Preparation of Issue Book (drafted by Domestic Council and NSC)
Keeping Issue Book up-to-date

WHITE HOUSE SCHEDULING OFFICE

Scheduling of Administration spokesmen (except before political forums)
Preparation of weekly detailed schedule of all spokesmen appearances
Preparation of long-range schedule of spokesmen appearances

PRESIDENT FORD COMMITTEE

Scheduling of all spokesmen before political forums
Scheduling all except Administration spokesmen before other forums
Media support scheduling for all speakers for political trips
Provide local political information (issues and candidates) to all speakers

A

(A) LIST OF PRESIDENTIAL SPOKESMEN

The Cabinet

*The Vice President
*Secretary Rogers Morton
*Secretary William Simon
*Secretary Earl Butz
*Secretary William Dunlop
Secretary Carla Hills
Secretary William Coleman
Secretary William Matthews
Secretary Thomas Kleppe
OMB Director James Lynn
Secretary Donald Rumsfeld

Agency Heads

Frank Zarb

White House Staff

*Ron Nessen
William Seidman

Members of Congress

John Rhodes

Republican Governors

Christopher S. Bond (Missouri)
James E. Holshouser, Jr. (N.C.)

Campaign Committee

Howard Calloway

*Initial key spokesmen.

Nongovernmental Supporters

Dean Burch
Melvin Laird
William Scranton

(B) LIST OF PRESIDENTIAL SPOKESMEN

Agency Heads

Other Sub-Cabinet

White House Staff

William J. Baroody
Virginia Knauer
Patricia Lindh

Members of Congress

Republican Governors

Nongovernmental Supporters

Ann Armstrong



National Public Radio 2025 M Street, N.W.

Washington, D.C. 20036

202-785-5400

December 10, 1975

Mr. Peter Kaye
President Ford Committee
1825 L St., N.W.
Washington, D.C. 20036

Dear Mr. Kaye:

On behalf of NPR and 11 major national organizations, I would like to invite the President to participate in a unique national forum designed to bring presidential candidates in direct contact with concerned citizens to discuss the important issues in the 1976 campaign.

Every declared candidate in both parties has been offered an equal opportunity to present his views on the issues, discuss them with members of the organizations shown on the enclosed list, and with interested listeners from across the country for 90 minutes. Details on the program format are enclosed, along with the list of participating organizations.

The programs will be transmitted live to NPR member-stations at 6:30 PM EST, Tuesdays and Thursdays in January and February. Several dates remain open in both months.

The participating organizations are anxious to bring about this type of dialogue with the candidates, and are offering their assistance in enlisting their members for participation in the programs, and promotion of the series to their millions of members around the country.

We would appreciate the opportunity to discuss the possibility of the President's participation in this series with you. Naturally, the earlier we can set a date, the better the job we can do of promotion. We will also need time to make arrangements to do the broadcast from the White House, or from any other location the White House may request.

I hope to hear from you within the next several days regarding the decision to have the President participate. If there is any other information you may need, please call me or the program's producer, Jeff Rosenberg.

Enc.

cc: Ron Nessen

Sincerely,

C. Robert Zelnick
Manager, National News
And Information Bureau



December 19, 1975

MEMORANDUM

TO: BO
STU
RON

FROM: PETER KAYE *PK*

There are a couple of important things on my mind regarding political style and opportunity.

1. The President should look to identifying with the average voter. For example, he should (and maybe still can) say "I believe Congress should pass a tax and spending limit bill even if it means working over the Christmas holiday and I'm prepared to forego my vacation in Vail to help hammer out a solution." Most voters don't take vacations in Vail anyway. The picture of a President jetting around the world does not always sit well with the guy who can't. But the image of a President giving up something he'd like to do would be received sympathetically.

2. A symbolic anti-inflation move, understood by everyone, would be for the President to ask Ford, GM, & Chrysler to roll back those proposed price increases. Ford already indicates it might.

3. There is an opportunity to strike a blow for openness three ways.

A. A medical magazine, called Medical World News, is printing health reports on all major candidates. They asked for the President's months ago but got vetoed by Lukash despite President's remarks on Meet the Press. Reagan gave them a complete report. The guy read it to me. Hartman has the request now, but the magazine is on deadline and they are screaming.

Call Lukash

B. NPR wants candidates for a 90-minute talk show. In attached memo, I suggest we take it and challenge Reagan to do the same. So far he has refused. This is not a debate. Separate nights. Nofziger says Reagan will hold few if any news conferences.



C. Common Cause wants complete financial statements.
After checking with White House, we agreed. Reagan has refused so far.

Putting health, finances and accessibility together, we should agree immediately to all of this and then get the word out, rather than let it trickle to no advantage.

4. The President should hold a political meeting with top advisers in early January to show his interest in the campaign, his determination to stay in and the fact that he really is in charge. But we should be wary of who is asked and of backbiting and leaks except those we can control.
5. We've got to do better about promoting other voices in the administration, on the hill, and around the country on these controversial decisions. Damn little was done on the tax veto and failure to override. Common situs and energy are our next opportunities and we've got to be prepared better.
6. All of us have to cool our rhetoric publicly and minimize our differences to avoid escalating the problems we already have.
7. Merry Christmas!

THE WHITE HOUSE
WASHINGTON

December 31, 1975

MEMORANDUM TO RON NESSEN

FROM: JUDY O'NEIL
SUBJECT: PFC Possible Break-In

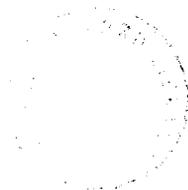
Bo Callaway called with the following release text that the PFC is putting out in response to questions about the possible break-in:

The Chairman of the President Ford Committee, Howard "Bo" Callaway, today acknowledged that a unit of the President Ford Committee may have been broken into early this morning.

Mr. Callaway indicated that the alarm at the advertising unit of the President Ford Committee had gone off at 2:51 AM Wednesday morning. The office located at 1828 L Street, N.W., Suite 1002, had possibly been broken into. Nothing apparently had been stolen.

Metropolitan Police and building security personnel immediately investigated the episode but have no suspects.

Peter Kaye is not there today, but we are to refer calls to James Cochran at the Committee 457-6400.



THE WHITE HOUSE
WASHINGTON

December 31, 1975

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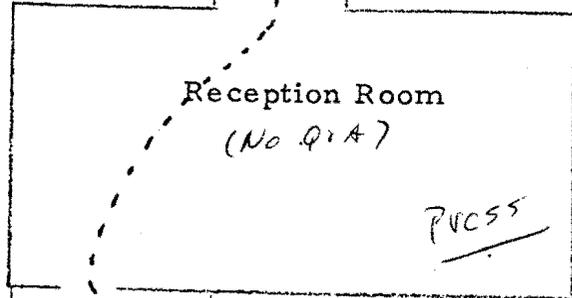
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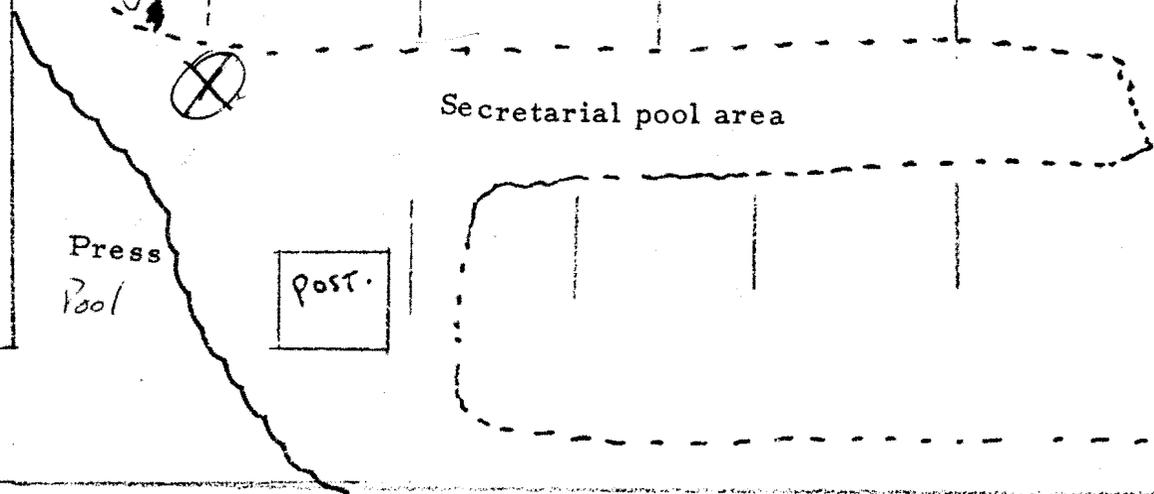
Stairway from garage entrance.

PFC HEADQUARTERS
WASHINGTON, D. C.
6 January 76 5:00 PM



Jack Stiles
Office

Offices



Offices

Bo 's office

6 TVs
2 wires
1 wire photo
2 water
1 radios eq.





City Public Schools

John C. Albohm
Superintendent of Schools
Raymond F. Sanger
Deputy Superintendent

Henry S. Brooks
Chairman, School Board
Mrs. Marguerite M. Wallace
Clerk of the Board

418 South Washington Street, Alexandria, Virginia, 22313

January 6, 1976

Peter Kaye

Mr. Ronald Nessen
Press Secretary
The White House
1600 Pennsylvania Avenue
Washington, D. C.

F.Y.I

Dear Mr. Nessen:

My wife and I are honored to attend the National Prayer Breakfast. I am one of the people who wrote to you last year to inquire as to the status of the National Prayer Breakfast and I am, therefore, glad you are having the breakfast and glad to be present. Mr. Richard Hills, Assistant Superintendent for Instruction, will also be present.

Incidentally, in thinking about President Ford and his election opportunities give some real thought and channel to the proper people the appointment of someone in Virginia who should organize "Ford for President" groups throughout the state. Our present Lieutenant Governor, John N. Dalton, is a Republican. The last name is widely known in the Commonwealth. He needs the visibility if he wants to proceed to run for governor but, in the meantime, so far no one has surfaced of any stature to lead in Virginia for Gerald Ford.

Please do not misunderstand this letter in any way other than the thought for the day.

Cordially,

[Signature]
John C. Albohm
Superintendent of Schools



JCA:ees

*Don -
I made a
copy for
Peter Kaye
and sent it
to him.
c.g.*

Accompanies Memorandum from
Peter Kaye January 6, 1976



The BALTIMORE SUN

MONDAY, DEC. 15, 1975

Reagan assails debt of pension

By ADAM CLYMER
Sun Staff Correspondent

Reagan criticizes Social Security

News release

President Ford Committee

1828 L STREET, N.W., SUITE 250, WASHINGTON, D.C. 20036

Mr. Ron Nessen
White House Press Office

January 7, 1976

MEMORANDUM

TO: RON NESSEN

FROM: PETER KAYE PK

We have set aside an area for all reporters to watch and later ask the President questions after he tours the place.

I'd suggest he disclose his New Hampshire plans, although he might let the details be pulled out of him.

Also might say he plans tentatively at least two brief trips to Florida.

In both cases, say he'd like to do more but State of Union, budget and assorted presidential business will tie him up through January. And maybe you better come up with some other certain events for February and early March to point up stress of White House affairs.

Say he can't match pace of RR campaigning (15 days in each state) but that the real issue is his record and how RR would change it or do differently. That burden is on RR and he hasn't heard any dramatic differences yet. Except energy bill which RR says he'd oppose and which is popular in New Hampshire where energy and fuel costs are big issues. Good chance for him to make points on tax cut and budget cut and perhaps common situs, which is a good issue in relation to Florida.

Could say he hopes RR clarifies his stands on \$90 billion budget cut. Latest is that RR says it isn't a tax reform plan. President could question how you could undertake such a massive shift of money and functions without tax reform. Point out New Hampshire has neither a sales nor an income tax and that Florida has no state income tax. Property tax burden also is a big issue in Florida.

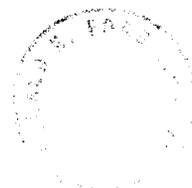
Also could question RR's positions on social security. See attached information. RR hasn't outright endorsed the voluntary or alternative plan but has raised it. FYI. 27% of New Hampshire Republicans and 34% of Florida Republicans are 65 or over and many more are in 55 to 65-bracket.



Page 2
January 7, 1976

Probably Callaway should be by his side for ritual blessing. A lot of campaign people will be absent -- in Florida and New Hampshire -- and he might say that's where they should be -- out where the votes are.

If asked why he visited PFC HQ, he could say because campaign people are carrying the load during this time he has to mind the store and that he wants to show his appreciation, concern, interest or what have-you.



News release

President Ford Committee

1828 L STREET, N.W., SUITE 250, WASHINGTON, D.C. 20036

Mr. Ron Nessen
White House Press Office

Jan. 8 1976

Ron --

FYI. This from our
regional guy, Dick
Mastrangelo. My only
thought is that the speech
be short (15 mins.) with
Q and A and that it deal
if possible with a locally
related issue such as energy.

--PK



NOTE FOR PETER KAYE

CC: Spencer, Watts

RE: NEW HAMPSHIRE - NASHUA CHAMBER OF COMMERCE SPEECH

DATE: December 28, 1975

When Bo and I visited the Nashua newspaper's editorial board, the publisher made several points about the President's upcoming Nashua Chamber speech which I thought I should pass on to you:

1. He strongly recommends that the speech be a major policy statement
2. The Chamber is making preparations/provisions for the national media to cover
3. They expect excellent coverage both in New Hampshire and Nationally -- with particular emphasis on NH and Massachusetts.
4. The Chamber has had very good luck in getting National speakers and knows how to care and feed them and they are very happy about getting the President for what may be his only major address in New Hampshire pre-primary so we can "trade" on that a bit to insure a successful appearance.

RB

rem

News release

President Ford Committee

1828 L STREET, N.W., SUITE 250, WASHINGTON, D.C. 20036

Mr. Ron Nessen
The White House Press Office



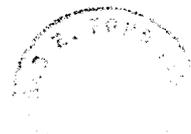
January 12, 1976

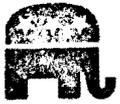
Ron --

Two matters of some urgency.

1. NBC as well as The President Ford Committee are polling in New Hampshire on January 23. It sure would be nice if the President's news conference in Washington with New Hampshire reporters were set for the 22nd. Please let me know as I'm going up there Thursday.
2. Iowa radio stations will play a 30-second public service spot from the President urging citizens to participate in precinct caucuses on Monday, January 19, to nominate a President. Spot must be non-partisan and stress that this is a way to participate in the democratic process to choose a presidential candidate of your choice.


PK





Republican
National
Committee.

Rem
FYI
PK

January 15, 1976

MEMORANDUM:

FROM: NORMAN BISHOP
RE: RNC DEMAND ACTUALITIES

The Communications Division has recently installed a limited In-WATs for demand actualities. The system will permit radio stations throughout the country to call a toll-free number to record announced actualities for use in local broadcasts.

Anyone having a press statement for nationwide release should contact this division. We, in turn, will place an advisory on the wire services as to the subject and the contact number.

This system has been used extensively and successfully by the DNC and will be used to supplement rather than replace our present actuality system which is operated in conjunction with the Congressional Campaign Committee.

The RNC contact number is 484-6550; the In-WATs contact number is 800-424-7290.

cc Peter Kaye



THE WHITE HOUSE
WASHINGTON

1/17

file: Peter
Kaye

NOTE FOR: Margarita White
FROM : RON NESSEN

FYI

RHN



President Ford Committee

1826 L STREET, N.W., SUITE 250, WASHINGTON, D.C. 20036 (202) 457-6400

January 14, 1976

RON

Per our conversation today, please include a weekly pooler from New Hampshire in the press conference of Jan. 22. I'll phone his name from there tomorrow. Also how are we doing on something for radio. It's very big in New Hampshire. Thanks.


Pete



THE WHITE HOUSE
WASHINGTON

1/22/76

NOTE FOR:

Peter Kage

FROM

: RON NESSEN

FYI

RAH

Attachment - David Bellin strategy
paper #3 - see campaign file



MGMWSHT HSA
1-036190A027007 01/27/76
TWX ADVOCATE SMT
07 SANSAN MATEO, CA 1/27/76

western union Mailygram



PETER KAYE, CHIEF PRESS AIDE
PRESIDAT FORD COMMITTEE
1828 L ST., NW
SUITE 250
WASHINGTON, DC 20036

*Ronnie—
Take care of
this sweetie.
—Pete*

DEAR PRESS AIDE

WE AT THE ADVOCATE ARE IN THE FINAL STAGES OF COMPILING OUR SPECIAL FEATURE ON PRESIDENTIAL CANDIDATES AND THEIR POSITIONS ON GAY RIGHTS.

EARLY THIS MONTH WE SENT TO YOUR OFFICE A SURVEY OF PRESIDENTIAL CANDIDATES ON GAY RIGHTS ISSUES AND A REQUEST FOR BACKGROUND MATERIAL.

IF WE ARE TO GIVE A FAIR REPRESENTATION TO OUR 120,000 READERS OF YOUR DANDIDATE'S POSITIONS ON GAY RIGHTS, WE WILL NEED TO HAVE YOUR INPUT WITHIN THE NEXT 10 DAYS.

SINCERELY,
SASHA GREGORY-LEWIS
ASSOCIATE EDITOR
ADVOCATE SMT
2121 S. EL CAMINO REAL, STE 307
SAN MATEO, CA 94403
19:35 EST

MGMWSHT HSA



THE WHITE HOUSE

WASHINGTON

January 28, 1976

MEMORANDUM FOR: DICK CHENEY
JERRY JONES
RED CAVANEY
ERIC ROSENBERGER
PETER KAYE ✓

FROM: RON NESSEN *RHN*

The Press Office is undertaking a series of steps to assure that local press is given better treatment in order to help them do better stories on Presidential visits and to meet a number of gripes we have received over the months.

I'd appreciate it if you could help out in those areas which involve decisions or actions by your office so that we can implement this plan as soon as possible, preferably with the February 7-8 trip to New Hampshire:

1. The President Ford Committee should pay for a local press bus and/or a local press pool car in all out-of-town Presidential motorcades.
2. The President Ford Committee and the White House need to reach a decision quickly on who pays for the lighting and sound systems for Presidential appearances on political trips.
3. At airport arrivals, the arrival ceremony and any local presentation ceremonies should take place close to and directly in front of the local press area. This may mean that the President should be greeted at the bottom of the ramp by only one or two local officials and then brought over to the local press area to meet other local dignitaries.
4. The President should stop for a brief interview at the airport, at arrival or departure, with the local press.

5. The President should be announced and any local band at the airport should play "Ruffles and Flourishes" and "Hail to the Chief" as the President walks off Air Force One. The President should be the first one down the ramp (not Dave Kennerly).

6. Whenever possible, colorful local stories should be staged where they are clearly visible to the local press. (For instance, in Minneapolis when the President was introduced to Liberty's father, the local press was completely shut out.)

7. A press kit should be prepared, including biographies of the President and his family, data on Air Force One, the limousine and the helicopters, and brief statements of the President's position on major issues. The printing of the kit, printing of the necessary photographs to go in it, and the purchase of appropriate folders should be paid for by the President Ford Committee. This needs to get into the works quickly so that the press kits will be ready to hand out to local reporters a day or so before the New Hampshire trip.

8. The PFC Press Office needs to check in a more timely manner with the White House Press Office before making announcements locally of Presidential schedules, etc.

CC *Speakers*
Carlson



R/SB

[ca. 1/28/76]

THE WHITE HOUSE
WASHINGTON

NOTE FOR: Peter Kaye ✓
FROM : RON NESSEN

Any interest?
Lol's of
enthusiasm
but no political
stipend.
RON



thru Sunday

RESUME

Cal Thomas
12718 Pebblebrook
Houston, Texas 77024 (713) 461-3481

Age: 33 Married, 4 children

EDUCATION

B.A. Degree, American University, Washington, D.C. Major: English Literature. Minors: French and International relations of Western Europe. Scholarship: HermanLoewe Memorial scholarship through Sigma Delta Chi professional journalism fraternity. Won over 400 candidates and selected as the person with best potential for success in the field.

EXPERIENCE

KPRC-TV, Houston, Texas (1973-Present). Investigative reporter and weekend anchorman. Traveled throughout Texas on investigative assignments. #1 rated weekend news in 14th market. Won Headliners Award for live and tape coverage of major prison break attempt in '74 and an "instant", hour-long news special completed within hours after the siege was over.

NBC News, Washington, D.C. (1969-'73). Radio and Television reporter covering general assignment stories as well as The White House, elections, out of town assignments, etc. Appeared on NBC Nightly News, Today Show, radio news on the hour, numerous specials. Numerous reporting awards for spot news, specials, etc. George Foster Peabody Award for reporting on NBC radio series "Crime in America".

KPRC-TV, Houston, Texas (1968-69). General Assignment reporter and weekend anchorman. Covered medical center and space stories as well as general assignment. Medical and journalism awards for coverage of the heart transplant patients and their doctors. A-P State awards for reporting.

Armed Forces Radio-TV News Bureau, New York City and Washington, D.C. (1965-'68). Army Service. Honorably discharged. Wrote and reported news and features on worldwide AFRTS network.

National Educational Television, Washington, D.C. (1964). Production Associate on 9-part television documentary series on the Congress.

NBC News, Washington, D.C. (1961-'64). Production assistant and desk assistant. Numerous off-air and production duties.

BOOKS

Author of two books: "Target Group Evangelism" (Broadman Press, 1975) and "Free At Last" to be published in 1976.

My wife, Ray, is a singer and recording artist for Crescendo records.



January 29, 1976

MEMORANDUM FOR:

PETER KAYE

FROM:

RON NESSEN

Attached is a list of Florida newspapers we feel your people in Florida should send us so that we have a sense of what is happening in the state.

Attachment



FLORIDA

Clearwater Sun

301 S. Myrtle

Clearwater, Florida 33517

38,813

Cocoa Today

P.O. Box 1330

Cocoa, Florida 32922

52,556

Daytona News

901 Sixth Street

Daytona Beach, Florida 32015

40,151

Fort Lauderdale News

101 North New River Drive East

Ft. Lauderdale, Florida 33302

106,060

Gainesville Sun

101 S.E. 2nd Place

Gainesville, Florida 32602

30,785

Hollywood Sun-Tattler

2600 N. 29th Avenue

Hollywood, Florida 33020

43,327

Jacksonville Florida Times-Union

One Riverside Avenue

Jacksonville, Florida 32202

60,385

Lakeland Ledger

P.O. Box 408

Lakeland, Florida 33802

33,465



Miami News

1 Herald Plaza
Miami, Florida 33101

75,285

Orlando Sentinel-Star

633 N. Orange Avenue
Orlando, Florida 32801

175,357

Pensacola News

101 E. Romana Street
Pensacola, Florida 32501

64,612

Pomano Sun-Sentinel

2501 N. Federal Highway
Pomano Beach, Florida 33061

44,496

St. Petersburg Times

P.O. Box 1121
St. Petersburg, Florida 33731

186,547

Sarasota Herald-Tribune

801 S. Tamiami Trail
Sarasota, Florida 33578

59,396

Tallahassee Democrat

277 North Magnolia Drive
Tallahassee, Florida 32302

41,261

Tampa Tribune

507 East J. F. Kennedy Blvd.
Tampa, Florida 33602

118,725

Palm Beach Post

2750 South Dixie Highway

West Palm Beach, Florida 33405

68,982

Memo to: Ron Nessen
From: Peter Kaye PK
Re: Courtesy calls from the President
Date: Jan. 29, 1976

At least one PFC state chairman (Craig Berkman of Oregon) has expressed concern over news reports of President Ford telephoning Nixon. Berkman reports to us there is much negative feedback over this and feels it hurts the President. He suggests we counter this by positive telephone calls from the President to Mamie Eisenhower and/or Bess Truman to wish them well, etc.

I think it's a good suggestion.

THE WHITE HOUSE
WASHINGTON

November 28, 1975

MEMORANDUM FOR:

DICK CHENEY

FROM:

RON NESSEN

Attached find a speakers' plan for the campaign proposed by Margita White, who has had experience with a surrogate speakers' program during previous elections.

Obviously, this needs your approval and suggested revisions before it could be put into effect.

Attachment

