

The original documents are located in Box 16, folder “Moore, Dick” of the Michael Raoul-Duval Papers at the Gerald R. Ford Presidential Library.

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Dick Moore - Lunch (Conf. Dining Rm.)
7/23

• Dick

Q (to electorate) → what do you want? Answer: we have it; prosperity? have it;

Carter Attack

* Why trade a known for unknown?

we don't know what Carter is for (won't tell us)
we do know what he is NOT:

- Not economist
- Not known by foreign leaders
- Not experienced
-



• Don't take a chance on a stranger

now race is between Liberal and Conservative.

Should be: between far left and middle.

Acceptance Speech: we are in
mid America — in the middle;
A center of political spectrum"

get copy of JBC '72 speech
(Defence) to see how to dramatise

→ Campaign theme -

Run against the '60s ??

get Film clips

• WAR (VN)

• Riots

• Great Society



when cost out Carter's program
refer to the Carter Dollar
- won't buy anything.

Common Loss of Bread (etc) end
of Ike ; end of LBJ.

Inflation Film of closed down Schools (Colleges)
"will you be able to afford college
for your children?"



Lunch
DICK MOORE 7/23



4th JULY
MOORE P.3

DON'T
commit
to debate

We ~~at~~ will handle to reveal
Carter's inaugural address in the
~~substantive~~ book alongside Dewey's.

Convention: if RR of JBC get
V.P. watch out that their
acceptance speech doesn't
upstage the P.

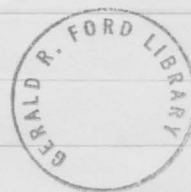
give Acceptance right after
Nomination. JFK went
to Convention after nomination;
end of announcement of V.P.
choice.

p.r. / issues

John Alsop (Connecticut)
(Stuart + Joe's brother)



* Associate Ford w/ Eisenhower,



one day

→ V.P. rarely does not help P
(exception was LBJ in '61)

→ Exception is extremely emotional
issue.

→ LBJ has some role as LBJ did in '61

Acceptance Speech from Oval Office

great danger is comparison
w/ V.P. Speech. Do Acceptance



File

Dick Moore

OPERATION "OVER THE TOP"

In the final three days there can be no news as persuasive or as contagious as news of a last minute shift to Ford - a closing ground swell that will take him over the top.

However, the actual existence of such a trend is not enough. The important thing is for the public (as well as our workers) to know that it exists. It is only then that the contagion sets in.

If President Ford or his spokesmen merely say it exists that will be perceived as oratory and will not be treated as news. But if President Ford and the PFC take action because the ground swell exists the action will be hard news and the existence of the ground swell be assumed.



Recommendation: At the President's request the PFC could take the extraordinary step of purchasing radio time for a nationwide "rally" of Ford supporters in which the President and key campaign personalities will report the exciting details of the sudden turn of the tide. The President will then call on every worker for extra effort in the final three days. We have suddenly reached the one yard line - now let's go over the top.

The content of the program is only relatively important, the real importance is the fact that the program is suddenly being put on the air as a result of the sudden shift towards Ford.

The program is a cinch to produce. There can be phone calls from state or local chairmen reporting on local newspaper polls or any other

evidence of recent momentum. There can be pep talks from people like John Connally, the closing segment could be a brief pep talk from the President himself.

I suggest the program originate from Texas at 8 or 9 a. m. Saturday morning. On Friday telegrams can be sent to all state and local chairmen advising them to alert their workers to tune in Saturday morning, "for exciting information about the shift to Ford, etc." Ads can be placed in local papers (there is still time) and radio spots can be bought to promote the program. The program will be aimed at Ford workers, but the general public, of course, will be listening in. Thus the public will hear about the ground swell right from the horse's mouth.

They will also learn that the "Truman finish" is really working and that in these closing days the voters are moving away from the unknown Carter and shifting to the known and trusted Jerry Ford. In the final three days, there can be no better basis for a bandwagon.

RAM

October 28, 1976



Phone

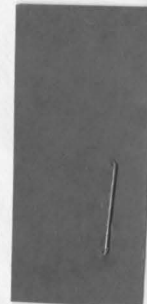
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2021 L STREET, N. W.

WASHINGTON, D. C. 20036

The Honorable Michael Duval
The White House



THE WHITE HOUSE
WASHINGTON

✓

October 28, 1976

MEMORANDUM FOR:

Dick Cheney

FROM:

Dave Gergen *dg*

SUBJECT:

Operation "Over the Top"

In Cavanaugh's "current events" meeting tonight, there was unanimous support for the idea that arrived today from Dick Moore.

The idea is that in the final three days of the campaign, there can be no news as persuasive or contagious as news of last minute groundswell for the President -- a swell that will take him over the top. The actual existence of the trend is not enough in itself; we need to communicate it to the voters, to our workers, and to the press.



The recommendation: At the President's request, the PFC would take the unusual step of purchasing radio time for a nationwide "rally" of Ford supporters in which the President and key campaign personalities report the exciting details of the sudden turn of the tide. The show would last 15 minutes and, if possible, would be carried nationwide on Mutual radio network. It would originate from Texas on Saturday morning (possibly from New York on Sunday).

There would be two possible formats:

-- The President would open the program with a few comments and would then go on an open conference call with the various regional chairman who would report on the major shifts in public polling data in their area (e.g., Field poll in California, Sun-Times poll in Illinois., etc.) The President would then wind up with a short statement about his optimism. the growing prospect of a

"Truman finish", and urge his supporters to get out the vote so that we can go over the top. (Option favored by Duval).

-- Alternatively, Joe Garagiola and Jim Baker would serve as hosts for the show. They would have telephones ringing off the hook with various state leaders, regional leaders, other celebrities calling in, exclaiming about the turning of the tide, revealing poll results in their areas. We would have a half-dozen lines opened up and arrangements would be made in advance with callers. Then at the close, the President would come on for the same basic pep talk as above. (Option favored by Gergen).

Whatever format is used, we would send telegrams to all state PFCs, others prior to the show, urging them to listen to a "show of great significance for the President's supporters." We would try to promote it as best we could thru the PFC. Actualities would be made of the show for replay in PFC headquarters, news broadcasts, etc. Also, the press could be allowed photos of the event for the Sunday papers.

Here is what we would be trying to accomplish:

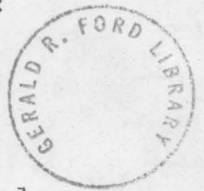
-- Galvanize our own campaign workers so that they will really put their shoulders to the wheel in the next 72 hours.

-- Influence the press in writing of their Sunday interpretative stories; it is essential that they understand just how much the thing is swinging to the President.

-- Finally, we want to get the word out to as much of the public as possible that it's swinging to the President. While the listening audience might be small, word from the show is very likely to spread by word of mouth.

Those who supported the idea in our meeting: Cavanaugh, Gergen, Duval, Jones, Reichley, O'Neill, Rhatican.

Mike has talked to Stu (who favors) and also to Baker (who favors but wants to make sure about the bucks). We'll need a positive signal as soon as possible in order



to buy the time, promo it, set it up, etc., etc.
Jim Cavanaugh wanted to get this note to you as soon
as possible in order to accomplish that end.

cc: Jim Cavanaugh
Mike Duval
Jerry Jones

