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✓ Why NCS (Teeter)  
⇒ "Reformed Campaign" Strategy

→ Announcement

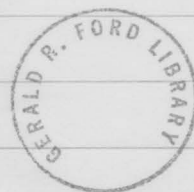
① Presidential campaign ~~the~~  
because is ~~or~~ crucial -  
I can contribute to process  
of improving it - making  
it better 200<sup>th</sup> year  
focus on issues.

② A campaign which focuses  
on issues helps me to  
win the election.

→ Speak (at times) before adverse  
audience to generate news  
on issues speeches. E.g.  
liberals for crime speech.

→ also reproduce "old" Ford positions  
- go for change story.

No "slice of life" stuff.



→ P can NOT rely on running  
on his record  
must show vision

(Teeter) issues are only a means  
to establish personal qualities  
of voters; personality far  
more important (8X) than  
have which <sup>individual</sup> voter thinks is most  
important.

Need Strong Advocates program  
to ATTACK Carter + build Face <sup>personal</sup> characteristics

- good people / P must  
crack heads - e.g. Simon
- good management - one  
reason w/ authority
- support  
↓  
loyalties  
Speech mastered  
Advocates.



Treter P.3

- Key: Advertising.

- need good people → not Penny
- decision-maker.



# Teters

send latest copy of our draft

• can make pretty good case that a lot of travel hurts P. any partisan act by GKF hurts him.

→ He CAN NOT ATTACK. totally undercuts P's ~~strategy~~ strengths.

→ don't limit last minute possibility of to mya

Q-W MFOR RR

Catholic; middle <sup>early</sup> + upper middle

the Issue: home ownership  
- headline crime  
- " property taxes  
- some quality of life



Alternatives



All GOP - 60% - 2/3  
bucket spitters +  
Independents

OR

All GOP - Split Independents  
plus 10-15% Demos.

- ∴ strategy
- ① all GOP
  - ② 60-70% Independents
  - ③ 15% Democrats

no  
new  
majority

[ Bond, Bruch, Mathis, Case  
Ogline, Percy, RR,  
Schwaricker, ]

little higher income  
" " educated  
little younger  
} than average

Key - in the group characterized  
by <sup>social</sup> MOBILITY ∴ all  
threatened.

Conservative <sup>facted</sup> splits

Very Conservative → housing  
crime  
property taxes

Key upwardly Mobil.

NOT ideologically conservative

they are pragmatically  
conservative

57% repeated putting  
themselves on liberal → conservative  
scale. Repeat this content.

looking for middle of road  
that agrees w/ them on issues.



• must take Carter on  
will remain in polls  
and will be unbeatable.

• must force him to cut  
off left or right.

need to force Carter to talk  
about National Democrat issues  
(such as Humphrey - Harkin)

→ HAK may be popular  
w/ our secret splitter.

Catholics as % of total vote	46%	NE	- own boat - home ownership
	38%	Atlanta	
	31%	Great Lakes	

? is CARTER against mortgage deduction?





Our target group - change  
demographically as you  
move west.

(very anti- ; fear)

- Not Catholic in west
- more educated.



Dinner w/ Victor

7/12

- ① Add new dimension to family strength
- P. should be associated w/ Grand Rapids
  - P's friends are D.C. Lobbyist + Vail.

- ② Doesn't understand guy he's trying to get to vote for him
- re-do this section in ~~book~~ book.

\* ③ NO major desire for CHANGE

- ④ to ASK Carter set up
- |            |         |        |
|------------|---------|--------|
| Lituanians | Against | Carter |
| Jews       | "       | "      |
| Catholics  | "       | "      |

(etc)

Must get Liberals to ask Carter - H-H; for Blacks; abortion, gun control

⑤ Carter has no friends i.  
Psychologically is very calculating

⑥ Generally perceived as  
MOST Republican.

⑦ One of GRF biggest mistakes  
was Rocky

⑧ to move P

Concerns  
on  
social issues

- Constitutional Amend or Burying
- Crime
- 

liberal



⑨ → should spend major % resources  
on: ① anti-Carter and ② paid Ads

⑨ plug into Carter / Ford  
Percentages

social conservatism - C

economic liberal - F

~~AM~~

~~Clinton - 40%~~  
40% - Ad (Pres + Rep)  
25% - Carter / Mondt / D'Amico  
15% - President  
15% - PFC  
5% - Vice President



NOTES FROM BOB TEETER

*Sub  
Campaign  
last 4 days*

THURSDAY:

- . Cleveland. At suburban good government meeting with 23 newspapers hit taxes, trust must be earned, don't overpromise, (general good government theme) and differences between GRF and JEC.
- . Ethnic drop-by in Cleveland. Stress family, morality.



FRIDAY:

- . Arrival statement in Wisconsin; strong pitch to elderly, health care, inflation, etc.
- . In St. Louis, try to make some statements in Missouri referring to Kansas City, (we've got troubles there). General statement on arrival can be the feeling good/Spirit of St. Louis idea.
- . Texas -- arrival. Go with a written statement, major stress on differences between GRF and JEC. Make it a high class statement stressing that there must be more government spending under Carter, less for Defense, more for programs we can't afford, therefore, more taxes or inflation.  
DO NOT ATTACK CARTER. We have to be very careful on this one. Hit the differences hard but no attack.

SATURDAY:

- . Major theme throughout day should be the good government idea.  
Remember the people in suburbs don't want less government as much as they want government to solve their problems; hit quality of life issues.
  
- . In Buffalo and Syracuse stress family, moral government, neighborhoods, parental involvement in schools etc. Heavy ethnic and Catholic voters.

SUNDAY:

- . In Ohio and Michigan the major emphasis should be on job and taxes.
  
- . In Detroit and Grand Rapids talk about what Ford has done. In Detroit (City center - not suburbs) talk about mass transit.
  
- . Major emphasis in Michigan, particularly in Grand Rapids must be "I need your help". We cannot overdue "the hometown boy" appeal.



fil

RATIONALE: 30-MINUTE PROGRAMS IN CALIFORNIA, ILLINOIS, OHIO, PENNSYLVANIA,  
AND NEW YORK.

Promo ??  
↑

The locally-originated half-hour programs give us an opportunity to reach hundreds of thousands (and, in most states, millions) of voters in a controlled situation deliberately designed to emphasize the most positive and appealing aspects of the President and his record.

A thoroughly professional, non-threatening moderator/host can bring out the best of the President and allow him to make the strongest case for his election. The format allows the President to present himself in a relaxed, low-key way -- in marked contrast to the tense, competitive debate situation, the aggressive, strident stump style or the risky, unpredictable press conference format.

The suggested format also gives us a captive audience for the best of our positive advertising. We can use a 60-second spot at the opening of the thirty minutes, two of the 5-minute films during the program and a 30- or 60-second spot at the end.

In addition, the format gives us the opportunity to utilize family members and/or politically-strong supporters (Scranton, Percy, Thompson, etc.) or Democratic supporters.

Following is a model format for the proposed 30-minute program.



30-MINUTE LIVE PROGRAM

<u>TIME</u>	<u>ACTION</u>	<u>ELAPSED TIME</u>
:60	Ford Commercial runs	:60
:90	Moderator introduces program briefly, talks about importance of election, leads President to first comment	2:30
2:00	President Ford - general comment on what is at stake, most important issues, differences with Carter, etc.	4:30
:30	Moderator follow-up question	5:00
1:30	Ford response	6:30
:30	Moderator introduces 5-minute film	7:00
4:20	"Biography" film (or "Family" film)	11:20
:30	Moderator - brief comment on film to President, introduction of family member or key supporter, question to that person	11:50
1:30	Response - "How campaign looks in that state"	13:20
:30	Moderator question to President Ford	13:50
1:30	President Ford response	15:20
:30	Moderator question to President Ford	15:50
1:30	President Ford response	17:20
:30	Moderator introduces 2nd 5-minute film "Achievements"	17:50
4:20	"Achievements" film runs	22:10
:30	Moderator question to President Ford	22:40
1:30	President Ford response	24:10
:30	Moderator introduces leading Democrat supporter from area	24:40





30-MINUTE LIVE PROGRAM (cont)

<u>TIME</u>	<u>ACTION</u>	<u>ELAPSED TIME</u>
1:30	Leading Democrat's statement	26:10
:30	Moderator's final lead-in for President	26:40
2:20	President's wrap-up statement	29:00
1:00	Long shot of studio, "Feeling Good About America" plays - with narrator V.O.	30:00



Teeter

\* have to hold GOP defection  
to 10%.

\* plus  
option 1 - Independent - 60-65  
Democrats - 5-10

option 2 - Independent - ~~50~~ 50%  
Democrats - 20%

∴ may end up targeting on  
middle-upper class suburbs;  
Catholics; anti-busing.

