



## Gerald R. Ford Presidential Library and Museum

[www.fordlibrarymuseum.gov](http://www.fordlibrarymuseum.gov)

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### CORE COLLECTIONS ON THE 1976 PRESIDENTIAL CAMPAIGN

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In 1976 President Ford and former California governor Ronald Reagan contended for the Republican Party's presidential nomination. The outcome remained uncertain even as their contest reached the floor of the convention. Ford won, chose Senator Robert Dole of Kansas as his running mate, and began the presidential election campaign trailing the Carter-Mondale ticket by 29 points in the polls. The final popular and electoral votes were exceedingly close, with the television networks projecting Jimmy Carter as the winner only in the small hours of the morning after election day.

The Ford Library (Ann Arbor) has extensive archival materials on both the nomination and general election campaigns. Core collections are summarized below, but many additional collections also hold valuable pertinent material. Research room hours are 8:45 am to 4:45 pm, Monday through Friday except Federal holidays. Telephone (734) 205-0555. E-mail [ford.library@nara.gov](mailto:ford.library@nara.gov)

The **Digital Library** section of our website [www.fordlibrarymuseum.gov](http://www.fordlibrarymuseum.gov) offers a detailed chronology of 1976 nomination and election campaigns. It is rich with digital copies of documents from inside the Ford campaign. The website also includes detailed inventories to all open collections.

#### **ANDERSON, STANTON: Papers (1972) 1975-76**

Anderson was the President Ford Committee's Operations Director at the Republican National Convention in Kansas City. His papers include planning materials and President Ford's annotated original reading copy of his nomination acceptance address.

#### **CHENEY, RICHARD: Files, 1974-77**

Cheney was Assistant to the President ("Chief of Staff"). Boxes 14-16 contain weekly progress reports from President Ford Committee chairmen Howard "Bo" Callaway and Rogers Morton, July 1975-July 1976. Boxes 16-19 contain a campaign subject file including letters from Republican leaders giving campaign advice and handwritten notes from Cheney to the President, some of which concern telephone calls to convention delegates. *The PFC Weekly Progress Reports from boxes 14-16 are fully available on-line in our Digital Library.*

#### **DOWNTON, DOROTHY: Files, (1972) 1974-77**

Downton was Personal Secretary to the President. Her files include a copy of the general election campaign strategy book, a preliminary media plan, an early assessment of PFC operations, and other campaign material. *The media plan and strategy book are fully available on-line in our Digital Library.*

**MORTON, ROGERS C.B.: Files, (1975) 1976**

Morton was a White House adviser who became chairman of the President Ford Committee. This collection focuses on the earliest phase of the nomination contest.

**NESSEN, RON: Papers, 1974-77 and Files 1974-77**

These two collections from presidential press secretary Nessen are useful on media relations and coverage during the nomination and general election campaigns, plus information on candidates Reagan and Carter.

**PRESIDENT FORD COMMITTEE: Records, 1975-78**

The PFC conducted Ford's nomination and presidential election campaigns, and its records span 350 linear feet of shelving. Strengths of this collection include campaign law, finances, advertising, implementation of strategy state-by-state, volunteer operations, and the collection and interpretation of polling data.

**PRESIDENTIAL HANDWRITING FILE, 1974-77**

In this collection of memos and other documents annotated by the President, boxes 36-39 concern political affairs, especially the campaign.

**PRESIDENT'S DAILY DIARY, 1974-77**

*The Daily Diary is fully available on-line in our Digital Library.* This is a minute-by-minute chronicle of the President's daily schedule, meetings, and travels, including the names of all persons he encountered.

**RAOUL-DUVAL, MICHAEL: Papers and Files, 1974-77**

Duval was Special Counsel to the President. In the Duval "*Papers*," boxes 12-31 concern the 1976 campaign, including such topics as the California primary, drafting the Republican platform, drafting the general election strategy, and preparations for the Ford-Carter debates. In the Duval "*Files*," boxes 26-29 have additional material on the drafting of the platform and more.

**REICHLEY, A. JAMES: Files, 1976 and Research Interviews 1977-81**

Reichley was a White House consultant working in Cheney's office. The Reichley "*Files*" include strategic analyses and long-range observations on the campaign. The separate Reichley "*Interviews*" collection includes summaries and notes from his research interviews with numerous 1976 Ford-Dole and 1980 Reagan-Bush campaign figures.

**TEETER, ROBERT: Papers, 1967-2004**

This large collection spans Teeter's career as a leading survey research professional and a key campaign strategist for Republican presidential and other candidates. With specific regard to the 1976 campaign, this collection includes extensive primary and general election internal polling data, interpretative and summary memos, reports, graphs, and post-election analysis.

**VISSER, ROBERT P.: Papers, 1972-78**

Visser was chief legal counsel for the President Ford Committee. Major topics include ballot security, campaign travel, delegate selection, federal and state election laws, the Federal Election Commission, campaign finance, insurance, campaign volunteers, Republican National Convention rules, the 1976 Presidential Campaign Liquidation Trust, and Campaign '76 Media Communications, Inc. Closely related materials appear in the White House files of Barry Roth.

**WAGNER, BRUCE S.: Papers, 1975-76**

Wagner was executive vice president and chief operating officer of Campaign '76 Media Communications, Inc., the advertising arm of the President Ford Committee. The collection concerns political advertising during the 1976 primary elections.

### **WHITE HOUSE CENTRAL FILES, 1974-77**

This vast, shared filing system for White House staff contains many thousands of pages on the nomination and election campaigns. File categories PL-Political Affairs, SP-Speeches, and TR-Trips are the most prominent file locations for campaign material.

### **WHITE HOUSE SPECIAL FILES UNIT: Files, 1974-77**

Boxes 1-3 contain memos and briefing materials used by the President in preparation for his debates with Governor Carter. *This material is fully available on-line in our **Digital Library**.*

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### **AUDIOVISUAL COLLECTIONS**

The White House videotaped, off the air, many copyrighted network news and public affairs broadcasts about the campaign and election. White House photographers created a rich, daily record of the Ford presidency in both public events and closed-door meetings. Other White House staff made audiotapes of all presidential speeches and press conferences, the press secretary's daily briefings, and occasional other remarks. The President Ford Committee has left an extensive collection of campaign advertising. *All photo contact sheets of White House photographers and some recordings of presidential speeches are available on-line in our **Digital Library**.*

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