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PRIMARY ELECTION  
ADVERTISING

## GENERAL COMMUNICATIONS STRATEGY SUMMARY

### BACKGROUND

There is no other election that is similar to one that includes an incumbent President. It is more a Referendum than an election because the rivals for the President's Office must convince the electorate that he should be replaced.

In turn, the President has distinct advantages over his challengers because he holds Office. First, he benefits because the voters are naturally reluctant to cast aside a known quantity for an unknown one. American voters are generally comfortable with the status quo.

Second, his incumbency separates the President, in form, if not substance, from all other candidates. By his performance and image, he sets a standard against which the electorate evaluates all potential holders of His Office. He becomes the measure of excellence on which voters form and sharpen their perceptions of the man they want in Office for the next four years.

### THE NEED FOR A GENERAL COMMUNICATIONS STRATEGY

The President's role, particularly during an Election Year, as molder of voter perceptions is continual, varied and, most important, the critical ingredient to re-election.

It includes much more than the impressions left by the paid media of television, radio and newspapers. It is the tacit voter reaction to a speech to Congress... to a tough, unpopular decision... or more indirectly, a general, undefineable feeling that he is leading the



country in the right direction. No event is too small or inconsequential. Everything must work together to communicate a consistent, positive image of the President that will be translated into votes on Election Day.

All of the above makes it essential that a General Communications Strategy be developed for use across all phases of Presidential exposure to the electorate.

#### OVERALL COMMUNICATIONS STRATEGY

Most simply, the Communications Strategy emanates from the President's perceived strengths:

- a) His Character
- b) His Performance in Office

These strengths should be consistently reflected in the cross-section of free-media events in which the President plays a major role: press conferences, interviews, public appearances, speeches, ceremonial functions. Likewise, as the attached creative position paper indicates, this same tone should be carried over to all of the President's paid media advertising.

Ultimately, both types of media should compliment each other as positive contributors to voter's perception of the President.



CREATIVE DIRECTION

OBJECTIVE - To communicate the leadership capability of President Ford.

STRATEGY - Positioning President Ford as the effective leader of all Americans, advertising messages will build awareness of the President's broad experience and forceful character in terms of their relationship to the Ford Presidency.

- a.) Experience - President Ford's record of accomplishment both in the Congress and the White House will be specifically used.
- b.) Character - Leadership capacity will be presented in the President's terms as self-disciplined, quietly resolute, and hard working.

The tonality of the advertising will be assumptive, somewhat restrained and appeal to the patriotism and pride of all Americans.



# Campaign '76

Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

COPY DISCUSSION  
WITH THE ADVISORY BOARD

March 23, 1976



THE COMMUNICATIONS OPPORTUNITY

Research data indicate that the voters' perception of President Ford is weak -- his image is nebulous and thinly-held.

Further, the President's actual position on the issues is relatively unknown to the voters.



TASK #1

The President's overall competence is being questioned by voters due to a broadscale impression that President Ford lacks strength and decisiveness.

And research analyses indicate that images of "competence" and "strength" are vital leverage areas in the nation's Presidential Election process.



This overall voter impression of Competence hinges on a complex relationship of diverse character attributes which spread along a specific continuum: voters view "justice," for example, as being in opposition to "strength" along the Competence spectrum.

As a result, unfortunately, the President's positive image of being just, safe and sincere does little to assist in the development of his image of strength.



Since this image element of Strength plays such an important role in the perception of overall Competence, it's clear we need to build the voters' awareness of the President's strong leadership capability.

If the image of Strength can be communicated, the Competence question should be improved due to the President's existing positive attributes regarding other image characteristics relating to Competence.



TASK #2

The voting public is searching for credible hope that things will get better...that their problems may ease.

Currently, survey data indicate President Ford does not appear to be providing this sense of hope; this is perhaps due in part to his decision to reduce the expectations of Americans regarding the Federal government's role in solving the nation's ills.

Despite the merit of this moderate philosophy, it may be difficult to communicate its wisdom -- Americans yearn for specific solutions to myriad problems.



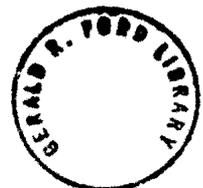
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THE ADVERTISING APPROACH

The advertising endeavors to capture the stance and spirit of the Ford Presidency through the use of strong visual images supported by strategically focused copy.

The tone of the message reflects the aura of the Presidency.

When attempting to reverse a current voter perception, the credibility of the message is crucial. Advertising claims must be buttressed with a factual orientation to the storyline.



COMPETENCE/STRENGTH  
("Accomplishment")

The issue of the President's strength of leadership has been approached with a straight-forward communication of two key accomplishments during his tenure in office:

1. The President has improved the economic health of the nation, and
2. restored trust to the office of the Presidency.

As a result, voters are being reminded that President Ford has already demonstrated his quiet strength with performance...not promises.

The advertising is known as the "Accomplishment" commercial.



HOPE  
("Future")

The concept of "hope" is communicated by providing confidence to the voting public. President Ford is shown with confidence in himself...and the advertising message implies the nation has confidence in him.

The copy reassures Americans of the realization of reasonable goals for the nation's well-being

The advertising is known as the "Future" commercial.



# Campaign '76

Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

March 15, 1976

MEMORANDUM FOR: STU SPENCER  
FROM: BRUCE WAGNER   
SUBJECT: RESEARCH: "FUTURE" COMMERCIAL

This forwards a report from the research firm of Lieberman Research, Inc. on the subject of the "Future" commercial.

Background - Field experience and copy research (February 14th) indicated that the documentary approach of the "Accomplishment" commercial represented a productive area for the development of additional television spots for use in the Primaries. This "Accomplishment" commercial was designed to communicate the President's leadership with reference to the restoration of trust and economic improvement.

Further, research results from a post-election survey of New Hampshire indicated that substantial numbers of undecided voters had cast their votes for President Ford due to his image of personal integrity in office.

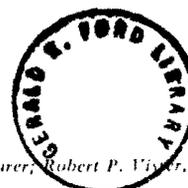
Building on this experience, the "Future" commercial was designed to emphasize the integrity of the Ford Administration in addition to presenting the philosophy of the President's program for the 1970's in terms of the fulfillment of reduced expectations.

The research was executed with personal interviews among 100 registered Republicans between March 5th and 8th, 1976 in Chicago, Illinois.

### Summary of Findings

1.) The "Future" commercial appears to be communicating its intended message with particular strength--71% of the respondents recalled that the President is "open/honest."

This is unusually good playback and is probably helped by the fact that the President is already perceived to be sincere and honest; the copy reinforced a previously developed perception.



Research "Future" commercial  
Page Two

2.) 27% of the respondents mentioned that the President "promises only what he can deliver." Since this is a focal point of the commercial, this very specific response is satisfactory and indeed, heartening.

3.) An additional strong area of playback centered around the idea of "experience." Almost 50% of the respondents played back a thought about President Ford's experience: further there was significant mention (27%) of the President's efforts to improve the economy.

Conclusion - Based on the research results and general field comments, we believe "Future" is effective, particularly when viewed in concert with "Accomplishment". While the "Accomplishment" commercial communicates a positive copy story regarding the President's performance in difficult circumstances, the "Future" commercial appears to be strongly emphasizing the honest and open approach that President Ford has brought to the leadership of the nation.

Based on the importance of this attribute of honesty, we believe that this is a particularly useful element of our communication program.

Further, both commercials appear to be communicating the experience aspect of President Ford's leadership. This, as we know, is important to the image development for President Ford.

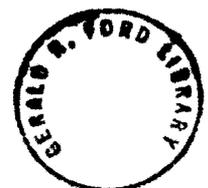
Indicated Action

1.) We plan to continue this advertising ("Future" and "Accomplishment") on a 50%/50% scheduling basis in North Carolina, Wisconsin and as needed, in future Primaries. This advertising will continue to form the basis for all other supportive radio and newspaper advertising in the Campaign.

2.) We are proceeding with completion of a third television commercial "Trust," which continues the current documentary style of advertising. This advertising mentions both the President's leadership with regard to the improving economy and further, increases the emphasis of the trustful nature of his character.

3.) Pending review of this new film, the "Trust" copy may be intergrated into the Primaries effort. Alternatively, this advertising maybe held in abeyance for use in the the General Election.

c.c. Tim Austin  
Peter Dailow  
Ed DeBolt  
Roy Hughes  
Peter Kaye  
Bob Marik  
Rogers Morton  
Fred Slight  
Bob Teeter

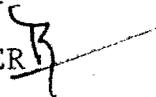


# Campaign '76

Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

FEBRUARY 19, 1976

TO: BO CALLAWAY  
FROM: BRUCE WAGNER   
SUBJECT: COPY RESEARCH

Attached, please find a report from the research firm of Lieberman Research, Inc. on the subject of the PFC television advertising.

Background - Two types of advertising have been developed for use in the New Hampshire and Florida campaigns -- a documentary style ("Accomplishment") and a man-in-the-street format ("Candid").

This advertising was based on national and state-wide research surveys conducted by Bob Teeter. Specifically, national research data indicates that the economy along with the President's leadership capacity are primary issues of voter concern. The New Hampshire survey of January 22-25 indicated that large numbers of Republican voters supported the President, but they believed that Ronald Reagan would win the Primary Election.

As a result, the "Accomplishment" commercial was created to communicate the character and experience of President Ford with specific reference to the restoration of trust and turning the economy around. The "Candid" commercial was designed to promote enthusiasm and awareness of local support for the President.

The advertising research was executed with registered Republicans on February 14-16 in Miami and Methuen, Mass. (near New Hampshire). The results are qualitative in that the sample sizes are not large enough to be projectable on a statewide basis, but advertising direction can be gained from this field research.

## Summary of Findings

1. The "Accomplishment" commercial appears to be particularly intrusive and effective. Respondent playback of copy points was deep and reflected emotional involvement in the advertising. Respondents appear to have understood the commercial, and the research indicates substantive awareness of the message.
2. The "Candid" commercial appears to be communicating the idea of general enthusiasm for the President in a satisfactory



manner; however, the specific research respondent playback as to why the "Candids" people were supporting the President was diffuse.

In retrospect, this is not too surprising since a variety of 'reasons' were used in the editing process, and we did not seek repetition of specific issues within this advertising.

3. Although there were no major negative reactions to either commercial, we learned that we may be "overpromising" the economic recovery aspect of the "Accomplishment" commercial -- 16% of the "Accomplishment" respondents found it hard to believe that the economy was significantly improved.
4. Finally, respondents appeared to react more favorably to the "Accomplishment" advertising (vs. "Candids") -- after viewing the commercials, the data indicate that "Accomplishment" viewers felt better about the President in a ratio of 3:1.

#### Indicated Action

1. We are moving ahead with New Hampshire and Florida media spending, as planned.
  2. Given the apparent overall persuasive strength of the documentary style of advertising, we are changing the media schedules in New Hampshire and Florida to reflect a 67% weight of the "Accomplishment" advertising; current weight is 50/50 with "Candids". (We want to continue the "momentum" advertising via the 33% weight in support of the "Candids" commercials.)
  3. We are editing available "Candids" film footage for use in additional states on an 'as needed' basis. We plan to use these commercials only for building local enthusiasm and peer pressure -- the documentary style will become our main advertising vehicle.
  4. We are developing an additional commercial which builds on the strength of the "Accomplishment" commercial as indicated by research.
  5. Although the research doesn't focus on the production values of the advertising, we will be discussing budgets with you as they relate to future production.
- c.c. P. Dailey  
R. Morton  
S. Spencer



## CREATIVE PLAN

### I. Television

This advertising communicates the overall Presidential incumbency stance of our advertising copy. The focus is the experience and character of President Ford as it relates to his Presidency and his leadership of the nation. This is summarized in the tag-line "President Ford is your President. Keep him." The tone of the message is assumptive and somewhat restrained, reflecting the patriotism and pride of all Americans.

Utilizing a documentary style of film-making, Campaign '76 has executed the following commercials against this strategy:

- A. Accomplishment :60 & :30  
Highlights major accomplishments of his term in office as they relate to specific issues and programs ("Inflation has been cut in half... the worst of the recession is over.").
- B. Future :60 & :30  
Emphasizes strengths of the President's character (openness/honesty, leadership experience) and incumbency, utilizing quotes from the Oath of Office Address and State of the Union message.
- C. Trust and Experience :60 & :30  
Focuses on the President's character and accomplishments in office... a re-phrasing of the above message.

### II. Radio

Radio advertising (:60 only) in the primaries continues the assumptive Presidential approach begun in television. Two basic formats are being utilized:

- A. Multi-state "Facts" commercials  
These will reinforce the sense of accomplishment evidenced during the President's term in office. Because of the cost efficient nature of radio production, this advertising will have the flexibility to talk about a variety of issues and/or talk to specific voter groups. To date, four commercials have been created:



- a) Facts - General Accomplishments
- b) Facts - Economic Recovery
- c) Facts - Older Americans
- d) Facts - Farmers

These are being utilized either throughout a state or in specific markets. Placement is determined by quantitative research indicating the importance of the message by geographic area.

B. Local Advocates

This copy allows respected local political figures to personally endorse President Ford. His accomplishments in office and/or his character support the message. Once again, this advertising is scheduled across a state or in areas where the advocate is particularly well-known.

III. Newspapers

This advertising serves two purposes in the overall creative strategy. First, it provides a specific summary of the President's character traits and accomplishments for both the general voter population and important sub-groups. Second, it provides a scheduling and topic flexibility that allows its use in a variety of special situations. A summary of the newspaper formats follow:

A. Omnibus

Throughout the primaries, this has taken the form of a full-page newspaper ad run across a state just prior to election day. This advertising consistently places great emphasis on the President's personality and character traits in addition to being flexible enough to address certain issues and groups (These latter adaptations have generally focused on Older Americans and/or Farmers).

B. Specialty

These ads allow more elaborate copy reference to specific voter groups and/or issues than is possible in the full-page omnibus ad. To date, this advertising has varied by state. For example:



CREATIVE PLAN  
PAGE THREE

North Carolina

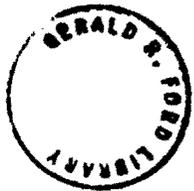
Tax Reform  
Older Americans  
General Voter Advocacy

Illinois

Farmers  
Older Americans



<u>ROLE</u>	<u>MEDIUM</u>	<u>MATERIAL</u>	<u>BASIC MESSAGE</u>
PRIMARY COMMUNICATION (state-wide)	Television	"Accomplishment" :60&:30 "Future" :60&:30 "Trust" :30	. President Ford's character strengths . His experience
SUPPORTIVE/SUPPLEMENTAL COMMUNICATION (stateside/regional/local)	Radio	Multi-State "Facts" . General . Recovery . Older Americans . Farmers	. President Ford's accomplishments in Office . His message to specific occupational/geographical voter groups
		Local Advocacy (varies by state)	. Transfer prestige of local politician or personality to President through advocate endorsement
	Newspaper (state-wide/regional/local)	Full Page Omnibus	. President Ford's character strengths . His experience
		Specialty: . Older Americans . Farmers . General Vote Advocacy . Miscellaneous Local Issues	. Local/regional issues important to specific geographical/occupational voter groups





STATE COMMUNICATION PLAN

The following Wisconsin State Plan illustrates the methodology used for planning each Primary Election

This procedure was used for New Hampshire, Massachusetts Florida, Illinois and North Carolina.



WISCONSIN  
COMMUNICATIONS PLAN

April 6, 1976

CONFIDENTIAL



## POLITICAL OVERVIEW

Wisconsin is a state of political anomalies. It is heavily industrial, yet is also the nation's leading producer of dairy products. Its history includes both Senator Robert LaFollette's Progressive Movement and arch-conservative Senator Joseph McCarthy's anti-Communist campaign. Richard Nixon carried Wisconsin (1968- 48% vs. Humphrey's 44%, 1972- 55% vs. McGovern's 45%) and yet, the same state appears now to have become one of the nation's most Democratic at all levels. (The Governor, two Senators and 7 of 9 Representatives are Democrats.)

The April 6 Presidential Primary is a combination state-wide and Congressional District popularity contest. In total, forty-five delegates are at stake. Thirty-six delegates are selected from Congressional Districts\*, and the remaining nine are determined by the winner of the state contest. The state has no party registration. Cross-over voting is a legitimate alternative, although the PFC field expects its impact on the upcoming primary to be minimal.

At present, the prognosis for the President is very positive in Wisconsin. Both the newspaper polls and PFC field personnel indicate him to have a substantial lead over Ronald Reagan that was buttressed by the primary victory in Illinois.

The President's areas of popularity are the North, West, Southwestern and Southeastern portions of the state. (See Exhibit I). Urban Milwaukee and Madison are heavily blue-collar/liberal Democratic respectively, thus not representing strong areas for the President. However, he is expected to run well in the suburban areas surrounding Milwaukee which, excluding a small conservative pocket, is primarily moderate Republican. It should be noted that PFC field believes that a large undecided vote exists in the area geographically known as the Fox River Valley (Appleton, Oshkosh, Fondulac, etc.). This is a conservative area of the state and philosophically more compatible with Ronald Reagan.

\*A candidate must carry an individual Congressional District in order to obtain that delegate's representation at the national convention.



## ISSUES

### A. Primary

On the basis of issue research and discussions with the PFC field personnel (See Exhibit II), it is clear that economic problems are the chief concerns of the Wisconsin Republicans (Exhibit III). Specifically, inflation, unemployment, and the economy in general lead their list of the most important concerns facing the country. The most significant problem facing the state however, is high taxes. This is probably a result of the fact that Wisconsin property taxes are among the highest in the nation.

Generally, these "pocketbook" issues are voiced as the nation's chief concerns by all demographic/geographic groups in the state, and by the hard-core Republicans as well as the ticket-splitter. Although, as detailed in Exhibit III, the ticket-splitter assigns somewhat greater importance to unemployment.

### B. Secondary

Of secondary importance are:

1. Farmer related issues:
  - free market/export opportunities
  - inheritance tax exemptions
  - freedom from government interference
2. Older Americans issues:
  - social security
  - medicare
  - catastrophic health insurance
3. Foreign Policy. (While this is a minor issue in the research, defense/detente are considered important to the farmer (e.g.: Illinois) and to the Fox River Valley conservative.)



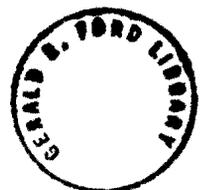
ISSUES  
PAGE TWO

C. Issues NOT to Address

Welfare spending and crime are less of a concern in this state with each being mentioned in the issue research by less than 10% of the voters, both in the national and local context.

Busing and abortion are issues in the state, but the PFC field personnel has suggested avoiding them due to their volatile nature.

Milk price supports are important to farmers. However, PFC field personnel believe Presidential vetoes of two such bills make any mention of this issue a liability to our campaign.



## DEMOGRAPHIC OVERVIEW

Registered Republican data for the state of Wisconsin is not available. However, the following is a profile of the average voter:

-Median Age: 43

-Employment Profile:

White Collar	43%
Blue Collar	37%
Service	14%
Farmer	6% *

\* Does not take into consideration people working in farm related industries.

-Ethnic Groups

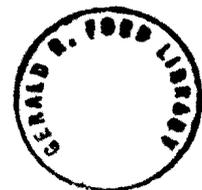
Blacks	3%
Foreign Stock	17%

As noted above, minorities represent only 3% of the voting population and are not considered a factor.

Ethnic groups (Germans, Poles) are more significant as they account for 17% of the voting population. Germans are the majority within this group and are most likely to be Republicans, but are reachable throughout general population media sources.

For the most part, the demographic breaks in Wisconsin are equal to those of the total U.S.. However, as in previous primary states, the Older American group is considered to be a source of significant strength for the President vs. Ronald Reagan.

SOURCE: The Almanac of American Politics, 1976.



CREATIVE OBJECTIVES/STRATEGY/EXECUTION

A. CREATIVE OBJECTIVES

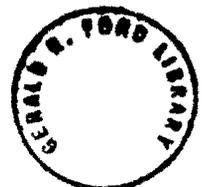
1. Communicate the positive improvements in the economy under President Ford.
2. Reinforce/establish President Ford's credentials as a national leader.
3. Communicate that President Ford has earned the support of important Wisconsin voter groups:
  - Older Americans
  - Farmers



CREATIVE OBJECTIVES/STRATEGY/EXECUTION  
PAGE TWO

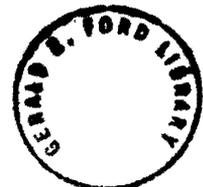
B. CREATIVE STRATEGY

1. Focus on the quantitative and qualitative improvements in the economy:
  - Inflation cut nearly in half.
  - Over 2 million Americans are back to work.
  - General feeling of optimism that is building across the country.
  
2. Utilize assumptiveness of incumbency to set President Ford apart from challengers for his office:
  - Specific references to "President Ford"
  - Specific references to Presidential qualities such as:
    - Trust
    - Decisiveness
    - Common Sense
    - Character
  - Specific references to the Presidential environment:
    - White House
    - Government officials
    - Press conferences



CREATIVE OBJECTIVES/STRATEGY/EXECUTION  
PAGE THREE

3. Speak directly to issues of concern to specific voter groups:
  - Older Americans
    - Social Security
    - Catastrophic health insurance
    - Inflation protection
    - Improved health care facilities
  - Farmers
    - Estate inheritance tax reform
    - Improved economy
    - Less government control
    - Defense
4. Indirectly address the universal concern of high local taxation by focusing on the President's action at the Federal level.
  - Fiscal responsibility
  - Revenue sharing



C. EXECUTION

<u>MEDIUM</u>	<u>MATERIAL</u>	<u>PURPOSE</u>
Television	Accomplishment :60 & :30 Future :60 & :30 (50%/50% rotation)	<ul style="list-style-type: none"> <li>- Establish incumbency/leadership stance of President Ford</li> <li>- Highlight major accomplishments of his term in office.</li> <li>- Capture the trust, optimism and decisiveness that he brings to the Presidency.</li> </ul>
Radio (See Exhibit V)	<p>4 Multi-State Issue Commercials :60 each</p> <ol style="list-style-type: none"> <li>1) Facts - General</li> <li>2) Facts - Recovery</li> <li>3) Facts - Older Americans</li> <li>4) Facts - Farmers</li> </ol> <p>6 Local Advocacy Commercials :60 each</p> <ol style="list-style-type: none"> <li>1) Warren Knowles - state</li> <li>2) Melvin Laird - local/state</li> <li>3) Rep. Steiger - local</li> <li>4) John Byrnes - local</li> <li>5) Bart Starr - state/local</li> <li>6) Betty Ford - State</li> </ol>	<ul style="list-style-type: none"> <li>- Reinforce the sense of accomplishment evidenced during the President's term in office.</li> <li>- Speak directly to issues that are critical to specific geographic/occupational groups.</li> <li>- Transfer the popularity of local/state personalities to President Ford through their endorsement of him and his accomplishments.</li> <li>- Indirectly address issues of local importance to voters (high taxation)</li> </ul>
Newspaper	Full Page Newspaper Ad	<ul style="list-style-type: none"> <li>- Specify/summarize the characteristics and accomplishments of President Ford.</li> <li>- Address in more detail: <ul style="list-style-type: none"> <li>- Older Americans</li> <li>- Farmers</li> </ul> </li> </ul>
Campaign Materials	<p>Agriculture brochure direct-mailing.</p> <p>National President Ford Brochure - hand out.</p>	<ul style="list-style-type: none"> <li>- Provide detailed explanation of issues for specific geographic/occupational groups.</li> </ul>



## MEDIA OVERVIEW

### A. Types of Media

The media used are selected to:

1. Efficiently deliver the creative message to the largest possible Republican audience.
2. Provide a quality environment that reflects the aura of the Presidency.

Television will be utilized as our primary vehicle to deliver broad, efficient coverage of our prospects.

Radio will be utilized in the same areas to reinforce our message and to provide additional coverage against the voter group. Further, it affords us the necessary flexibility to change copy and/or media schedules in certain areas on short notice.

Newspapers will serve as the third media vehicle, allowing us to reach voters the day before the primary election with a summary of the characteristics and accomplishments of President Ford.

### B. Placement of Media

On the basis of the Nixon '68 vote, the percentage of eligible voters by ADI, and buying efficiencies, media are concentrated in the following ADI's within the state: (Exhibit V)

	<u>% of 1968 State Republican Vote</u>
Milwaukee	41.3%
Green Bay	21.5%
Madison	9.3%
Wausau/Rhineland	7.6%
LaCrosse/Eau Clair	8.3%

Media placement in the above ADI's results in approximately 83% coverage of the assumed Republican voters.



MEDIA OVERVIEW  
PAGE TWO

No media activity is scheduled in Duluth/Superior, Rockford, Chicago, Minneapolis-St. Paul, and Cedar Rapids/Waterloo for one or both of the following reasons:

- Each market represents less than 5% of the total households within the state.
- Each market is located in a border region and the amount of wasted coverage into adjacent states is substantial.

<u>ADI</u>	<u>Spillout</u>
Duluth/Superior	76 %
Rockford	73 %
Chicago	99 %
Minneapolis/St. Paul	93.5%
Cedar Rapids/Waterloo	95 %



## MEDIA OBJECTIVES

- Provide coverage of all Republican voters in Wisconsin.
- Maximize the efficiency/impact of the expenditures.
- Allocate incremental support in areas with above average opportunity.
- Allocate a disproportionate share of the budget in week prior to voting day.
- Select media and allocate advertising pressure recognizing the importance of maintaining a Presidential posture in the usage of media.
- Aggressively defend against competition.

## MEDIA STRATEGY

- Allocate advertising dollars by ADI with the following considerations:
  - Republican strength.
  - Ford's areas of potential.
  - Nixon '68 vote (regarded more typical than '72 voter pattern).
  - Percent of eligible voters.



WISCONSIN

SUMMARY OF MEDIA EXPENDITURES

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Total:

TV:	\$ 24,739
RADIO:	29,151
NEWSPAPERS:	15,191
	<hr/>
	\$ 69,081

Budget: \$ 73,458

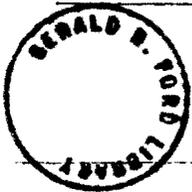
Underage: \$ 4,377



WISCONSIN ELECTIONS  
MEDIA ADVERTISING FLOW CHART

ADI / MEDIUM	Week of 3/16	Week of 3/23	Week of 3/30
MILWAUKEE			
TV (2/3 30's; 1/3 60's)	150 GRP'S WK.	200 GRP'S WK.	250 GRP'S WK.
RADIO (60 SEC.)	(30 SPOTS PER STATION - 18 STATIONS)		
NEWSPAPERS (PG. B&W)			
GREEN BAY			
TV (2/3 30's; 1/3 60's)	150 GRP'S WK.	200 GRP'S WK.	250 GRPS WK.
RADIO (60 SEC.)	(30 SPOTS PER STATION - 15 STATIONS)		
NEWSPAPERS (PG. B&W)			
MADISON			
TV (2/3 30's; 1/3 60's)	150 GRP'S WK.	200 GRP'S WK.	250 GRP'S WK.
RADIO (60 SEC.)	(30 SPOTS PER STATION - 10 STATIONS)		
NEWSPAPERS (PG. B&W)			
WAUSAU/RHINELANDER			
TV (2/3 30's; 1/3 60's)	150 GRP'S WK.	200 GRP'S WK.	250 GRP'S WK.
RADIO (60 SEC.)	(30 SPOTS PER STATION - 7 STATIONS)		
NEWSPAPERS (PG. B&W)			
LA CROSSE/EAU CLAIRE			
TV (2/3 30's; 1/3 60's)	150 GRP'S WK.	200 GRP'S WK.	250 GRP'S WK.
RADIO (60 SEC.)	(30 SPOTS PER STATION - 8 STATIONS)		
NEWSPAPERS (PG. B&W)			
DULUTH/SUPERIOR			
NO MEDIA ACTIVITY SCHEDULED			
ROCKFORD, ILL			
NO MEDIA ACTIVITY SCHEDULED			

CAMPAIGN '76 MEDIA COMMUNICATIONS, INC.



MEDIA ADVERTISING BUDGET SUMMARY  
(ORIGINATING DOLLARS)

ADVERTISING WEEKS (Tues-Mon)

ADI/MEDIUM		3/16	3/23	3/30		Grand Total
		(\$)	(\$)	(\$)	(\$)	(\$)
MILWAUKEE	TV	3,704	4,338.	5,423		13,465
	Radio	5,348	5,348.	5,348		16,044
	Newsp.			6,890		6,890
	Total	9,052	9,686	17,661		36,399
GREEN BAY	TV	1,040	1,570	1,963		4,573
	Radio	1,748	1,748	1,748		5,244
	Newsp.			3,383		3,383
	Total	2,788	3,318	7,094		13,200
MADISON	TV	888	1,188	1,485		3,557
	Radio	1,798	1,798	1,798		5,394
	Newsp.			1,503		1,503
	Total	2,682	2,986	4,786		10,454
WAUSAU/RHINELANDER	TV	343	465	581		1,389
	Radio	648	648	648		1,944
	Newsp.			1,914		1,914
	Total	991	1,113	3,143		5,247
EAU CLAIRE/LA CROSSE	TV	982	1,325	1,656		3,963
	Radio	898	898	898		2,694
	Newsp.			1,501		1,501
	Total	1,880	2,223	4,055		8,158
DULUTH/SUPERIOR	TV	-----	-----	-----		-----
	Radio	-----	-----	-----		-----
	Newsp.	-----	-----	-----		-----
	Total	-----	-----	-----		-----
ROCKFORD, ILL	TV	-----	-----	-----		-----
	Radio	-----	-----	-----		-----
	Newsp.	-----	-----	-----		-----
	Total	-----	-----	-----		-----



MEDIA ADVERTISING BUDGET SUMMARY  
(ORIGINATING DOLLARS)

ADI/MEDIUM		ADVERTISING WEEKS (Tues-Mon)				Grand Total
		3/16 (\$)	3/23 (\$)	3/30 (\$)	(\$)	
TOTAL STATE	TV	6,953	8,886	11,108		26,947
	Radio	10,440	10,440	10,440		31,320
	Newsp.			15,191		15,191
	Total	17,393	19,326	36,739		73,458



WISCONSIN

PROPOSED NEWSPAPER LIST

<u>ADI/NEWSPAPER</u>	<u>ED.</u>	<u>CIRC.</u>	<u>COST</u> <u>PG. B/W</u>	<u>WNG*</u> <u>(COST PG. B/W)</u>
		<u>M</u>	<u>\$</u>	<u>\$</u>
<u>MILWAUKEE</u>				
MILWAUKEE JOURNAL SENTINEL	SUN	537.6	4,058	
RAUNE JOURNAL TIMES	SUN	41.5	696	
FRATHINSON JEFFERSON CO. UNION	E	6.2	255	
JONESVILLE GAZETTE	E	28.0	481	
WEST BEND NEWS	E	9.1	327	
WAUKESHA FREEMAN	E	23.7	470	
SHEBOYGAN PRESS	E	32.1	602	
			<u>\$6,889</u>	
<u>GREEN BAY</u>				
GREEN BAY PRESS GAZETTE	SUN	65.0	842	
APPLETON POST CRESCENT	SUN	54.6	770	
OSHKOSH NORTHWESTERN	E	30.2	564	
FOND DU LAC REPORTER	E	24.1	541	
MARINETTE EAGLE STAR	E	11.1	341	
MANITOWAC/TWO RIVERS HERALD-TIMES REPORTER	E	20.3	416	
			<u>\$3,384</u>	
<u>MADISON</u>				
WISCONSIN STATE JOURNAL	SUN	119.9	1,249	
PORTAGE REGISTER	E	7.3	254	
			<u>\$1,503</u>	
<u>WAUSAU/RHINELANDER</u>				
MARSHFIELD NEWS HERALD	E	14.1	361	(331)
WAUSAU/MERRIL HERALD	E	27.7	573	(525)
STEVENS POINT JOURNAL	E	12.2	294	(269)
WISCONSIN RAPIDS TRIBUNE	E	12.0	372	(341)
RHINELANDER NEWS	E	7.1	313	
			<u>\$1,913</u>	



WISCONSIN (2)

<u>ADI/NEWSPAPER</u>	<u>ED.</u>	<u>CIRC.</u>	<u>COST</u>	<u>WNG*</u>
		<u>M</u>	<u>PG. B/W</u>	<u>(COST PG. B/W)</u>
			<u>\$</u>	<u>\$</u>
<u>LA CROSSE/EAU CLAIRE</u>				
LA CROSSE TRIBUNE	SUN	34.8	649	(595)
EAU CLAIRE LEADER TELEGRAM	E	33.3	602	(551)
CHIPPEWA FALLS HERALD-TELEGRAM	E	9.4	251	
			<u>\$1,502</u>	<u>(\$2,612)</u>

STATE TOTAL \$15,191

\*WISCONSIN NEWSPAPER GROUP (2,612)\*\*  
 COST PER INSERTION WITH DISCOUNT

NEW STATE TOTAL (INCLUDING WNG DISCOUNT) \$14,952

\*\*\$2,612 VS. INDEPENDENT COST OF \$2,851



WISCONSIN

DEMOGRAPHIC ANALYSIS OF ELIGIBLE VOTERS BY ADI

<u>STATE/ADI</u>	<u>% of Total Within State (%)</u>	<u>Eligible Voters By ADI</u>			
		<u>18-24 (%)</u>	<u>25-34 (%)</u>	<u>35-44 (%)</u>	<u>45-59 (%)</u>
MILWAUKEE, WISC.	42.4	16.8	36.2	24.9	22.1
GREEN BAY, WISC.	17.9	17.4	33.8	24.4	24.4
MADISON, WISC.	10.6	23.0	35.5	21.4	20.1
WAUSAU-RHINELANDER, WISC.	8.2	16.3	32.1	25.6	26.0
LACROSSE-EAUCLAIR, WISC.	8.2	18.5	30.6	25.0	25.9
MINNEAPOLIS-ST. PAUL, MINN.	3.7	18.0	29.7	24.3	28.0
ROCKFORD, ILL.	2.9	17.1	38.3	23.1	21.5
CHICAGO (KENOSHA), ILL.	2.6	17.1	36.5	25.2	21.2
DUTH-SUPERIOR	2.4	16.7	26.4	23.0	31.9
GRAND RAPIDS-WATERLOO	1.1	13.1	30.2	21.5	25.2
MARQUETTE, WISC.	<u>.01</u>	<u>11.1</u>	<u>30.3</u>	<u>26.9</u>	<u>31.7</u>
	100.0	17.8	34.4	24.4	23.4



## COMPETITIVE ACTIVITY

To date, Reagan has not yet purchased any media time in Wisconsin. We suspect that this could be a result of his lack of campaign funds.

In the past, Reagan's primary medium has been television, probably because of his ability to come across well on this medium. He utilized :60, and in some cases, 5 minute spots. Radio and newspapers were his other vehicles, although both were utilized to a much lesser degree.

Initially, media spending was extensive. In some areas he outspent us two to one. However, recently, the pattern has changed and his spending has decreased. It appears that he was "front loading" his media dollars and now is short on funds.



EXHIBIT I

Duluth-Superior

'68 RN Vote: 1.7  
'72 RN Vote: 2.4

Wausau

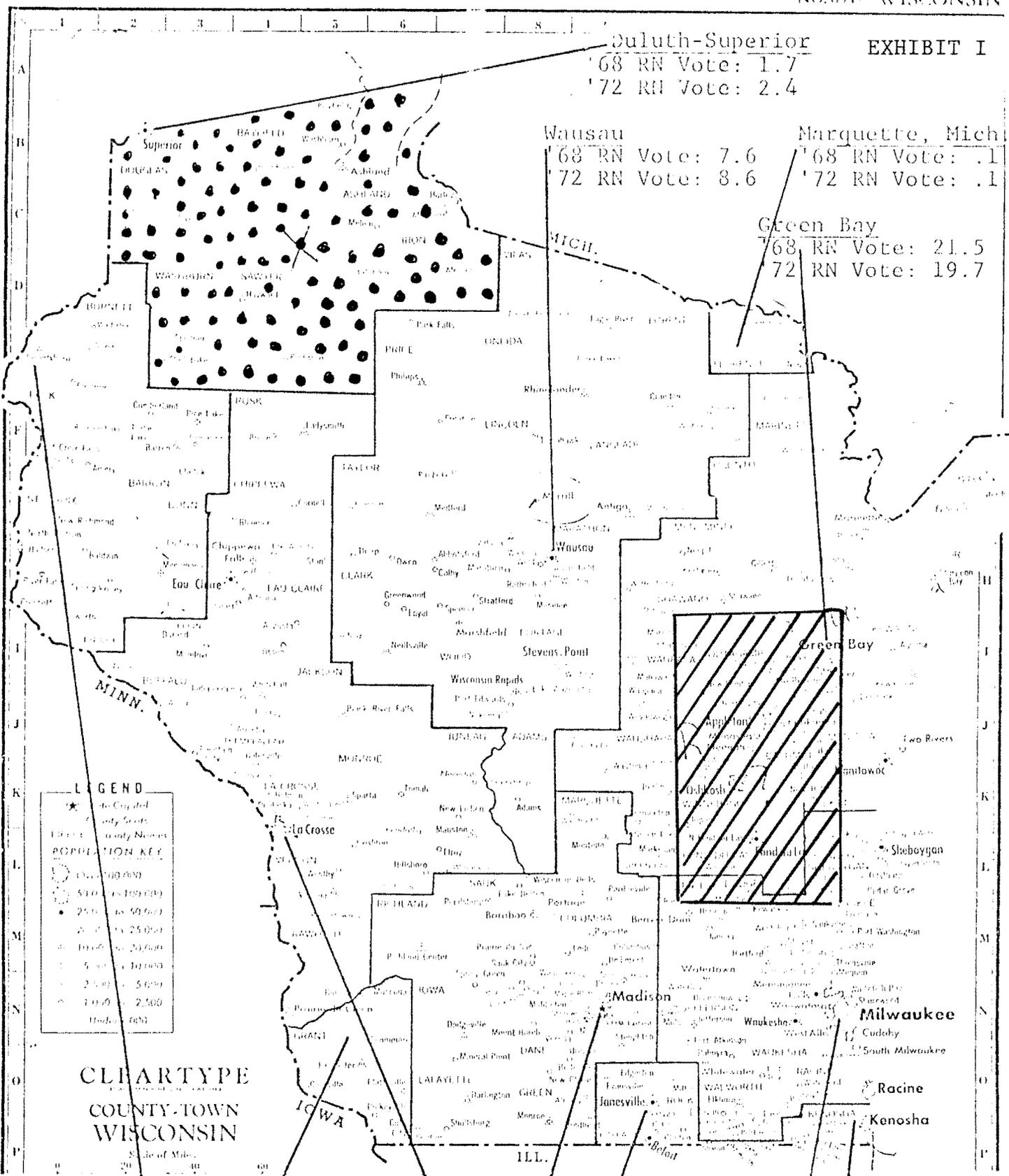
'68 RN Vote: 7.6  
'72 RN Vote: 8.6

Marquette, Mich

'68 RN Vote: .1  
'72 RN Vote: .1

Green Bay

'68 RN Vote: 21.5  
'72 RN Vote: 19.7



**LEGEND**

- ★ State Capital
- County Seats
- County Seats

**POPULATION KEY**

- (100,000)
- (50,000 - 100,000)
- (25,000 - 50,000)
- (10,000 - 25,000)
- (5,000 - 10,000)
- (2,500 - 5,000)
- (1,000 - 2,500)
- Under 1,000

CLEARTYPE  
COUNTY-TOWN  
WISCONSIN

Mineapolis-St. Paul  
'68 RN Vote: 3.7  
'72 RN Vote: 4.1

Eau Claire-LaCrosse  
'68 RN Vote: 8.3  
'72 RN Vote: 8.9

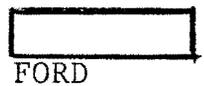
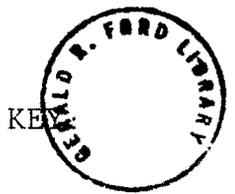
Rockford  
'68 RN Vote: 3.1  
'72 RN Vote: 3.1

Chicago  
'68 RN Vote: 2.1  
'72 RN Vote: 2.4

Cedar Rapids  
'68 RN Vote: 1.3  
'72 RN Vote: 1.2

Madison  
'68 RN Vote: 9.3  
'72 RN Vote: 10.6

Milwaukee  
'68 RN Vote: 41.5  
'72 RN Vote: 39.4



FORD

REAGAN

Fox River Valley

EXHIBIT II

PFC FIELD PERSONNEL

CHARLES DAVIS (hdqtrs) 414/224-9630  
Executive Director, (office) 414/964-5700  
Wisconsin President Ford Committee. (home) 414/782-4031

JERRY WHITBURN 715/536-4543  
Currently an independent businessman.  
Formerly an aide to Governor Knowles.  
Recommended by Skip Watts

ODY FISH 414/367-2141  
Influential Republican National  
Committeeman.

KIERNAN POWERS 608/666-4782  
Wisconsin farm expert.  
5 - State Chairman of the Agriculture  
Stabilization and Conservation  
Service.  
Recommended by Ody Fish.



## WHAT DO YOU THINK ARE THE MOST IMPORTANT PROBLEMS FACING THE NATION/WISCONSIN AT THIS TIME?

	LOCAL	NATIONAL	Hard Core	LOCAL	Hard Core	NATIONAL
	All Repub.	All Repub.		Ticket Splitters		Ticket Splitters
High Taxes/Property Tax *	25%	6%	30%	26%	8%	6%
Unemployment ***	14%	26%	6%	17%	14%	28%
Inflation/Cost of Living *	9%	26%	12%	10%	32%	29%
Economy (Unspecified) ***	9%	26%	8%	15%	21%	36%
Welfare Spending	5%	7%	4%	8%	2%	8%
Government Spending/Wasting Money	4%	7%	1%	3%	8%	10%
Crime	3%	7%	2%	3%	7%	9%
Lack of Confidence in Leaders	1%	5%	1%	-	7%	6%
Foreign Policy/Detente	-	5%	-	-	3%	5%
<u>COMBINED RESPONSES</u>						
(*) Cost of Living Responses	34%	34%	40%	35%	41%	39%
(*/***) All Economic Responses	52%	66%	52%	59%	62%	73%

Source: Market Opinion Research  
Survey Period: 1/29/76 thru 2/2/76



WISCONSINTOTAL STATE DEMOGRAPHIC ANALYSIS

<u>Demographic Group</u>	<u>ADULTS 18+</u>		<u>Index /Total U.S. (%)</u>
	<u>% of Total U. S. (%)</u>	<u>% of Total (%)</u>	
<u>AGE</u>			
18-24	19.0	20.1	106
25-34	19.6	19.0	97
35-49	24.5	23.3	95
50+	36.9	37.6	102
Total	<u>100.0</u>	<u>100.0</u>	<u>100</u>

ETHNIC BACKGROUND

Blacks	10.2	3.0	29
Spanish	4.2	0.9	21
Total	<u>14.4</u>	<u>3.9</u>	<u>27</u>

FAMILY INCOME

Under \$5M	20.3	16.9	83
\$5M-\$9,999	32.5	32.7	100
\$10M-\$14,999	26.6	30.7	115
\$15M+	20.6	19.7	105
Total	<u>100.0</u>		

SOURCES: Population: 1975 Estimates - U.S. Census Bureau  
Voting Pop: Sales Management, 1976  
Income: U.S. Census Bureau

CAMPAIGN '76 MEDIA COMMUNICATIONS, INC.



## RADIO COPY SCHEDULE

WISCONSIN

<u>ADI</u>	<u>Week of 3/16*</u>	<u>Week of 3/23*</u>	<u>Week of 3/30**</u>	<u>Monday, 4/5</u>
Milwaukee	F-Recovery F-Revision F-Older Americans	F-Recovery F-Older Americans F-Farmer	F-Recovery F-Older Americans F-Farmer Warren Knowles Melvin Laird	Betty Ford Warren Knowles (Equal rotation-50%/50%)
Green Bay	F-Recovery F-Revision F-Older Americans	F-Recovery F-Older Americans F-Farmer Melvin Laird John Byrnes	F-Recovery F-Older Americans F-Farmer Melvin Laird John Byrnes Wm. Steiger	Betty Ford Warren Knowles (Equal rotation-50%/50%)
Madison	F-Recovery F-Revision F-Older Americans	F-Recovery F-Older Americans F-Farmer	F-Recovery F-Older Americans F-Farmer Warren Knowles Melvin Laird	Betty Ford Warren Knowles (Equal rotation-50%/50%)
Wausau	F-Recovery F-Revision F-Older Americans	F-Recovery F-Older Americans F-Farmer	F-Recovery F-Older Americans F-Farmer Warren Knowles Melvin Laird	Betty Ford Warren Knowles (Equal rotation-50%/50%)
La Crosse	F-Recovery F-Revision F-Older Americans	F-Recovery F-Older Americans F-Farmer	F-Recovery F-Older Americans F-Farmer Warren Knowles Melvin Laird	Betty Ford Warren Knowles (Equal rotation-50%/50%)

\*These spots will be rotated 33-1/3% except in Green Bay where F-Recovery, F-Older Americans, and F-Farmer will each air 25%. Advocate copy (Laird & Byrnes) will air the remaining 25%.

\*\*Rotation schedule similar to Green Bay. F-Recovery, F-Older Americans, and F-Farmer will each air 25%. All advocate copy will air remaining 25%.



WISCONSIN

EXHIBIT VI

1968/1972 REPUBLICAN VOTE BY ADI

<u>ADI</u>	<u>TV Households</u>		<u>1968 Nixon Vote</u>		<u>1972 Nixon Vote</u>	
	<u>% Within State</u>	<u>% Within ADI</u>	<u>% of State Contribution</u>	<u>% of ADI Vote</u>	<u>% of State Contribution</u>	<u>% of ADI Vote</u>
	(%)	(%)	(%)	(%)	(%)	(%)
MILWAUKEE, WISC.	41.7	100.0	41.3		39.5	51.7
GREEN BAY, WISC.	17.8	90.2	21.5		19.7	58.5
MADISON, WISC.	10.7	100.0	9.3		10.0	47.9
WAUSAU-RHINELANDER, WISC.	8.6	100.0	7.6		8.6	52.8
LACROSSE-EAUCLAIRE	8.2	86.2	8.3		8.9	61.2
MINNEAPOLIS-ST. PAUL	3.9	6.5	3.7		4.1	53.8
ROCKFORD	2.9	26.7	3.1		3.1	58.1
CHICAGO (KENOSHA), ILL.	2.6	1.5	2.1		2.4	54.0
DULUTH-SUPERIOR	2.5	24.1	1.7		2.4	58.2
CEDAR RAPIDS-WATERLOO, IOWA	1.0	5.3	1.3		1.2	62.3
MARQUETTE	<u>.1</u>	1.9	<u>.1</u>		<u>.1</u>	<u>55.5</u>
TOTAL STATE	100.0	----	100.0		100.0	53.7



TELEVISION COPY



"ACCOMPLISHMENT" #1 REV.

(:60 TELEVISION)

PRESIDENT FORD: "Our long national nightmare is over. Our constitution works. Here the people rule."

ANNOUNCER: He came to the office of President in troubled times. He reminded us of our strength:

Confident and candid, he began an open administration. Now, quietly and firmly, he is leading us out of the worst recession in years.

Rather than loose promises, he has made hard decisions. Rather than frantic spending, he has had the courage to say "no".

Inflation has been cut in half...the worst of the recession is over. One million 300 thousand Americans are back to work and more are going back to work everyday.

Recovery without inflation.

President Ford is your President. Keep him.



V.O.: The President of the United States.

ANNOUNCER: A lifetime in government prepared him.

He accepted the job of President humbly but with confidence.

In those troubled times, he spoke plainly and to the point.

FORD (TAPE): "I believe that truth is the glue that holds government together, not only our government but civilization itself."

ANNOUNCER: Now as leader of a steady, open Administration he speaks plainly once more.

FORD (TAPE): "We must be more honest with the American people, promising them no more than we can deliver, and delivering all that we promise."

ANNOUNCER: His firm, common sense leadership is bringing the results he promised.

Under President Ford, recovery is underway. Under President Ford, there is a new trust in government. Under President Ford, America is on a steady course. Keep him.



APPROVED. \_\_\_\_\_

RADIO COPY



~~PFUS 0756~~  
(2/20/76 - PFUS 1566)

VO: These are times that call for achievement, not second guessing. Promises delivered, not promises made today and forgotten tomorrow.

President Ford has promised to put our economy back on track... and the facts tell us that he is achieving his goal.

FACT:

In January alone, employment increased almost 800 thousand, the largest monthly increase in sixteen years. And more Americans are going back to work every day.

FACT:

Inflation has been cut in half. One of the reasons is that President Ford had the courage to say "no" to frantic Federal spending programs.

As the President said in his State of the Union message:

FORD

(TAPE): "My first objective is to have sound economic growth without inflation."

VO: The recovery continues...inflation has slackened. This is the firm course President Ford has set, with courage and common sense.

President Ford is your President. Keep him.

Announcer #2: Paid for by The President Ford Committee.



REV #1

PFUS 0666

ANNOUNCER: Instead of vague promises...common sense.

Instead of words...facts.

Facts are what President Ford is all about.

FACT: He is leading us out of the worst recession in 40 years -- not with loose promises and frantic spending but with hard decisions and the courage to say "No".

FACT: He is winning his fight against inflation. It was in double digit figures, at a rate of 12 percent or higher. He slowed it down, cut it almost in half.

FACT: In January, over two million more Americans were working than at the bottom of the recession, and more are going back to work every day.

These are facts. And, as President Ford said in his State of the Union message:

FORD (TAPE): "Common sense tells me to stick to that steady course."

ANNOUNCER: President Ford is your President. Keep him.

SECOND

ANNOUNCER: Paid for by the President Ford Committee.



2/20/76

AS RECORDED

ANNOUNCER: This is a time for hard decisions, a time for courage and common sense.

A time for facts, not vague promises. And facts are what President Ford is all about.

FACT: To make life better for older Americans who have given so much of their energies to America, President Ford has called for the full "cost of living" social security increase during the coming year.

FACT: The President has recommended catastrophic health insurance for everyone covered by Medicare, so as to ease the fear of sudden, disastrous illness.

FACT: Quietly and firmly, President Ford is leading us out of the worst recession in 40 years.

President Ford sees the world as it really is. In his own words:

ORD (TAPE): "We must be more honest with the American people, promising them no more than we can deliver, and delivering all that we promise."

ANNOUNCER: President Ford is your President. Keep him.

SECOND

ANNOUNCER: Paid for by the President Ford Committee.



STATUS: DRAFT #3  
AUTHOR: JO

COPY - BROADCAST  
RADIO :60

TIME: 4:30 pm  
CODE #:

These are times when America's farmers want a plain talking, common sense President. A President who separates fact from fiction. And who acts. The facts show, President Ford is a man for the times.

FACT: To help farmers keep their family farms in the family, President Ford has recommended raising Federal inheritance tax exemptions from \$60,000 to \$150,000. And giving heirs up to 25 years to pay the tax at low interest rates.

In the President's own words:

FORD (TAPE): "Too much love and too much labor go into the development of a paying farm to dismantle it with every new generation."

FACT: To keep farm programs on the right track, he has created an Agricultural Policy Committee headed by the Secretary of Agriculture. The Committee will develop and coordinate America's food policy and report directly to the President. President Ford knows that America can only prosper when American farmers prosper. President Ford is your President. Keep him.

Paid for by the President Ford Committee.



WI ADVOCATE - KNOWLES  
STATUS: DRAFT # 1  
AUTHOR: PJ

COPY - BROADCAST  
RADIO :60

DATE: 3/18/76  
TIME: 11 am  
CODE #:

KNOWLES: This is Warren Knowles. In the primary election on Tuesday, April 6, we Republicans in Wisconsin can cast votes we will always remember with pride.

We can support President Ford, whose unquestioned character and strong, steady leadership have won America's respect and made him the man who can lead us to victory in November.

He can rally all Republicans and millions of Independents with his realistic, responsible approach to government. In President Ford's own words:

FORD (TAPE): "We must be more honest with the American people, promising them no more than we can deliver and delivering all that we promise."

KNOWLES: President Ford is the best-qualified candidate in either party. He understands the Presidency. He has the ability to get things done to meet the needs of Wisconsin and the nation. He has earned our support in the April 6th Republican primary.

President Ford is your President. Keep him.

Paid for by the President Ford Committee.



STATUS:  
AUTHOR:

SI ADVOCATE - LAIRD  
FIRST DRAFT  
PJ

COPY - BROADCAST  
RADIO :60

TIME: 3/18/76  
CODE #: 7:30 pm

LAIRD: This is Melvin Laird. I'm urging my friends in Wisconsin to go to the polls on Tuesday, April 6th, and cast their votes for President Ford.

I worked with President Ford for years in Congress. I soon learned to respect his honesty, his common sense, his devotion to principle. And now, millions of Americans admire him for those qualities.

President Ford's courage to say "No" to runaway spending has saved taxpayers billions of dollars and cut inflation nearly in half. However, he is firmly opposed to budget cuts in the vital area of national defense. In his own words:

FORD (TAPE): "Our military power is without equal, and I intend to keep it that way."

LAIRD: President Ford's policy of peace through strength is typical of his strong, steady leadership. It is one of many reasons why he has earned your support in the primary April 6th and in the general election next November.

President Ford is your President. Keep him.

Paid for by the President Ford Committee.



TITLE: WI ADVOCATE: STEIGER  
STATUS: DRAFT #3  
AUTHOR:

COPY - BROADCAST  
RADIO :60

DATE: 3/19/76  
TIME: 2 pm  
CODE #:

STEIGER: I'm Congressman Bill Steiger. In the Wisconsin Republican Primary on Tuesday, April 6th, President Ford is getting my vote.

President Ford's strong, steady leadership has restored our trust in government and helped turn the economy around.

Determined to bring back fiscal responsibility to government, he's had the courage to say "No" to runaway spending. This year alone, the President vetoed 46 big spending bills passed by the democrat-controlled Congress...saving the American taxpayer over 13 billion dollars.

Under his leadership, America is heading for full economic recovery without inflation. In the State of the Union, the President used these words:

FORD (TAPE): "To hold down the cost of living, we must hold down the cost of government."

STEIGER: President Ford wants to give the government back to the people. That's why he has recommended a five year extension of revenue sharing so we at the state and local level can work out our financial needs at home.

President Ford is your President. Keep him.

Paid for by the President Ford Committee.



BYRNES: Hello, I'm John Byrnes. I'd like to urge all Republicans to vote for President Ford in Wisconsin's primary election on April 6th.

Gerald Ford and I worked very closely together in Congress... and he's a man for whom I have tremendous respect. As a Congressman, Gerald Ford always stood on the side of fiscal responsibility.

As a President, he's acted on his beliefs. He's had the courage to say "No" to runaway spending...the courage to veto big spending bills passed by the Democrat-controlled Congress. This year alone he has saved the American taxpayer over 13 billion dollars.

Under his leadership, inflation has been cut nearly in half and his goal of full recovery without inflation is now in reach.

As President Ford said:

FORD (TAPE): "To hold down the cost of living, we must hold down the cost of government."

BYRNES: President Ford has earned my vote, and the vote of all Republicans in Wisconsin's primary.

President Ford is your President. Keep him.

Paid for by the President Ford Committee.

