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CONSENSUS ON POLITICAL STATUS OF GERALD R. FORD,
PRESIDENT OF THE UNITED STATES

*Original
to
Dick Cheney
(5/10)*

1. Ford is best in eyes of the Americans when he acts as President of all the people.
2. His strongest position is to articulate the good things that have happened since he took office.
3. His ability to deal with a spend-thrift Congress is outstanding.
4. Fireside chats, either by himself or with someone like, (pick out a Republican who is unknown) and discuss important issues like domestic affairs, foreign policy, crime, etc.
5. Get on the offensive
6. Keep smiling with confidence.
7. Have cabinet members speak the hard line on some of the issues raised by Regan.
8. Articulate your experience in government.
9. Use T.V. more often and curtail political junkets. Give reason that being President is more important than running around country for political reasons.
10. Speech to Chamber of Commerce was excellent. Why not excerpts?

Dick Cheney

*Suggestions from John Malenowski,
The PFC Ch. in Western Mich. & my
former A.A. on Hill.*