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June 5, 1976

THE PRESIDENT HAS SEEN...

MEMORANDUM FOR: DICK CHENEY

FROM:  JIM FIELD

RE: Suggested ideas for the President when he meets with County Chairmen in West Orange, N.J., tomorrow (3:30 p.m.)

BACKGROUND:

Because Reagan is not on the ballot, many of the county chairmen, although they are publicly supporting the President, are not geared up for a major get-out-the-vote effort. PFC Chairman Tom Kean tells me his biggest concern is getting the local chairmen fired up to get their troops out on Tuesday. The President should really make a strong and raw appeal for their total support over the 48 hours between their meeting and the closing of the polls on Tuesday. Remember that the Republican organization in New Jersey is weak and that the county leaders do not have much to lose if they don't produce. Each leader must feel that they have a lot at stake, and only the President can make this clear to them.

POINTS THE PRESIDENT SHOULD TALK ABOUT:

1. He's personally counting on every county chairman to produce record numbers to the polls Tuesday. He needs a broad mandate from New Jersey and should urge that each county chairman emphasize this to his local workers.
2. There are no phone banks and the entire get-out-the-vote effort must come out of private homes which is hard to monitor and the President should urge county chairmen to pay close attention to getting out the rock rib Republican organization vote.
3. The primary is very low key in New Jersey because there has been little media expenditure by either Republican candidate. This is the kind of atmosphere where an upset can be achieved unless there is a real commitment to getting out identified Republicans. In the absence of current Ford identification data, local county chairmen must rely on past GOP data in the state.
4. In short, the President must urge heavy volunteer telephone activity on his behalf to the county leaders.