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THE WHITE HOUSE  
WASHINGTON

September 9, 1976

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: JACK MARSH  
FROM: JIM CONNOR  
SUBJECT: Special Orders for the Ford Campaign

The President reviewed your memorandum of September 8 on the above subject and made the following notation:

"Good --- MOVE on it."

Please follow-up with appropriate action.

cc: Dick Cheney

THE PRESIDENT HAS SEEN. . . .

September 8, 1976

MEMORANDUM FOR: THE PRESIDENT  
FROM: JACK MARSH *Jash*  
SUBJECT: Special Orders for the Ford Campaign

*Good MOVE on it*

We are not using an effective weapon in our arsenal to either further your campaign or to refute the statements of Carter and the Carter Camp. I refer to the Special Order.

These legislative techniques provide an excellent forum if properly used to direct the campaign debates -- develop issues -- refute charges -- and launch an offensive against the opponent's camp.

My suggestion is that you seed this idea with the House and Senate leaders you will be meeting with Thursday morning. There is one problem and that is getting John Rhodes and Hugh Scott on board. Therefore, I feel it is best for the group to produce the idea rather than for you to suggest it.

On the House side, I would recommend that the GOP designate different Members to take up a Special Order so that we have an opportunity to get to the Floor every day for one hour.

We should organize teams of GOP Members who will be available to use the Special Order in cooperation with our campaign effort. There are a variety of ways this can be done:

1. Selection of a particular issue, i.e., the economy. The speakers will be provided with background material and speeches to set out

the record of Ford achievements. At least three Members should speak on the subject, preferably more. It should include a senior Member with prestige, i.e., ranking Minority Member with status on a Committee. The use of the Special Order in this case is a positive one to set out the achievements of your Administration and to develop press coverage. Although there may not be much public interest in Special Orders, a well-orchestrated operation does interest the press, editorial writers and other Members of the Congress.

2. Answering Charges -- We should use the opportunity for debate and discussion on the House and Senate Floor to set the record straight. In this particular case, the Members will be provided with the opponents statements and with the information to refute it.
3. Prodding the Congress -- This technique will be used to point out the sorry record of the 94th Congress. The lack of cooperation, obstruction and ill-considered legislation. The indictment will be the "Do Nothing Congress" and the speech will be a Bill of Particulars that sets out item by item the legislation which is needed but has never been considered.
4. The Carter/Democratic Platform -- In this case a team of speakers will examine the Democratic platform, plank-by-plank, and spell out where it is inadequate and why it is bad for America.
5. The Two Roads Debate -- The point must be made that America is at a turning point in the road and we must choose between the road of more government, more bureaucracy, more statism, or the road of individualism and state and local responsibility. The President will take us down the road of individualism. The Democratic candidate and his platform will take us down the wrong road. This type of debate could develop a campaign theme which could

provide philosophical meaning that could have a broad national impact if done well.

In all the above cases, this will require a good deal of coordination, research and planning, but it is an opportunity we should not let pass by.

In the event you prefer not to bring this up in the 11:00 meeting, than I would like to develop it with Republican leaders of the House and Senate by meeting with them on the Hill or by your bringing together a selected group who might be willing to undertake the project I have outlined.