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**DROP-BY AT MEETING WITH THE  
GOP SOUTHERN STATES CHAIRMEN**

Thursday, September 16th, 4:00 p.m.  
The Roosevelt Room

**THE PRESIDENT HAS SEEN . . . .**

THE PRESIDENT HAS SEEN. . . .

THE WHITE HOUSE

WASHINGTON

MEETING WITH THE GOP SOUTHERN STATES CHAIRMEN

Thursday, September 16, 1976

4:00 p. m. (15 minutes)

The Roosevelt Room

From: Dick Cheney



I. PURPOSE

To meet briefly with the GOP Southern States Chairmen, and to outline your views that we are running a national campaign and that our polling results indicate that several key southern states can be won by us in the Fall.

II. BACKGROUND, PARTICIPANTS & PRESS PLAN

- A. Background: At the request of the new Chairman of the Southern GOP State Chairmen's Association, Paula Unruh, you and I have agreed to brief the Southern leaders on our campaign plan. This meeting was conceived after numerous press reports suggesting that the PFC was writing off the South.

For your information, this meeting follows an all-day meeting with key PFC and RNC staff people.

- B. Participants: List attached.
- C. Press Plan: White House Photo only.

III. TALKING POINTS

1. You should stress the PFC's plan to run a national campaign.

2. You might indicate that preliminary polling results in Virginia, Louisiana and Mississippi are excellent and that we are not about to concede any of the border or deep southern states.
3. You might also say that the PFC has acquired an excellent Southern Coordinator in Haley Barbour, who, as you know, is Clarke Reed's former assistant; and that Dave Keene, formerly with the Reagan campaign, is also helping us out in the South on a consultant basis.
4. You should mention that Harry Dent continues to advise both Dick Cheney and Jim Baker directly, and that you would hope they would continue to funnel ideas through him.

Republican Southern States Chairmen

James Boyce, Louisiana  
Ray Hutchison, Texas  
Lynn Lowe, Arkansas  
George McMath, Virginia  
Mack Mattingly, Georgia  
Lee Nunn, Kentucky  
Dortch Oldham, Tennessee  
Charles Pickering, Mississippi  
Dan Ross, South Carolina  
Robert Shaw, North Carolina  
Bill Taylor, Florida  
Paula Unruh, Oklahoma  
Edgar Welden, Alabama

White House Staff

Dick Cheney  
Jim Field

Others

Haley Barbour, PFC Southern Coordinator  
Lynn Lucas, Secretary to Southern Chairmen  
Harry Dent

REC'D THE SECRETARY'S OFFICE  
THE WHITE HOUSE  
WASHINGTON

MEETING WITH THE GOP SOUTHER STATE CHAIRMEN

Thursday, September 16, 1976  
3:30 p. m.  
The Roosevelt Room

For: Dick Cheney

From:  Jim Field

I. PURPOSE

To give southern GOP State Chairmen an accurate assessment of the campaign to date.

II. PARTICIPANTS

Billy Taylor, Florida; Edgar Welden, Alabama; Lynn Lowe, Arkansas; Mack Mattingly, Georgia; Lee Nunn, Kentucky; Jim Boyce, Louisiana; Bob Shaw, North Carolina; Paula Unruh, Oklahoma; Dan Ross, South Carolina; Dortch Oldham, Tennessee; Ray Hutchison, Texas; George McMath, Virginia and Charles Pickering, Mississippi.

III. TALKING POINTS

1. You should speak with confidence that the campaign plan is working.
2. You might also add that the President promised a National campaign prior to the Convention and that is what is happening.
3. Our campaign is going to expose Carter for what he is in the southern region of the country. He is a liberal, big spender married to the Carter/Democratic platform.
4. You should make the point that the campaign is going to incorporate regionalized media (southern people like this approach as they feel their own problems get addressed more directly.)
5. You ought to let them in on the proposed scheduled trip--only if you don't mind it getting out to the press today, because it will undoubtedly leak.
6. You ought to explain the Kissinger-African situation so that we don't have problems with them on it.
7. You ought to listen a little bit and hear what they have to say time permitting.