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April 28, 1975

STATEMENT BY THE PRESS SECRETARY

The President wants it known that this story is untrue. The President held no such meeting. He definitely plans to run for election in 1976. Any reports to the contrary are wrong.

— 0 —
Announce in the near future.

— 0 —
No friend of Newsweek; They are going to be embarrassed by this. That source will not be considered reliable anymore.



THE WHITE HOUSE
WASHINGTON

July 1, 1975

File

MEMORANDUM FOR RON NESSEN

FROM: LARRY SPEAKES

SUBJECT: MEDIA PLAN FOR PRESIDENT'S ANNOUNCEMENT

Attached are some ideas for the President's campaign announcement and a series of press events for the week following.

A Media Plan
for
THE CAMPAIGN ANNOUNCEMENT
BY THE PRESIDENT

(And the Opening Activities of the President Ford Committee)

Purpose: This plan is designed to gain maximum media exposure for the announcement of the President's formal entry into the Presidential Campaign and his statement of the theme of his campaign. It will offer full coverage by television and radio, newspaper, major news magazine, columnists, regional reporters, and foreign press. In order to achieve major impact, the events are carefully scheduled throughout the week.

MONDAY, JULY 7

- The President formally announces his intention to seek election and states broad theme of his campaign. Mrs. Ford and the children are present. White House briefing room at 11:30 a.m. Full Coverage.
- Callaway and Packard are available following announcement to answer questions in the briefing room. Callaway expands on broad campaign themes, stressing that the President will be an active candidate who will travel throughout the country--not only to push his own campaign--but listening to American citizens and getting their ideas of what they want their country to accomplish; Packard stresses completeness of campaign financing accountability, openness and honesty of the President and his campaign. Full coverage.
- The President's formal announcement is prepared on camera ready copy and distributed to "Top 400" media outlets. (Direct mail from Committee.)
- The President hosts a working dinner with Callaway, Packard, and members of the Advisory Committee (Burch group). Mrs. Ford attends. (Photo, press pool coverage at beginning; Ron Nessen attends to prepare for briefing questions on Tuesday.)



TUESDAY, JULY 8

- 10:00 a.m. Callaway hosts Q & A session at Committee offices for top 50 political reporters, representing newspapers and radio and television. (45 minutes for Q & A with final 5 minutes open for radio and television coverage.)
- Afternoon. The President utilizes a Rose Garden event to say "Yesterday, I announced for the Presidency. Today I am more determined to pursue the goals of. . ." (Full coverage)
- Key Congressional figures and leading Party officials make statements regarding the President's announcement for second day stories. (They release statements and make themselves available for television interviews.)



WEDNESDAY, JULY 9

- Today Show. Three members of the Advisory Committee appear from Washington with Doug Kiker. Interview should emphasize the President's keen knowledge of major issues; his plans for dealing with them; the President's close identity with problems, and aspirations of average American, and the President's willingness to accept advice--his reputation as a "listener." (Alert Wire Services for coverage.)

- 2:00 p.m. Callaway holds Q & A session with dozen top columnists and three leading magazine columnists-reporters. (Targeted for weekend columns, Monday editions of magazines.)

- Afternoon. The President meets with key political figures from both wings of the party (such as Goldwater and Percy). Meeting is a "teaser" for the press. Question: "Was politics discussed?" Answer: "you can assume it was." President outlines campaign plans. (Participants describe meeting later in office interviews with reporters.)



THURSDAY, JULY 10

- CBS Morning News: Member of Congress who will be supportive is interviewed (preferably one who met with the President) stresses President's record with Congress, pointing to positive results of vetoes, and President's willingness to talk--and listen--to members of Congress.
- 8 a.m. Callaway is interviewed at Sperling breakfast. He is prepared with one breaking news item. (Major newspapers attend, wires alerted if not attending.)
- 2 p.m. Callaway meets with 25 top regional reporters, representing newspapers in mid-America who have Washington bureaus. He emphasizes President's plans to visit many major areas and his concern and knowledge of local issues.
- Afternoon. The President speaks in East Room to political group-- such as Young Republicans. (Full coverage)

Items are planted in NEWSWEEK's "Periscope!" and U. S. NEWS AND WORLD REPORT's "Washington Whispers."



FRIDAY, JULY 11

- A.M. America. Packard is interviewed, stresses openness and honesty of campaign.
- 10:00 a.m. Callaway holds "deep background" session for 12 foreign ~~writers.~~
- 1:00 p.m. Callaway hosts luncheon for top AP and UPI political writers. (Session is designed to produce analysis piece.)
- Afternoon. Callaway meets with the President to expand on campaign planning. (Meeting is announced by White House Press Office, with photo pool coverage.)



SUNDAY, JULY 13

Meet the Press. Callaway is interviewed.



IN THE WEEKS FOLLOWING

The President:

- continues series of Oval Office meetings with key political figures from all segments of the Party--members of Congress, regional Party leaders. (Meetings are announced in a low-key matter by White House press office, with building press awareness that the President is seeking and building a broad base. . .)
- expands political meetings to include Democrats and Independents. (Announcement made in same manner.)
- speaks at full coverage political event every 10 days at the White House--Rose Garden, East Room--receptions or brief appearances for remarks only.
- steps up political travel schedule, scheduling an event every two weeks. He moves from fund-raising dinners, to motorcade crowds, to airport rallies to downtown rallies. Each stop includes a session with local Party leaders with coverage.

The President Ford Committee:

- Develops computerized mailing list to major media outlets: "Top 400," columnist-editorial writers, radio-television commentators, key delegate state media.
- Develops and distributes full Presidential biographical material together with photographs.
- Prepares and distributes by direct mail printed material of President's major positions on key issues.
- Institute program of immediate follow-up distribution by direct mail of every Presidential statement, legislative proposal and excerpts from speeches.



Callaway:

- Completes schedule of Sunday interview shows, with "Face the Nation" and "Issues and Answers." Moves into afternoon and evening interviews shows, such as "Dick Cavett" and "Tonight" and "Tomorrow."
- Begins one-on-one breakfast and luncheon sessions with key political writers, continue on a weekly basis. . .
- Has PARADE magazine interview--"The Man who runs President Ford's Campaign."
- Sets plans to make visits to 10 major cities in every geographical region of the country. While there, standard procedure will be to hold press conference, do a talk interview show, dinner meetings with key political writers, editorial boards and others. Following completion of tour, he is prepared to stress broad support for the President.

Committee Public Information Office:

- Initiate planning and contact for campaign political consultants, advertising agencies.
- Initiate polling capabilities, with emphasis on issues.
- Establish research capabilities.



STATEMENT BY THE PRESIDENT

July 8, 1975

Today I am ~~formally~~ and officially announcing
that I am a candidate for the Republican nomination for
President in 1976.

I do this with the strong support of my family and
my friends. My campaign will be conducted by outstanding
Americans ^{all} on whose integrity both my supporters and ~~my~~
^{other} ~~opponents~~ can depend; I have found those leaders in
Bo Callaway of Georgia, Dave Packard of California, Bob
Moot, Dean Burch and many others from every state and every
walk of life who have volunteered to help.

I have given them authority to seek my nomination
with three qualifications, which I want all Americans to know.

First, I intend to conduct an open and above-board
campaign, both for the nomination and ~~for~~ for the Pres-
idency. I want every delegate and every vote I can get,
but none that cannot be won to my cause within the spirit
and the letter of the ~~new election~~ law and without com-



promising the principles for which I have stood all of my public life.

Second, I will not become so partisan as to forget my ^{initial} ~~first~~ pledge to be President of all the people. ~~I~~ believe I can best ^{represent} ~~unite~~ my party, but this will be futile unless I unite the majority of Americans who acknowledge no absolute party loyalty. Therefore, I will seek the support of all who believe in the fundamental values of duty, decency and constructive debate on the great issues ~~which~~ we face together as free people.

Third, I am determined never to neglect my first duty as President. After eleven months in this office I know full well that the obligations of the Presidency require most of the stamina and concentration one human being can muster. But it is also ^{the} ~~a~~ duty ^{to} ~~for~~ all Americans to participate fully in our free elective process, and I will do so enthusiastically.



In all the thirteen election campaigns I have undertaken,
my basic conviction has been that the best politics is always
to do the best job I can for all of ~~my constituents~~ ^{the people}. I see no
reason to change that successful philosophy . I expect to work
hard, campaign forthrightly and do the very best I can for
~~the American people~~ in order to finish the job I have begun.

#

July 3, 1975



July 8, 1975

BIOGRAPHICAL DATA

Robert C. Moot

Robert C. Moot served as Assistant Secretary of Defense (Comptroller) from July 1968 until January 1973. He became Administrator of the Small Business Administration in July 1967 after having served as Deputy Administrator beginning in 1966. From 1965 until November 1966 he was Deputy Assistant Secretary of Defense for Logistic Services.

In 1962, he became the Comptroller of the Defense Supply Agency, serving until 1965. Mr. Moot served as Staff Director of Material Management for five years and later was Director of Supply Management Policy in the Office of the Assistant Secretary of Defense for Installations and Logistics. He joined the Department of the Navy as a Federal civilian employee in 1946. From 1950 to 1956 he was Deputy Comptroller and from 1956 to 1957 he was Comptroller of the Bureau of Supplies and Accounts in the Department.

Mr. Moot was born on June 1, 1911, in Orange, New Jersey, and attended Dana College in New Jersey. Prior to World War II, he held accounting and marketing positions with Sears Roebuck and with Brown Brothers, Harriman and Co. During World War II he served in the United States Army.

Mr. and Mrs. Moot have three children.

#



Next to last draft
8 July 1975

Today

I am ~~taking only a few minutes out of this day,~~

July 8, ~~to clear up a question which some people still~~

~~seem to wonder about: Am I flatly~~ formally and officially

~~announcing that I am~~ *announcing that I am* my candidate,

~~a candidate~~ for the Republican nomination for President in

in 1976 ~~Yes, I am.~~

The reason I have waited this long has ~~nothing to~~

~~do with any difficulty in making up my mind --~~ I ~~do~~ ^{do} this

with the strong support of my family and my friends ~~months~~

~~I have waited to make sure that~~ my campaign ~~will~~

well
be conducted by outstanding Americans in whose integrity

both my supporters and my opponents ~~can~~ ^{can} depend;

I have found those leaders in Bo Callaway of Georgia, Dave

Packard of California, Bob Moot, Dean Burch and many others

from every state and every walk of life who have volunteered

to help.

(MORE)



I have given them authority to seek my nomination with ~~the~~ three qualifications, which I want all Americans to know.

First, I intend to conduct an open and above-board campaign, both for the nomination and later for the Presidency ~~of~~. I want every delegate and every vote I can get, but none that cannot be won to my cause within the spirit and the letter of the new election law and without compromising the principles for which I have stood all of my public life.

Second, ~~I will do nothing to divide or weaken the party which I have served for 35 years, nor will I become~~ ^{will NOT} so partisan as to forget my first pledge to be President of all the people. I believe I can best unite my party. But this ^{unless} will be futile ~~if~~ I ~~can~~ ^{absolute} ~~unite~~ ^{loyalty} the majority of Americans who acknowledge no ~~party~~ ^{absolute} ~~party~~ ^{loyalty} ~~and~~ ^{loyalty} ~~who~~ ^{loyalty} believe in ^{I will seek the support of} ~~all~~ ^{all who} the fundamental values of duty, decency and constructive political debate on the great issues which we face together as free people.

(MORE)

Third, ~~after 11 months in this office I know full~~

~~well that the obligations of the Presidency~~

~~call them burdens but rather opportunities for forward~~

~~is to~~ require most of the stamina and concentration

one ~~can~~ can muster. I am determined not to neglect my

first duty as President

~~primary duties~~ in the pursuit of my own

candidacy -- though I feel strongly that free choice under

our elective process is a worthy end in itself. In all the

13 election campaigns I have undertaken my

basic conviction has been that the best politics is always to

do the best job I can for all my constituents.

Although,

~~just because~~ my constituency has become much larger, successful philosophy.

I see no reason to change that ~~successful philosophy~~ I

expect to work hard, ~~and~~ and do the very best I

can ~~for~~ for America ~~in order~~ in order

to ~~finish~~ finish

the job I have begun.

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