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TO: MARK GOODE

DICK CHENEY

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DTG: 1976 OCT 23 01 56

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THE WHITE HOUSE
WASHINGTON

October 22, 1976

MEMORANDUM FOR:

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FROM:

MARK GODDE *M.G.*

Attached is the revised location and contact list for
the Campaign TV Programs. *20232*

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Campaign '76

Media Communications, Inc.

1826 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8980

October 30, 1976

MEMORANDUM TO:

JIM BAKER

CC:

DICK CHENEY
STU SPENCER
ELLY PETERSON
BILL GREENER
JOHN DEARDOURET
RON NESSEN ✓

FROM:

DOUG BAILEY *DB/PM*

As of last night, all anti-Carter man-in-the-street TV is off the air. Starting today, the Georgia Ford newspaper endorsements TV goes on the air.

I think it is predictable that the Carter camp will feel they've got to counter the ad. At least, the press will ask questions. One key point they will raise is that the Atlanta Constitution, Georgia's largest paper, has endorsed Carter.

A recommended response:

1. The Atlanta Constitution has changed management since Jimmy Carter was Governor.
2. When Jimmy Carter was Governor, the Editor of the Atlanta Constitution was Reg Murphy (the man who was kidnapped last year).
3. Reg Murphy has described Carter as: "the phoniest politician I've ever met." N.Y. Daily News 5/26/76.
4. Reg Murphy is now Editor of the San Francisco Examiner, which is expected to endorse the President on Sunday.

I strongly recommend that all press spokesmen, advocates, talk show guests, etc. be appropriately briefed.

Campaign '76

Media Communications, Inc.

President Ford Network TV Schedule October 3-October 9

<u>DATE</u>	<u>ABC</u>	<u>CBS</u>	<u>NBC</u>
Sunday October 3		·Delvecchio 10-11pm * <u>5</u> '	·Sunday Mystery Movie 9:30- * <u>5</u> '
Monday October 4	·Capt. & Tenille 8-9pm *5' ·NFL Football 9-12 (HT) <u>60</u> "		·Somerset 4-4:30pm *5' ·Monday Movie 9-11 * <u>5</u> '
Tuesday October 5	·Rich Man, Poor Man 9-10 <u>60</u> "	·Switch 10-11pm <u>60</u> " ·Tattletales 4-4:30 * <u>5</u> '	·Police Woman 9-10 <u>60</u> "
Wednesday October 6	DEBATE		·Another World 3-4pm * <u>5</u> '
Thursday October 7	·Late Show 11:30-1pm <u>60</u> "	·Young & Restless 12-12:30 * <u>5</u> ' ·Barnaby Jones 10-11pm <u>60</u> "	
Friday October 8	·Late Show 11:30-1pm * <u>5</u> '		·Serpico 10-11pm <u>60</u> "
Saturday October 9			·Sat. Movie 9-11pm * <u>5</u> '
	2-60's 3-5's	2-60's 3-5's	2-60's 5'5's

*5 Minute Ads Run at end of program.

EMBARGOED FOR RELEASE UNTIL
6:00 P.M. EST, NOVEMBER 1, 1976

OCTOBER 31, 1976

OFFICE OF THE WHITE HOUSE PRESS SECRETARY
(Hempstead, New York)

THE WHITE HOUSE

REMARKS OF THE PRESIDENT
TAPED FOR BROADCAST ON
NOVEMBER 1, 1976

ABOARD AIR FORCE ONE

Tomorrow is a very crucial election. But, tonight America is strong, America is free, America is on the move. But, two years ago, America was in deep trouble. When I became President, inflation was over 12 percent. We were on the brink of a serious recession, the worst in 40 years. There had been a loss of trust in the White House itself. We were still involved in Vietnam.

When I took the oath of office in August of 1974, I said I had not been elected by your ballots, but I asked that you confirm me by your prayers. Those prayers really helped.

In the meantime, America has turned around. I put the ship of State on an even keel. I held a firm hand on the tiller for a steady course. Today, we are doing much, much better. The rate of inflation has been cut by more than 50 percent. The job picture is getting better. We have added four million more jobs in the last 18 months. Eighty-eight million people are working today. We have restored confidence and trust in the White House itself, and America is at peace. Not a single young American is fighting or dying on any foreign soil tonight, and I will keep it that way for the next four years.

We have two major problems: One, to keep America strong, to meet the challenge of any adversary, to strengthen our alliances, and I pledge to you that the United States will remain number one. Our Army, Navy, Air Force and Marines will be the best, as they are today. Some people have wanted to cut the defense budget. That would be a big gamble. I believe that the way to keep the peace is to keep strong, but in order to keep our domestic economy strong, we need additional tax reduction.

Last January I told the Congress they should cut your personal taxes. I think the best tax reform is tax reduction. I recommended that your personal exemption be increased from \$750 to \$1,000. Congress didn't do its job, but on January 3, when Congress comes back, I will have the tax reduction proposal on their desks so that they can give the middle income taxpayer who has been short-changed the kind of a tax reduction that that group in our society so badly needs.

MORE



But, in addition, we have some other problems. We will do a better job in the next four years in making certain that the victims of crime are protected and that the criminal goes to jail. We will do a better job to help our older people, who have earned our respect and our support. We will do a better job in meeting some of the problems of our major metropolitan areas.

We have a lot of things to do, but we are in shape to do it now that we are over the hump of the tough last two years.

So, we come to the final round in this election. I want your prayers, as you gave them to me two years ago. But, I would hope that you would confirm me this time by your ballots. I promise you, I pledge you, that I will not let you down.

Thank you, and good night.

END

