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STATE OF MICHIGAN

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WILLIAM G. MILLIKEN  
GOVERNOR

May 10, 1976

MEMORANDUM

TO: Ronald H. Nesson  
Press Secretary to the President

Stephen G. McConahey  
Special Assistant to the President

FROM: Robert J. Horn   
Special Assistant to the Governor

SUBJECT: Media and Campaign Issues

Enclosed is a copy of a memo from George Weeks, the Governor's Executive Assistant to Governor Milliken regarding campaign and media issues the President might use during next week. I would like to also point out that Kincheloe and the XM-1 tank are of special concern.

The Warren Tank Facility is located in Macomb County, which is a key county for the President. Recently I've been told that the decision regarding the location of XM-1 tank production in Lima, Ohio has not yet been made. If there is a possibility that production can be retained in Warren this would be a significant plus for Michigan and also for the President.

The Kincheloe problem is severe. The last figures I've read indicate unemployment in the area currently averages approximately 28%. Although the community is fighting very hard to retain the base, a statement by the President endorsing community activities and promising a large infusion of federal money in the event of a closure, will also help.

I've also reviewed various matters regarding Michigan which are pending before the federal government. The only grant which appears to be immediately available to the state is the People Mover Experiment pending in Petrocelli's office at DOT. The grant would provide money for two-and-a-half mile People Mover through the downtown business district of Detroit.

P.S. I've just heard that the President will be in Macomb County on Wednesday.





STATE OF MICHIGAN  
OFFICE OF THE GOVERNOR  
LANSING

WILLIAM G. MILLIKEN  
GOVERNOR

MEMORANDUM

DATE: May 9, 1976  
TO: Governor  
FROM: George Weeks  
SUBJECT: Media and Campaign Issues

As a follow-up on Bill McLaughlin's memo on overall strategy, we think you can play a major role between now and the May 19 primary in issuing statements yourself, in suggesting positive points the President might emphasize, and in identifying the troublesome areas he might encounter.

For openers, it would be good for you to set the stage for this week's Michigan campaigning by issuing a statement today for the Monday papers, radio and TV contrasting the common sense leadership of the President with the nonsense of his challenger -- his superficial and simplistic position, his box office diplomacy, etc. A draft based on some of the thoughts you have expressed is attached.

POSITIVE POINTS

Apart from the national campaign emphasis on economic recovery, inflation, energy and other issues that should be good for Michigan, there are several specific areas that could be developed.

Economic Development -- The President has supported extension of the Economic Development Administration, which has channeled about \$10 million a year into Michigan, and the Upper Great Lakes Regional Commission, which has supplied about \$3 million a year, both of them to help create jobs. The Administration responded favorably, for example, to your request for grants to Bay and Muskegon Counties.

Disaster Relief -- Your May 6 request for a Presidential declaration for Bay, Arenac and Tuscola Counties is pending. When the federal announcement comes, there could be a follow-up on the total so far this year. It is substantial.

Great Lakes -- Anything about them plays well in Michigan. It would be good to be able to announce some progress in international efforts to control water levels, or fight pollution.

PBB -- This is one of the hottest issues, and a Presidential statement about accelerated FDA and National Science Foundation efforts would go over well in Republican outstate Michigan.

Transportation -- Michigan's leadership in this area could be acknowledged with emphasis on your program to save the rails, expand public transportation and correct SEMTA funding and organizational problems in order to get more federal aid. Anything positive the President could get from Secretary Coleman would be extremely helpful.

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TO: Governor

May 9, 1976

Detroit -- Your efforts with the Mayor for a package emphasizing self-help rather than outright state or federal bail-out could be recognized, and hopefully there could be some expression of progress at the federal level on the long-range package you, Max Fisher and others presented at the White House months ago.

Crime -- It would be good to tally the amount of LEAA funds that have come into Michigan and to highlight some of the successful federally-funded programs.

Reagan Cut -- We have assembled our own tally of what Reagan's \$90 billion cut could mean to Michigan but federal agencies undoubtedly have more updated material that could be used.

Energy -- You have asked the federal government for about \$40 million (figure needs to be checked) for research in shale exploration, and we are going after the Solar Energy Research Institute site. Tom DeCair has indicated that the President has had encouraging words for several states on the SERI selection and that it would be good if he at least could indicate that Michigan is not being ruled out, as some fear, because he does not appear to be wanting to play homestate favoritism.

#### FEDERAL AID

The energy issue leads into what I think can be one of the President's most vulnerable local Michigan issues -- why hasn't Michigan fared well, comparatively, in competition for federal aid and projects? Levin made this a big issue in his campaign against you, and now, with a Michigan man in the White House, this is an issue the Democrats are stoking up for again. Among the issues are the closing of the Great Lakes Mapping Institute, the threatened loss of the Warren tank production, and Kincheloe. (On the latter, Tom has heard that Reagan is sending a retired general up there to gather material for him.)

We should have a special meeting on the federal aid issue.

#### OTHER ISSUES

Following are some other issues that could confront the President:

Seafarer -- We should give the President's people a briefing paper on where you stand, since there is considerable potential for the press seeing a wide difference between your position and the President's.

Pigeon River -- There presumably is a conflict between your no drill position and the President's national energy concerns.

Busing -- It's a dormant issue but one that probably will be raised. The Esch amendment is still a good position for a federal posture.

The people of Michigan will have an opportunity this week to compare the common sense of President Ford and the nonsense of his primary opponent.

It is nonsense to campaign for the Presidency on a script of superficial and simplistic answers to complex domestic and foreign issues. President Ford's common sense leadership already has produced new trust and a record of accomplishment. The record shows that the President's performance compares favorably to his opponent's promises.

It's nonsense to propose a \$90 billion cut in federal taxes by merely shifting the burden to the states -- which in the case of Michigan would mean that we would have to about double the budget funded by state taxes. I prefer President Ford's common sense approach of trying to cut the rate of increased federal spending while continuing revenue sharing -- which has meant more than \$1 billion for Michigan.

It would be nonsense to base the nation's foreign policy on the kind of box office diplomacy that President Ford's challenger has demonstrated over Panama. Terminating negotiations and dismissing the President of that nation as "a jerk" aren't going to lead to the kind of U.S. security and long-term international stability that President Ford and other Presidents before him have been seeking through negotiations.

Michigan is a state with great pride in its President, and a high stake in the outcome of the 1976 Presidential Campaign.

I believe it also will be the state where the celluloid candidacy of Ronald Reagan will be exposed.

