

December 17, 1975

MEMORANDUM FOR: BO CALLAWAY  
FROM: BRUCE WAGNER  
CAMPAIGN '76  
SUBJECT: THE MEDIA *and morale*

Reports of apparent campaign disorganization and the ascendancy of Ronald Reagan in the polls have provided grist for the nation's press mill -- this media story has penetrated even the most somnolent member of the grass roots PFC organization.

This media communication is probably already having a negative effect on our ability ~~to~~ organize and ensure results among the PFC workers around the country, particularly in New Hampshire, Massachusetts and Florida. The troops are perhaps wondering about our capability and stomach for the battle.

As in any sales or service organization, these folks are absolutely essential to President Ford's success. We cannot allow any morale problems in the early primaries, especially when they are premised on specious "news"!

We should consider developing some sort of assertion by President Ford (or his credible surrogate) which confirms the President's "desire" for the coming competition. (As you know, "desire" is an old football term... it's the only thing that wins a football game.) My guess is that despite previous assurances, e.g., "we're going into all the primaries", many of our potential financial supporters and workers are privately wondering about the President's willingness to 'go all the way.'

Therefore,... we should consider the first week of January as the optimum moment for President Ford to reaffirm his resolve in continuing his Presidency... we need to get prominent press coverage -- the moment must be structured as a newsworthy event, not just some sort of pep talk.

This course of action is tricky because it cannot be perceived as "running scared." Rather, it must be viewed as a manifestation of leadership for the campaign. President Ford must be viewed as the ultimate force of leadership for his own campaign. Naturally, he won't be expected to participate on an operational basis as he has more important things to do, but we cannot allow the execution of the "incumbent President" strategy to feed a perception of disinterest in the campaign.

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I believe this is worthy of discussion with Stu and Peter Kaye. If we put it together correctly, you can take it over to the White House and get a "go" or "no go" decision before everyone disappears for the holidays.

When you have a moment, let's discuss.

c.c. Stu Spencer  
Peter Kaye  
Peter Dailey

