

COMPTON ADVERTISING, INC.

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BARTON A. CUMMINGS
Chairman/Executive Committee

August 5, 1976

Mr. Rogers Morton
Ford for President Campaign
1828 L Street, N.W.
Washington, D. C. 20036

Dear Rog:

I regret that this letter has been delayed, but I am on my annual holiday up in the Adirondack Mountains, and it has been difficult to put this letter and the attachment on paper.

You asked me last week if I would spell out what the Advisory Board can do to help the in-house agency, Campaign '76, if it is decided to go this route, rather than appoint a full service advertising agency.

First off, many of those on the Advisory Board have had past successful political experience. Jim Henderson of Greenville, S.C., has been involved in many campaigns state-wide, and of course he ran the Republican operation in 1972 and was on the Advisory Board to the November Group. Chet Posey was very much involved and instrumental in many of Rockefeller's campaigns for governor. He and Dick O'Reilly and I were a part of the November Group in '72, etc. I could go on, but I don't think it is necessary.

I believe the Advisory Board, if used properly by Campaign '76, can be extremely important in determining advertising strategy and can help Campaign '76 to execute the advertising in order to accomplish the job of helping to elect President Ford. Naturally, the Advisory Board must be brought in early enough in the planning of the advertising to be useful. This has not been the case during the primaries. In almost every instance, the Advisory Board saw the advertising after it had been produced and was about to be put on the air. There is no point in any of us being involved if this continues.

I am sure you know, Rog, that our goal is to help you and your associates to elect President Ford. We have no other motives whatsoever. We are doing this on our own time, at our own expense. If we can be helpful, you can call on us. If you feel we are getting in the way, simply tell us and we will bow out.

Attached is a statement that may be helpful to you in establishing the campaign strategy for President Ford. It covers a lot of ground -- perhaps more than necessary. It says many obvious things, and yet I was reluctant not to cover many points, simply because sometimes they are overlooked due to the pressures of the campaign.



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As we discussed in Washington last week, we need new and improved footage of the President. Since we are in agreement that he performs best under pressure, i.e. press conferences, we should utilize the Q and A technique on a broad variety of subjects, taking up one at a time on those that you and your staff believe are the most critical points and issues.

As you know, the networks are pushing us to use 5-minute segments, and they are offering this at a very attractive price. We would be foolish to ignore this, and therefore I am presuming that much of our campaign advertising will be in 5-minute segments. At first blush this may seem to create a problem. Yet, if we can get the President to cooperate with us in order to get the kind of Q and A footage I am sure he can deliver, I believe that we can turn a negative into a positive.

As you look over the attached proposed election strategy, you will note that I have avoided foreign policy, since I have seen no research to help me form a point of view. I am sure that you and your staff will have the answer to how this should be handled, if it is determined to be a problem that should be covered in the advertising.

After you have had an opportunity to look this over, and if you still have any interest in working with us as an Advisory Board, please get in touch with me at your convenience. My telephone number here is (315) 369-3710 at Old Forge, N. Y.

Kindest personal regards.

Very cordially,


Barton A. Cummings

Enclosure

cc -

Stuart Spencer

✓ Roy Hughes

William Greener, Jr.

Clayton Wilhite



ELECTION STRATEGY FOR PRESIDENT FORD

PERSONALITY

The President must be positioned as a modest, friendly, warm person, who loves his country and his fellow Americans...a man of great compassion who frequently offers a helping hand to the unfortunate, without fanfare, never seeking acclaim or reward.

RELIGION

The President must be positioned as a religious man, but one who does not flaunt his faith in God nor ever attempts to use it as a political tool.

FAMILY RELATIONSHIP

The President must be positioned as a man who has strong family ties and often seeks the opinions of his wife and his children on matters in which he believes they can give him objective and balanced points of view. The public must be made aware of his great desire to spend as much time with his family as his position warrants, without sacrificing his responsibilities to the country.

INTELLECT

The President must be positioned as extremely intelligent -- a man with good, old-fashioned horse sense, with the ability to talk clearly and simply with every level of society. It should be pointed out that he never talks down to people. The President's excellent academic records at the University of Michigan and Yale University should be recalled by his professors.

THE RECORD

The President should be positioned as an extremely strong and positive leader, in view of his great accomplishments during his two years in office. People should be reminded of the economic situation when he became president -- inflation more than double the current rate, and unemployment growing rapidly. In this context, people should be reminded of the economic situation today -- i.e. inflation is less than half of what it was when the President took office and there are over three million more people at work today than there were just two years ago. The fact is, more people are at work today in the U.S. than ever before in our history.



ISSUES

The Middle East - The President must be positioned as a strong supporter of Israel. His record should be used to demonstrate this fact. At the same time, however, it should be made clear that Arab interests have been dealt with fairly.

Civil Rights - Every effort should be made to establish the President as a strong defendant of civil rights of minority/ethnic groups. It should be revealed that he has no prejudice against any group and that his record demonstrates his belief in helping the underprivileged.

Defense - The President must be positioned as an advocate of a sensible policy for keeping America militarily strong. It should be pointed out that he is opposed to wasteful spending and that his record in the Congress and as president demonstrates this policy.

Crime - The President must be positioned as man who strongly condemns crime, organized or otherwise. His efforts in this area must be so stated.

Washington - The President's record of vetoing 20 billion dollars of irresponsible legislation by the Congress should be emphasized. Again and again, the President has had the courage to say NO, even though in many instances it was not politically expedient to do so. These actions are proof of his political honesty and courage. It is extremely important to stress that the President is not a pawn of the Washington scene.

Women - The President must make every effort to demonstrate his strong belief in the abilities of women to serve in ANY government office or position. With regard to women the Republican platform should be far stronger than the Democratic platform.

Young Citizens - The President has positioned young people throughout his administration...men and women in their twenties and thirties. This fact is not generally known to the American people, and it should be demonstrated in the campaign.

Senior Citizens - The President must be positioned as a man who has great compassion and concern for the elderly citizens, and it must be known that he intends to care for and integrate this group into our society.



VISION OF THE FUTURE

The President must inform the people of his hopes and optimism about the future of our country. He must spell out in broad terms his plans in order to inspire the American people with confidence in his leadership.

Barton A. Cummings

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