

OPERATION "OVER THE TOP"

In the final three days there can be no news as persuasive or as contagious as news of a last minute shift to Ford - a closing ground swell that will take him over the top.

However, the actual existence of such a trend is not enough. The important thing is for the public (as well as our workers) to know that it exists. It is only then that the contagion sets in.

If President Ford or his spokesmen merely say it exists that will be perceived as oratory and will not be treated as news. But if President Ford and the PFC take action because the ground swell exists the action will be hard news and the existence of the ground swell be assumed.

Recommendation: At the President's request the PFC could take the extraordinary step of purchasing radio time for a nationwide "rally" of Ford supporters in which the President and key campaign personalities will report the exciting details of the sudden turn of the tide. The President will then call on every worker for extra effort in the final three days. We have suddenly reached the one yard line - now let's go over the top.

The content of the program is only relatively important, the real importance is the fact that the program is suddenly being put on the air as a result of the sudden shift towards Ford.

The program is a cinch to produce. There can be phone calls from state or local chairmen reporting on local newspaper polls or any other



evidence of recent momentum. There can be pep talks from people like John Connally, the closing segment could be a brief pep talk from the President himself.

I suggest the program originate from Texas at 8 or 9 a. m. Saturday morning. On Friday telegrams can be sent to all state and local chairmen advising them to alert their workers to tune in Saturday morning, "for exciting information about the shift to Ford, etc." Ads can be placed in local papers (there is still time) and radio spots can be bought to promote the program. The program will be aimed at Ford workers, but the general public, of course, will be listening in. Thus the public will hear about the ground swell right from the horse's mouth.

They will also learn that the "Truman finish" is really working and that in these closing days the voters are moving away from the unknown Carter and shifting to the known and trusted Jerry Ford. In the final three days, there can be no better basis for a bandwagon.

RAM

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