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THE WHITE HOUSE  
WASHINGTON

Dick Cheney

file

done

RBC  
spoke to  
na and

Petty gave me  
this tonight.

Unbelievable - why  
hasn't this been done  
before.

Obviously, we need  
a manager, lawyer, etc.

ORIGINAL RETIRED TO  
SPECIAL DOCUMENTS FILE

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THE WHITE HOUSE

WASHINGTON

June 24, 1976

Dear Mrs. Ford,

Seeing this Betty Beale column. . . . Back at the very beginning of the primaries I had a conversation with Warren Hendriks, head of the newly formed White House Spokesman Office, about utilizing Cabinet and Administration wives in the campaign, and have ever since that time been sending him (nearly daily) copies of invitations to you with copies of regrets, things which your schedule do not permit you to accept, but which are good invitations and good forums for the administration for him to plug wives into should they be traveling with their Cabinet husbands or which they might want to accept on their own.

Three years ago I helped administer a very successful Cabinet/Administrative wives program out of ~~the~~ office; the wives loved doing something helpful for the principles of the Republican Party that they believe in and their husbands were working hard for; they enjoyed the travel; the publicity for the Administration in the places they visited was wonderful, and, of course, groups and organizations are always delighted to have help in getting speakers. All in all, it was quite successful.

I told him about this, but I also told him I could not run it, I simply did not have the time or resources during an extremely busy time for us, but I would supply him with good invitations for their use and would help in any other ways I could.

Obviously nothing was picked up on.

susan

ORIGINAL RETIRED TO  
SPECIAL DOCUMENTS FILE

*I think this is an excellent idea  
Why don't they organize? I'll bring  
it up with the President — BJ*

Washington Star  
uesday, June 23, 1976

# Why Aren't Wives Aiding In the Ford Campaign?

"I can't tell you why it wasn't done before I arrived. I just came to the Ford Committee two weeks ago," explained Elly Peterson, newly appointed deputy chairman of President Ford's campaign committee.

For several months, wives of Ford cabinet members, White House staffers and other Republican bigwigs have wondered why none of them had been approached to campaign for the President. Operating on the theory that women relate better to women, the past three administrations used the wives as speakers at coffees, luncheons and teas.

"In '72 we organized White House staffers' wives and cabinet wives and went out in groups of three," said Anne Richardson. "There's a personal touch there. We contributed something different."

## Betty Beale

So why, given this year's fierce competition for the GOP nomination, aren't the women being used to round up primary and delegate support?

According to NSC chairman Gen. Brent Scowcroft, the President's re-election effort is like "amateur night."

"It's worse than that," said Secretary of Treasury Bill Simon at a dinner the other night.

"I've never been asked to do a thing," said Carol Simon. The same comment came from Bunny Buchen (who's known Jerry Ford since she was 8 years old), Sally Seidman, Jessica Catto and on through the list of prominent administration women.

"I would like to have been here a year ago," Elly Peterson explained. "I think we could have done an exciting program because we have some marvelous wives. You gain nothing by looking back. It's late but we are off and sailing and we are now going to move Women for President Ford."

In two weeks Ellie has set up "a national advisory committee involving prominent women in the country and they have started a nationwide recruitment program."

Betty Ford will launch the kickoff of the Minnesota chapter of Women for President Ford on Friday when she goes to the state convention in Minneapolis.



THE WHITE HOUSE  
WASHINGTON

January 6, 1976

MEMORANDUM FOR DICK CHENEY

FROM:

PETE ROUSSEL

*R*

Attached are the talking points for the Presidential Spokesmen Program meeting.

Attachment

*Cave*  
*Prohman*



THE WHITE HOUSE

WASHINGTON

MEETING WITH THE CABINET

Wednesday, January 7, 1976

I. Purpose

To outline to members of the Cabinet the scope of the Presidential Spokesmen's Program and what will be asked of them in terms of participation.

II. Background and Participants

A. Background:

The President's Spokesmen's Program is being broadened to increase Cabinet, Sub-Cabinet and Congressional participation for the duration of the campaign period. The White House Presidential Spokesmen's Office will coordinate with a similar office of the President Ford Committee to insure maximum utilization of all available spokesmen in these groups.

B. Participants:

Richard B. Cheney  
Secretary Rogers Morton

III. Talking Points

- A. As members of the Cabinet, you are the President's team and thus will be counted on in the months ahead to speak out in behalf of the President and the Administration's programs at appropriate forums and via supporting media activities, all aimed at achieving maximum exposure.



- B. The White House Presidential Spokesmen's Office will work closely with a key representative you designate in your office to insure implementation of the program. Their contact here at the White House will be Pete Roussel who works out of my office. He was formerly with George Bush for six years -- in Congress, at the United Nations and at the Republican National Committee; and then here at the White House for a year and one half with Don Rumsfeld. Please write down now the name of your contact and leave it with Pete before you leave today. He will soon be in touch with your contact person about a meeting here to discuss this program and acquaint them with personnel who'll be involved.
  
- C. As a primary spokesman for the President, recommended activities will be referred to you by the Presidential Spokesmen's Office. These will come from invitations to the President, initiated forums and invitations forwarded to the Spokesmen's Office by the PFC or RNC for political meetings or fundraisers. While emphasis will be on politically important areas, key media markets and events, both here and throughout the country, immediate emphasis will be placed on key primary and electoral states. You will be asked to participate in at least two events per week.
  
- D. Subordinate spokesmen in your Departments will be asked to fulfill similar activities.
  
- E. All spokesmen will be given total support, including being provided a briefing book from the White House Spokesmen's Office concerning background and talking points on a broad spectrum of Administration positions and major categories of issues as well as background on Reagan's record and other information of which you should be aware when fulfilling these activities, for Q&A sessions, press conferences, etc.



- F. The majority of your appearance will be "official" and the parent Department or Agency will pay for the activities out of appropriate funds. Where political fundraisers are involved, the PFC will pay expenses in accordance with the formulas set forth by the Federal Election Commission.
- G. The strength of the Spokesmen's program in relation to the overall success of the campaign cannot be over-emphasized. Your active participation will be essential. Bob Teeter's poll shows the public perception of the President's issue stances need amplification, need to be hammered home with the public. The reason for much of this is lack of perception is that spokesmen have not been out moving around the country on the scale that we are now asking you to undertake. So as you can see, few things that you'll be doing this year will be as important as getting out -- and getting the President's message out.



# President Ford Committee

1828 L STREET, N.W., SUITE 250, WASHINGTON, D.C. 20036 (202) 457-6400

January 6, 1976

MEMORANDUM FOR: DICK CHENEY  
FROM: Bo Callaway *Bo*  
SUBJECT: President's Discussion at Cabinet Meeting

Dick:

I have just learned that the President will address the Cabinet Meeting tomorrow on the question of advocates.

Here are my recommendations of some of the things that he might want to consider saying:

We are now coming to a campaign time. The first primary is less than seven weeks away. We have a good Administration doing a lot of good things, but the public doesn't understand this. It is a major responsibility of each and every one of you to assist in the public perception of this Administration's accomplishments, not only in your own Department, but overall.

I would expect each of you to move around the country in major media markets making these points. Whenever you go into any area, it is important to maximize your time in that area. Do not just give one speech and leave. For example, if you go to Dallas for a Chamber of Commerce speech, schedule at least one, and probably two, television talk shows that morning, a press conference after the speech, and visit with one or two of the major newspaper editorial boards. This should be a pattern for every trip that you go on.

We will provide on a weekly basis the basic points that we'd like the Administration to make each week. You should make sure that each of these points are emphasized in everything you do the following week.



SUBJECT: President's Discussion at Cabinet Meeting

You should designate a contact for your Department that will be the person who handles all of this. I will call a meeting of all of these contacts this week so that they can be briefed on the legal requirements, on requirements for accounting and allocation, etc.

Your contact with the PFC is Judy Harbaugh; with the White House and Administration, Pete Roussel; and with the RNC, AB Hermann.

Please keep a detailed schedule of all of your activities in this area and send the schedules to Pete Roussel on a weekly basis.



# The President Ford Committee

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(202) 833-8920

January 6, 1976

MEMORANDUM FOR: DICK CHENEY  
FROM: BO CALLAWAY  
SUBJECT: Status of Advocates Program

The advocates program which was outlined to you in my memo of December 14, 1975, is off to a good start, but much more needs to be done, and quickly.

On the positive side, the following activities are underway:

## PFC White House Liaison

Judy Harbaugh, our Director of Scheduling, is meeting daily with the scheduling committee chaired by Jerry Jones. This liaison is providing an effective line of communication for the PFC to provide political input to the total scheduling program, and for us to keep the White House up to date on a continuing basis on the status of our Advocates Program.

## Fund Raising Events

The most effective aspect of our program, currently, is in the area of fund raising. The following fund raisers have been held or are firmly committed for the near future:

December 11	Nashville	Rog Morton
December 13	Houston	Earl Butz
January 13	Chicago	Earl Butz
January 28	New York	Vice President
January 30	Detroit	Vice President
February 13	St. Louis	Mel Laird
February 17	Tampa/St. Pete	Earl Butz
March 11	Los Angeles	President
March 12	San Francisco	President
April 10	Minneapolis	Earl Butz



We expect a net income of \$25,000 from each fund raising event.

On the negative side, the following objectives are yet to be accomplished;

#### Political events in primary states

We plan to schedule approximately two advocate appearances per week in New Hampshire and a comparable program in Florida. For these, as well as for the fund raisers, it will be critically important to have the full commitment of members of the Cabinet. Therefore, it is absolutely essential that the President make clear his strong desire that all members of his Administration work closely with us on this program.

#### Coordinated Policy Pronouncements

Each week there are one or two headline developments relating to the Administration. All Administration spokesmen should be briefed weekly on what key issues to cover and what line to take in each of their appearances. In this way, important subjects such as the President's crime program can be reiterated often enough to make the desired impact on public awareness.

#### Congressional Advocates

To get this program underway, we recommend that the President invite the most articulate of his Congressional supporters to the White House to personally ask them to participate in the Advocates Program. From that point, Judy Harbaugh would follow up to incorporate their schedules in with the total overall program.

#### Sub-Cabinet Advocates

As a first step toward involving the Sub-Cabinet appointees and Agency heads in the Advocates Program, we recommend that they all be invited to a briefing in Room 450 OEOB, where they can be told, preferably by members of the White House staff, how they can contribute by speaking out positively on the President's programs, particularly those in which they are directly involved. Most of their appearances would not be of a political nature, but would, nevertheless, represent important opportunities to support the policies and programs of the Administration.



[June 1976?]

ADVOCATE TALKING POINTS

1. This is a tough race between a record of Presidential accomplishment and political rhetoric.
2. When the President took office 22 months, ago, the country:
  - a. had lost confidence in government,
  - b. was racked by inflation and unemployment caused by runaway government spending; a liberal Congress elected in 1974 threatened to accelerate this trend,
  - c. had its national will called into question by our allies and our potential adversaries; for ten years, real defense spending had been reduced to finance social programs while the USSR stepped up its defense spending threatening eventual imbalance in the future.
3. The three tasks of the President were to:
  - a. Restore public confidence and integrity in our government.
  - b. Control government spending by the Congress to reverse the rates of inflation and unemployment; encourage growth of private sector instead of government to ensure steady economic progress and real jobs.
  - c. Reverse the trend in our defense spending so that future America can deal with the Soviet threat from a position of strength.



4. In the President's 22 months in office, he has:
  - a. Restored integrity and respect for government through an open Administration.
  - b. Restored balance in our economy by halting the growth of government spending by the Congress; his restraint has caused inflation to drop by one-half, our GNP to increase by 7.5% this first quarter and 2.6 million more Americans are now working than before; his skillful use of the veto saved \$13 billion in wasteful Congressional programs which would have pumped up the economy for the election year, but thrown us headlong into another recession.
  - c. Proposed and, with your help, Congress has accepted the largest defense budget in peacetime history; this reverses a trend of cuts in our real defense spending for the last ten years, while the Soviet strength has grown; only by spending what we must on defense can we be sure that future Americans will be strong.
  
5. Our people once again believe in:
  - a. the integrity of our system of government
  - b. the vitality and prosperity of a growing economy
  - c. remaining strong enough to defend our interests and those of our allies in a hostile world.

