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Ron Nessen

May 8, 1976

MEMORANDUM FOR THE RECORD

FROM:

WAYNE VALIS

Wayne Valis

SUBJECT:

Assistance to the Reagan Campaign by
Conservative Organizations

As you can see by the enclosed excerpts from February and March issues of "Battleline," the American Conservative Union is bragging about its efforts on behalf of Reagan's campaign. In addition, if you read comments by M. Stanton Evans, there is a strong implication that other groups also have joined in this effort.



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batline

AMERICAN CONSERVATIVE UNION
March 1976, Vol. X, No. 3



ACU Boosts Reagan Campaign In Independent Action

Lessons of Victory

by M. Stanton Evans

Chairman, American Conservative Union

The national pundits are perplexed, scratching their heads over Ronald Reagan's victory in North Carolina. "Upset," "surprise," and "puzzling" are the words of common currency.



Actually, there was nothing that surprising about it. What happened in North Carolina was that Reagan and his supporters finally started doing what

cause it involved taking on and whipping the political machine of "moderate" Republican Gov. James Holshouser, a bitter intraparty foe of Helms. Mr. Ford had been preparing to say that a victory in North Carolina was a victory for Holshouser. By the same token, the Ford defeat was a Holshouser defeat, clearly strengthening Helms supporters within the Carolina GOP. So the Reagan triumph is a conservative victory twice over.

Finally, the Carolina primary saw a substantial independent campaign in Reagan's behalf, coordinated by youthful attorney Joseph Beard, head of the North Carolina Conservative Union. This independent effort, permitted under the recent Supreme Court campaign ruling, ran 33 newspaper ads and more than 800 radio spots in North Carolina cities, hammering on the differences between Reagan and Mr. Ford on foreign and domestic policy.

Getting Together

by M. Stanton Evans

Chairman, American Conservative Union

On the evidence of the third Conservative Political Action Conference, the American right is beginning to get its act together.



Evans

Approximately 500 conservatives assembled here last weekend at the behest of the American Conservative Union and Young Americans for Freedom. They heard a gaggle of speakers including five U.S. senators and two governors, plus numerous

congressmen, state legislators, academicians, activists and political professionals. And they cast an unsurprising presidential preference vote for former California Gov.

The roll call of speakers suggests the catholicity of the enterprise: Sens. James Buckley, Harry Byrd, Jesse Helms, William Scott and Strom Thurmond; Govs. Meldrim Thomson of New Hampshire and James Edwards of South Carolina; Reps. John Ashbrook and Philip Crane; William Rusher, Milton Friedman, Patrick Buchanan, F. Clifton White, Phyllis Schlafly; John Sears of the Reagan campaign, Charles Snider of the Wallace campaign, and so on.

Equally instructive were the issue groups appearing on the program: The National Right to Work Committee, the Citizens Committee for the Right to Keep and Bear Arms, the National Coalition for Children, the American Security Council, the National Tax Limitation Committee, Americans for Effective Law Enforcement, the National Right to Life Committee. These are groups with large and energetic constituencies of parents, taxpayers and political activists.

All of these organizations have focused in the past on single-issue areas of major concern to their members, and of course will continue to do so. But they seem increasingly aware these days that they confront a common ad-

THE WHITE HOUSE
WASHINGTON

DATE May 26, 1976

FOR: Ronald H. Nessen

FROM: WAYNE H. VALIS *Wayne*

For your information x

Per our conversation _____

Other:

Re: Continuing Conservative Assistance
for the Reagan Campaign

Enclosed is the latest direct mail
effort to enlist funds for Governor
Reagan's campaign. This is another
unauthorized effort which won't be
charged to the Reagan Committee.

Also attached is a recent Reagan
Committee direct mail appeal.



REAGAN CALIFORNIA FUND

A Project of:
Young America's Campaign Committee

Dear Friend:

Your assistance on a most urgent project could mean the difference between victory and defeat for Ronald Reagan in the June 8th primary in California--
the most important primary of the campaign.

That is why I am writing to you today.

Gerald Ford and Ronald Reagan are in a virtual dead heat for convention delegates coming into the California primary. The winner of the California primary will take an extra 167 delegates to the convention.

These 167 delegates will mean the margin of victory for the Republican presidential nominee. More delegates are at stake in California than New Hampshire, Florida, Vermont, and North Carolina combined!

Ronald Reagan's stunning defeat of Gerald Ford in the North Carolina primary was a result of his aggressive media campaign in that state prior to the voting.

That is why the Reagan California Fund has been established by the Young America's Campaign Committee. We intend to place spot radio advertisements throughout California a week prior to the primary.

We have entered into an agreement with the nation's top producer of radio advertisements.

Efrem Zimbalist, Jr., the star of the television series The FBI, has agreed to do the narration for the ads.

They will be targeted in communities across California with the precision that was apparent in the media blitz that brought Ronald Reagan victory in North Carolina.

Production costs, distribution fees, etc., will be \$25,000 and that amount is needed at once. Unless we receive that amount by May 25, 1976, the ads by Efrem Zimbalist, Jr., cannot be run.

These ads are the most economical and effective method for reaching the millions of California voters. Ronald Reagan's chances of victory in California will be severely set back without them. As a result, his chances for the Republican nomination could be lost.

That is why it is vital that you send what you can today. Please send at least \$20 today. If you cannot send \$20, we will be grateful for whatever you can contribute. But we must have whatever your generous contribution by May 25.



It is important to consider what Ronald Reagan's defeat could mean for the Republican Party.

Consider the record of the Ford administration and the possibility of its continuing should Ronald Reagan lose the California primary:

1. There would be more appointments of left-liberals into the administration such as Charles Goodell and Nelson Rockefeller.
2. Secretary of State Henry Kissinger would remain, throughout Ford's term, continuing the policy of one-way-street detente.
3. The United States would continue its second-rate military posture and perhaps slip to third rate or fourth rate.
4. The United States would continue its policy of surrender of American possessions such as the Panama Canal Zone.
5. Deficit spending would continue unabated, without a voice of leadership coming from the White House.

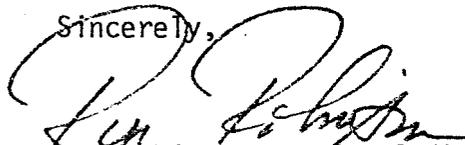
Before you decide how much to give, I should explain that the Reagan California Fund is an independent organization, entirely separate from the Citizens for Reagan campaign committee.

Because it is an independent committee, the Reagan California Fund may solicit funds from individuals beyond the \$1000 limit. Thus, if you have already contributed the maximum \$1000 to the official Citizens for Reagan campaign committee, you may contribute up to an additional \$24,000 to the Reagan California Fund.

In addition, while the official Reagan effort in California is limited in what it can spend on behalf of Ronald Reagan, our committee can wage an all-out effort to win in California without government-enforced spending restrictions.

If any contribution could tip the scale for a Reagan victory, your contribution to the Reagan California Fund could be it. Please be generous, and soon. Thank you.

Sincerely,



Ron Robinson, National Chairman
Reagan California Fund



YOUNG AMERICA'S CAMPAIGN COMMITTEE

Air Date _____
Radio Spot Number _____ #2
Title _____ 60 SECONDS
Narrator _____ EFREM ZIMBALIST, JR.

60 SECOND RADIO SPOT

I, LIKE YOU, AM CONCERNED ABOUT THE FUTURE OF THIS COUNTRY. I, LIKE YOU, HAD HOPED THAT AFTER WATERGATE GERALD FORD WOULD LEAD US AWAY FROM DEFICIT SPENDING, APPEASEMENT ABROAD, AND MILITARY WEAKNESS. I HAVE CONCLUDED HE HAS NOT DONE THIS. INSTEAD HE HAS FIRED A SECRETARY OF DEFENSE WHO DISAGREED WITH KISSINGER'S DETENTE, ACCEPTED AMERICA'S STATUS AS THE SECOND STRONGEST NATION IN THE WORLD, IS ACQUIESCING IN THE GIVE-AWAY OF THE PANAMA CANAL ZONE, AND HAS PRESIDED OVER \$100 BILLION IN DEFICITS IN JUST TWO YEARS. RONALD REAGAN IS MY CHOICE FOR PRESIDENT BECAUSE HE PROMISES A NEW SECRETARY OF STATE, THE RESTORATION OF AMERICAN MILITARY SUPERIORITY, NO GIVE-AWAYS OF AMERICAN TERRITORY SUCH AS THE PANAMA CANAL ZONE TO LEFTIST DICTATORS, AND, HE PROMISES A BALANCED BUDGET. IF YOU BELIEVE AS I DO THAT STRONG LEADERSHIP IS NEEDED IN THE WHITE HOUSE AS WE ENTER OUR TWO-HUNDREDTH YEAR, THEN I URGE YOU TO VOTE FOR RONALD REAGAN IN THE REPUBLICAN PRIMARY. THIS IS EFREM ZIMBALIST, JR. THANK YOU FOR LISTENING.

END END END END END END

This is a sample transcript of the radio ad planned for California one week before the primary



Ronald Reagan
1835 K Street, N.W.
Washington, D.C. 20006

Dear Republican Contributor:

Now, it all comes down to California!

Our overwhelming win in Texas, with 67% of the popular vote and all 96 delegates, has taken me a step closer to the Presidential nomination in Kansas City.

As Governor of California for eight years, I worked successfully with a Democrat controlled legislature.

The Texas primary has once again proved my ability to work with Republicans, Democrats, and Independents.

As a result of victories in Texas, Georgia, Alabama, and Indiana, my campaign, which was written off by the press weeks ago, is only a few delegates short of first place.

However, the California primary (with 167 delegates to the winner) will decide who will be the Republican nominee.

As you know, I'm no stranger to running in statewide races in California. And, of course, I've always won.

But this time the stakes and circumstances are different.

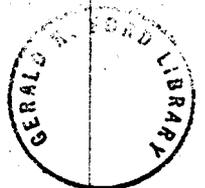
That's why I need your help to overcome a problem I am faced with in my home state.

It is a very serious problem. And it has to be solved if we are to win. Let me explain...

My campaign has been conducted on the issues. I have spoken out clearly on the need to get government out of the lives of our citizens, and on the critical importance of maintaining a strong military posture which is second to none.

And I have not dealt in generalities...I have called for specific action...reinstitution of the death penalty, a constitutional amendment prohibiting school busing for the purpose of racial balance and one which would allow voluntary prayer in our public schools.

I have also called for the deregulation of our economy, the creation of a balanced budget, real welfare reform (along the same guidelines which we used successfully in California),



and the transfer to the states of specific welfare, education, housing and community development programs that can be better handled on the local level.

Yes, I believe I have spoken out clearly, running on my record as Governor of California, and proposing positive solutions to the very serious problems which confront our nation.

There are other facts and proposals I feel I must share with my fellow Californians and all Americans.

And that is the problem. It is essential that I be able to take my campaign directly to the people on radio and television.

I am convinced that they will understand and support my efforts to strengthen our military defense posture while at the same time reducing the size and power of government.

I am confident they will aid my efforts to take the power away from the bureaucrats and their friends in Washington and restore it to the people in whose hands it rightfully belongs.

This is where you can help. Only you can make it possible for me to speak to the voters over TV and radio.

I must have the capability to reach the people with paid TV ads and radio spots.

In the past, when I have tried to reach the voters through press conferences and interviews, my positions have often been distorted.

This is why I must go directly to the people on TV and radio.

Yes, it is more expensive...but it is also more effective.

Our needs are urgent. My campaign has been instructed to start reserving TV and radio time in California.

Later in May we are going to have to pay for this media time.

That is why Citizens for Reagan (my official campaign organization) has established the REAGAN MEDIA FUND.

This fund will be used to buy media time in California and other states between now and the convention in August.

I need your contribution of \$15, \$25, \$50, \$100, or even \$500 or \$1,000 if you can, by May 25th at the latest.



The primary in California is on June 8th, and we are going to need at least two weeks of heavy TV and radio to win.

If you will give my campaign your trust and your support, I will do my part...I will speak out clearly on the critical issues which face this nation.

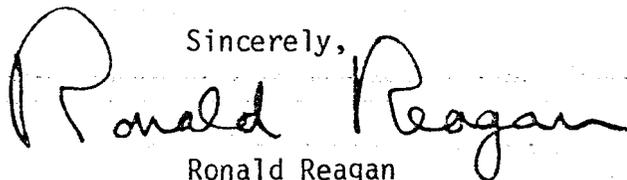
I will continue to campaign long and hard against the abuses of the growing federal bureaucracy and for a strong foreign policy and national defense.

I will continue to make proposals for specific solutions to our nation's problems.

As I wrote you earlier, it all comes down to California. The winner will be the nominee.

Our needs are urgent! I ask for your immediate support. Thank you.

Sincerely,



Ronald Reagan

P.S. Due to federal regulations, all political TV and radio must be paid in advance. We can't say "charge it."

I would hate to see one second of our reserved TV and radio time canceled for lack of money.

Please send your personal check for any amount between \$15 and \$1,000 to the REAGAN MEDIA FUND, today.

P.P.S. Citizens for Reagan will not be soliciting funds in the period after the Republican National Convention, inasmuch as funds will be provided under the new Federal Elections Campaign Act. That is why it is important that you support Ronald Reagan today.

Under the new election law, the Republican National Committee is the only committee allowed to spend up to \$3,300,000 in direct support of and in consultation with the Republican nominee for President. In addition, the RNC plans to actively support Republican candidates for the House of Representatives, the U.S. Senate and for candidates for Governor. Accordingly, we feel it is important that you financially support the RNC in addition to your financial support of Citizens for Reagan.

Thank you.



THE WHITE HOUSE
WASHINGTON

June 7, 1976

FOR: RONALD H. NESSEN
FROM: WAYNE H. VALIS *Wayne*
SUBJECT: Bob Farrell (of Business Week)

Richard McCormack, now of the American Enterprise Institute, advises me that Bob Farrell, of Business Week, wants to do an interview with the President. He said that Farrell is very supportive of the President and would favorably treat him.

If you want further information, you should call Farrell or McCormack (296-5616).

cc: Richard McCormack



THE WHITE HOUSE

WASHINGTON

June 8, 1976

MEMORANDUM FOR:

WAYNE H. VALIS

FROM:

RON NESSEN *R N*

We have had under consideration for some time an interview with Business Week. Obviously, this magazine looks favorably on the President, and the only matter to be resolved is when to give the interview so that it will have the maximum impact for the President's benefit.

I will certainly be in touch with Bob Farrell and/or Richard McCormack when we have decided upon a date for the interview.

Thank you for your interest.



June 8, 1976

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FROM: RON NESSEN

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RN/jb