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THE WHITE HOUSE  
WASHINGTON

DATE

9/22

TO

Sheila

**GUIDANCE PLEASE** \_\_\_\_\_

**FYI** \_\_\_\_\_

What do you  
think of this?

LIZ O'NEILL  
East Wing  
X 2520



THE WHITE HOUSE  
WASHINGTON

Ki

Dear ,

Thank you for writing to convey your esteem and affection for Mrs. Nancy Reagan.

Mrs. Ford, too, was disturbed by media accounts of events at the Republican National Convention which implied a lack of graciousness on her part regarding Mrs. Reagan.

You will be interested to know these accounts, as well as certain remarks attributed to Mrs. Ford which appeared in TIME magazine, were inaccurate. Because of the size of the Convention Hall, Mrs. Ford, who was at one end of the Hall, was unable to see Mrs. Reagan at the other end and was unaware of the origin of the many spontaneous demonstrations during that highly emotional time.

Mrs. Ford has deep respect and admiration for Mrs. Reagan and regrets that a totally different impression resulted, ~~from media stories.~~

Mrs. Ford appreciates your sharing your thoughts and sends her good wishes.

Sincerely,


EMO



THE WHITE HOUSE

WASHINGTON

August 9, 1976

MEMORANDUM FOR: ADVANCE TEAM  
FROM: RED CAVANEY   
SUBJECT: ADVANCE ASSIGNMENTS FOR  
RNC CONVENTION

SUNDAY, AUGUST 15, 1976

KCI Arrival of Steve Ford 1:00 p. m.  
Lead-Pete Sorum

Crown Center Hotel Arrival of Susan Ford 5:00 p. m.  
Lead-Dick Wennekamp

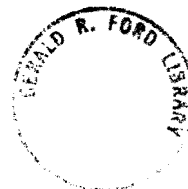
Municipal Airport Arrival of Air Force One 5:55 p. m.  
Lead-Pete Sorum

Crown Center Arrival of the President 6:05 p. m.  
Lead-Dick Wennekamp  
Site-Andy Stern

MONDAY, AUGUST 16, 1976

Presidentials' Visit by the President 9:30 a. m.  
Lead-Andy Stern

Rep. Rhodes' Reception at Muehlebach 6:00 p. m.  
Lead-Dick Wennekamp



TUESDAY, AUGUST 17, 1976

Illinois Caucus Visit 10:30 a. m.  
Lead-Andy Stern

West Virginia Caucus Visit 3:30 p. m.  
Lead -Dick Wennekamp

Dinner 7:00 p. m.  
Lead-Jeannie Quinlan

WEDNESDAY, AUGUST 18, 1976

Unity Luncheon at Muehlebach Hotel 12:30 p. m.  
Lead-Andy Stern  
Site-Dick Wennekamp

Special Visit 11:00 pm  
Lead-Frank Ursomarso

THURSDAY, AUGUST 19, 1976

Arena Visit 9:30 p. m.  
Lead-Frank Ursomarso

FRIDAY, AUGUST 20, 1976

RNC Breakfast at Muehlebach Hotel 8:00 a. m.  
Lead-Dick Wennekamp

Departure from Municipal Airport 1:00 p. m.  
Lead-Andy Stern

NOTE: Pete Sorum will handle all First Lady events and will assist in efforts to co-ordinate events for Steve and Susan Ford.

Sandy Laughlin will handle all Jack Ford events.




August 19, 1976

MEMORANDUM FOR:

PFC CHARTER PASSENGERS

FROM:

STAN ANDERSON   
PFC Convention Director

SUBJECT:

Charter Flight and Baggage Arrangements

### Charter Flight

The President Ford Committee charter flight departs Braniff terminal at Kansas City International Airport at 2:30 pm, Friday, August 20, and arrives at Washington National Airport at 5:00 pm, Allegheny terminal.

Please read the attached passenger list and contact Ginger Nuessle or Joy Manson at 467-3382 if you are listed and will not be boarding the charter plane.

If you are travelling to Vail via Air Force One, or if you are boarding the military plane to Washington, D.C., contact Dianna Gwin in Jerry Jones' office if you need confirmation.

The PFC charter passengers should embark at 12:30 pm, Grand Avenue entrance of the Crown Center Hotel for the charter buses going to KCI Airport tomorrow.

### Baggage

Office equipment to go on the charter flight should be marked with the red charter baggage tag, packed and delivered to the Liberty Room on the third floor, Crown Center, for those offices on the 2nd, 3rd, and 5th floors.

Office equipment from the 17th and 18th floors which should go aboard the charter should be delivered to room 1701 for pickup. ALL OFFICE EQUIPMENT SHOULD BE IN THE LIBERTY ROOM OR ROOM 1701 FOR PICKUP BY NO LATER THAN 8:00 AM, FRIDAY, AUGUST 20. If you have not arranged for your boxes and equipment to be at the appropriate location by 8:00 am, you will be responsible for taking any equipment with you to the charter plane.

Personal luggage should be tagged and waiting outside your room in the hall for pickup by no later than 8:00 am Friday, August 20. If you miss that pickup, you will be responsible for taking your luggage with you to the charter plane.

If you have any questions regarding baggage arrangements, contact Housing at 467-3397, or Transportation, at 467-3400.

Attachment

CHARTER RETURN LIST

Not completely alphabetized

Ahmen, Helen  
 Anderson, Carolyn  
 Anderson, Stan  
 Applegate, Al  
 Applegate, Bev  
 Austin, Tim  
 Bacon, Perry  
 Baker, Jim  
 Beckwith, Babs  
 Bellows, Betsy  
 Bengtson, Barbara  
 Benjamin, Les  
 Beringer, Barry  
 Bighinatti, Millie  
 Booth, Carolyn  
 Bottoms, David  
 Bourke, Mary  
 Burrows, Mike  
 Butler, Pat  
 Butler, Kasey  
 Campbell, Gail  
 Carlson, John  
 Carroccio, Tom  
 Colby, Dottie  
 Cotten, Ben  
 DeBolt, Ed  
 DeFrancis, Jim  
 DeFrancis, Suzane  
 Downs, Maria  
 Ebaugh, Pat  
 Evans, Bill  
 Fagan, Janet  
 Farrell, Mike  
 Field, Jim  
 Frost, Jack  
 Greenleaf, Charli  
 Griffen, Eve  
 Hedberg, Nancy  
 Hildenbrand, Wm.  
 Howe, Mary  
 Hughes, Roy  
 Hughes, Mrs.  
 Humphrey, Cliff  
 Jones, Jerry  
 Kahle, Kent  
 Kaye, Peter  
 Keil, John  
 Leftwich, Willie  
 Leggitt, Glenda

Lynn, James  
 Lynn, Margie  
 McGlenn, Ann  
 McLennan, Judy  
 Mabini, Marilu  
 Manafort, Paul  
 Manson, Joy  
 Martin, Carmen  
 Martin, Robin  
 Mastrangelo, Dick  
 Matson, Patti  
 Merson, James  
 Messick, Rick  
 Messersmith, Nita  
 Montague, Carol  
 Moore, Linda  
 Moran, Tom  
 Moran, Barbara  
 Munden, Peggy  
 Norris, Barbara  
 Nuessle, Ginger  
 Orben, Bob  
 Paris, Fran  
 Peck, Larry  
 Perrin, Cindy  
 Platt, Janet  
 Plowman, Kathy  
 Porter, Susan  
 Prather, Grace  
 Pullen, Kay  
 Quartel, Rob  
 Raish, Angela  
 Reichley, James  
 Reynolds, Billie  
 Reynolds, Red  
 Rhatican, Wm.  
 Rosenker, Mark  
 Ryan, Tim  
 Roussel, Pete  
 Sager, Peggy  
 Silverberg, Jean  
 Skldany, Barnie  
 Slight, Fred  
 Smith, Doug  
 Speakes, Larry  
 Stanley, Ralph  
 Stover, Susan  
 Tarrant, Mike  
 Spencer, Stu  
 Spencer, Mrs.  
 Terrill, Ed  
 Thompson, Nancy  
 Tutwiler, Margaret  
 Tyler, Grace  
 VanPuymbroeck, Rudy  
 Visser, Bob

Watts, Skip  
 Watts, Mrs.  
 Webber, Ron  
 Widner, Mary  
 Wilhite, Ann  
 Wilhite, Clayt  
 Whitaker, John  
 Wise, Barbara  
 Yonce, Bill  
 Brower, Charles  
 Coyle, Pat  
 Wintermute, Donnie  
 Greene, Ned



THE WHITE HOUSE

WASHINGTON

July 28, 1976

TO: DAVE GERGEN

FROM: MARIA DOWNS *μ*

A star denotes known support--a check when I think they are supportive. Ray Caldiero might be able to shed more light on the others. I have specifically marked R. C. after the names Ray knows personally.

I have also included the guest list from the Professional Athletes Prayer Brunch which might be helpful. Bill Nicholson could best advise on that.



Entertainers:

- Clint Eastwood
- Benny Goodman, Musician
- ✓ Ella Fitzgerald
- ✱ Christopher George and Lynda Day George - R.C.
- ✱ Cary Grant, Actor - R.C.
- ✓ Bob Hope
- Helen Hayes, Actress
- Telly Savalas
- Robert Mitchum, Actor
- ✓ June Allyson, Actress - talk to Pam Powell
- ✓ Ray Bolger, Actor - R.C.
- Clint Eastwood, Actor
- ✓ Earl "Fatha" Hines, Jazz Pianist  
and Marva Josie
- ✱ Sonny Bono - R.C.
- John Davidson
- Johnny Mathis
- ✓ Tammy Wynette - SENATOR BROOK OR BAKER
- ✓ Sarah Vaughn
- Mike Carney Orchestra
- ✓ Ann-Margaret
- Tennessee Ernie Ford
- Van Cliburn
- Beverly Sills
- ✓ Fred Astaire - R.C.
- Dionne Warwick
- Pearl Bailey
- Nanette Fabray
- Robert Stack, Actor
- Victor Borge, Pianist
- ✓ Charlton Heston, Actor - R.C.
- ✓ Julia Meade, Actress - R.C.
- ✱ Zsa Zsa Gabor, Actress - R.C.
- ✱ Eva Gabor, Actress - R.C.
- Pat O'Brien, Actor
- ✓ Ben Vereen, Singer-Actor - R.C.
- Carol Burnett
- ✓ Helen Reddy R.C.
- ✓ Danny Kaye
- ✓ Vicki Carr - would fall under ethnic also
- Red Skelton
- ✓ Lee Majors - R.C.
- Mary Tyler Moore
- ✱ Glenn Ford - R.C.
- ✓ Audrey Meadows - R.C.
- ✓ Jayne Meadows (Mrs. Steve Allen) R.C.
- Ethel Merman
- ✓ Lionel Hampton - JOHN CALHOUN
- ✓ Roger Miller - R.C.



Athletes:

- ✓ Deane Beman, Professional Golfer
- Woody Hays, Football Coach
- Sonny Jurgensen, Sportscaster
- Johnny Rutherford, Indy 500
- Lou Boudreau, Sportscaster (former Baseball Player)
- Dorothy Hamill, Olympic Winner
- Willie Mays, Baseball
- Mickey Mantle, Baseball
- Colleen O'Connor, Olympic Winner
- Sheila Young, Olympic Winner
- Muhammad Ali, World Heavyweight Boxing Champion
- ✓ Joe Garagiola, Sportscaster, former Baseball player
- Richard Petty, Auto Racer
- William Shoemaker, Jockey
- ✓ Terry Bradshaw, Pittsburgh Steelers
- ✓ and Jo Jo Starbuck, Ice Skater
- Ernie Banks, Chicago Cubs
- Chris Evert, Professional Tennis Player
- Carlton Fisk, Baseball Player
- ✓ Tom Landry, Dallas Cowboys Coach
- George Allen, Washington Redskins Coach
- Helen Tweedy, owner of Secretariat
- Eddie Arcaro, Jockey
- ✓ Gordon Howe, Professional Hockey Player
- Lee Trevino, Golfer
- Cale Yarbrough, Racer



Fashion Designers:

Adele Simpson  
Gloria Vanderbilt  
✓ Luis Estevez  
Diary von Furstenburg  
Calvin Klein  
Bill Blass

Magazine Editors and Columnists:

✓ Rona Barrett, Hollywood Columnist R.C.  
✓ Helen Gurley Brown, Editor, Cosmopolitan R.C.  
Ann Landers, Columnist  
Lenore Hershey, Editor, Ladies Home Journal

Miscellaneous:

✓ Neil Armstrong, Astronaut (former) R.C.

Louise Nevelson, Sculptor

Robert Georgine - LABOR - CHECK WITH DICK CHENEY

Archbishop Joseph Tawil, Apostolic Exarchate for the Melkites in the U. S.  
Father Hessberg, Notre Dame

Bzwoody would give best input  
on Religious Names



Guest list for the Professional Athletes Prayer Brunch to be given by the President and Mrs. Ford on Sunday, February 15, 1976 at eleven o'clock, The White House

The Honorable Ronald H. Nessen and Mrs. Nessen  
Press Secretary to the President

Mr. and Mrs. William Nicholson  
Director of Scheduling, White House

Mr. and Mrs. C. Carson Conrad  
Exec. Dir., President's Council on Physical Fitness and Sports

Mr. and Mrs. George Allen  
Football--Head Coach, Washington Redskins

Mr. Otis Armstrong  
Football--Denver Broncos

Mr. and Mrs. Bill Arnsperger  
Football--Head Coach, New York Giants

Mr. and Mrs. William Barbour  
Mahawah, New Jersey

Mr. and Mrs. Jean Barrett  
Football--San Francisco 49'ers

Mr. and Mrs. Deane Beman  
Golf

Mr. and Mrs. Raymond Berry  
Birmingham, Michigan

Mr. and Mrs. Bob Boone  
Baseball--Philadelphia Phillies

Mr. and Mrs. Mike Boryla  
Football--Philadelphia Eagles

Mr. and Mrs. Dave Boyer  
York, Pennsylvania

Mr. and Mrs. Greg Brezina  
Football--Atlanta Falcons

Mr. and Mrs. John Brockington  
Football--Green Bay Packers

Mr. and Mrs. Danny Buggs  
Football--New York Giants

Mr. and Mrs. Al Bumbry  
Baseball--Baltimore Orioles

Mr. Jim Burton  
Baseball--Boston Red Sox

Mr. and Mrs. Gary Carter  
Baseball--Montreal Expos

Mr. and Mrs. Chris Chambliss  
Baseball--New York Yankees

Mr. and Mrs. Jim Cheyunski  
Football--Baltimore Colts

Mr. and Mrs. Don Cockroft  
Football--Cleveland Browns

Mr. and Mrs. Douglas Coe  
Bethesda, Maryland

Mr. and Mrs. Wendell Collins  
Muskegon, Michigan

Mr. and Mrs. Bill Cunningham  
Basketball--Philadelphia 76'ers

Mr. and Mrs. Donald Dell  
Washington, D. C.

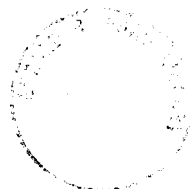
Mr. and Mrs. Richard M. DeVos  
Grand Rapids, Michigan

Mr. and Mrs. John Erickson  
Fellowship of Christian Athletes

Mr. and Mrs. Ira Lee Eshleman  
Boca Raton, Florida

Mr. Phil Esposito  
Hockey--New York Rangers

Mr. and Mrs. Darrell Evans  
Baseball--Atlanta Braves



Mr. and Mrs. Norm Evans  
Football--Miami Dolphins

Mr. and Mrs. Barry Foote  
Baseball--Montreal Expos

Mr. and Mrs. Joe Frazier  
Boxing

Mr. and Mrs. Bill Freehan  
Baseball--Detroit Tigers

Mr. and Mrs. Steve Garvey  
Baseball--Los Angeles Dodgers

Mr. and Mrs. Charlie Getty  
Football--Kansas City Chiefs

Mr. Tom Graham  
Football--San Diego Chargers

Mr. and Mrs. Donnie Green  
Football--Buffalo Bills

Mr. and Mrs. Forrest Gregg  
Football--Head Coach, Cleveland Browns

Mr. and Mrs. John Hannah  
Football--New England Patriots

Mr. and Mrs. Mike Hargrove  
Baseball--Texas Rangers

Mr. and Mrs. Jim Hart  
Football--St. Louis Cardinals

Mr. and Mrs. Elvin Hayes  
Basketball--Washington Bullets

Mr. and Mrs. Jim Hiskey  
College Park, Maryland

Mr. and Mrs. Fat Hughes  
Football--New York Giants

Mr. and Mrs. Monte Johnson  
Football--Oakland Raiders

Miss Madeline Manning Jackson  
1968 Olympic Gold Medal winner, 800 Meter Run

Mr. Bert Jones  
Football--Baltimore Colts

Mr. and Mrs. Calvin Jones  
Football--Denver Broncos

Mr. and Mrs. Jim Kaat  
Baseball--Philadelphia Phillies

Mr. and Mrs. Mike Kolen  
Football--Miami Dolphins

Mr. Jack Kramer  
Tennis

Mr. and Mrs. Jake Kupp  
Football--New Orleans Saints

Mr. and Mrs. Tom Landry  
Football--Head Coach, Dallas Cowboys

Mr. and Mrs. Skip Lockwood  
Baseball--New York Mets

Mr. and Mrs. Bill Madlock  
Baseball--Chicago Cubs

Mr. and Mrs. Rik Massengale  
Golf

Mr. and Mrs. Alex Mayer  
Tennis

Mr. and Mrs. George Medich  
Baseball--Pittsburgh Pirates

Mr. and Mrs. Zeke Moore  
Football--Houston Oilers

Mr. Dave Nelson  
Baseball--Kansas City Royals

Mr. and Mrs. Larry Nelson  
Golf



Mr. and Mrs. John Niland  
Football--Philadelphia Eagles

Mr. and Mrs. Chuck Noll  
Football--Head Coach, Pittsburgh Steelers

Mr. Dennis Partee  
Football--San Diego Chargers

Mr. and Mrs. Drew Pearson  
Football--Dallas Cowboys

Mr. and Mrs. John W. Peterson  
Carefree, Arizona

Mr. Jim Plunkett  
Football--New England Patriots

Mr. and Mrs. Kevin Porter  
Basketball--Detroit Pistons

Mr. and Mrs. Arlis Priest  
Pro Athletes Outreach

Mr. and Mrs. Dave Rader  
Baseball--San Francisco Giants

Mr. Dennis Ralston  
Tennis

Mr. and Mrs. Bob Rigby  
Soccer--New York Cosmos

Mr. and Mrs. Kyle Rote, Jr.  
Soccer--Dallas Tornados

Mr. and Mrs. Dave Rowe  
Football--Oakland Raiders

Mr. Cazzie Russell  
Basketball--Los Angeles Lakers

Mr. and Mrs. Richard Salomon  
Mrs.--Janet Lynn, Figure Skating

Mr. and Mrs. Manny Sanguillen  
Baseball--Pittsburgh Pirates

Mr. and Mrs. Dick Schaap  
Editor, Sport Magazine

Mr. and Mrs. Ronnie Sharp  
Soccer--Miami Toros

Mr. Ted Simmons  
Baseball--St. Louis Cardinals

Mr. and Mrs. Tom Skinner  
Brooklyn, New York

Mr. and Mrs. Red Smith  
Sports Columnist, New York Times

Mr. and Mrs. Chris Speier  
Baseball--San Francisco Giants

Mr. and Mrs. Watson Spoelstra  
Birmingham, Michigan

Mr. and Mrs. Dave Swanson  
Butler, New Jersey

Mr. and Mrs. Chuck Tanner  
Baseball--Manager, Oakland Athletics

Mr. Jerry Terrell  
Baseball--Minnesota Twins

Mr. Al Trost  
Soccer--St. Louis Stars

Mr. Jim Turner  
Football--Denver Broncos

Mr. and Mrs. John Underwood  
Writer, Sports Illustrated

Mr. and Mrs. Dave Washington  
Football--San Francisco 49'ers

Mr. and Mrs. Norman Watts  
Tantallon, Maryland

Mr. Edward P. Waxer  
Miami, Florida



Miss Terry Weber  
Dalias, Texas  
Dr. and Mrs. Mel White  
Pasadena, California  
Mr. and Mrs. Stan White  
Football--Baltimore Colts  
Mr. and Mrs. Pat Williams  
Basketball--General Manager, Philadelphia 76'ers  
Mr. and Mrs. Geoffrey Zehn  
Baseball--Chicago Cubs  
Mr. and Mrs. Billy Zeoli  
Gospel Films, Inc., Muskegon, Michigan



THE WHITE HOUSE

WASHINGTON

July 28, 1976

MEMORANDUM FOR: DAVID GERGEN  
FROM: RICHARD S. BRANNON *RSB*  
SUBJECT: Convention Personalities

Sports Personalities:

1. Tom Landry, Coach, Dallas Cowboys
2. Bill Bradley, New York, Professional Basketball
3. Calvin Hill, Washington Redskins, Professional Football
4. Adrian Dantley, Basketball star for Notre Dame and Olympics
5. Gregory Louganis, 16-year old Silver Medal winner in Olympics
6. John Naber, Gold Medal winner in Olympic swimming from California

Black Clergymen:

1. Rev. Joe Jackson: head of the 6 million member National Baptist Convention U. S. A. Inc., Chicago - a competitor of "Daddy King" with whom he does not agree. Very eloquent. Highly respected among white Evangelicals.
2. Dr. Gardner Taylor: Covenant Avenue Baptist Church; Brooklyn, New York. Very large, influential church.

Protestant Evangelicals:

1. Dr. Paul Stevens: Fort Worth, Texas, Head of the Radio and TV Commission of the Southern Baptist Convention for 23 years - well known in both religious and secular circles. A Ford supporter, just appointed to the Board of the Corporation for Public Broadcasting. Just selected "Texan of the Year" by the giant Texas Association of Broadcasters. Outstanding religious statesman from largest Protestant denomination.





2. John Erickson: Kansas City; President of the large, vigorous Fellowship of Christian Athletes. GOP Senate candidate from Wisconsin in 1970. An effective speaker. Influential. Presbyterian, I think.
3. Possibly one of the Radio-TV Evangelicals such as Rex Humbard of Akron, Ohio (Preaches to some 15 to 20 million each Sunday); Oral Roberts, Tulsa (speaks to about 10 million per week). I would need to sort through these possibilities before anyone was chosen.
4. Dr. Norman Vincent Peale of New York. Highly esteemed throughout the nation.

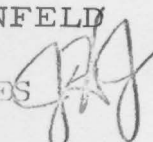


August 9, 1976

MEMORANDUM FOR:

SHEILA WEIDENFELD

FROM:

JERRY H. JONES 

SUBJECT:

The Republican National Convention  
Kansas City, Missouri

You will accompany the President on board Air Force One to Kansas City, Missouri on Sunday, August 15, 1976. Detailed information regarding departure and baggage call will follow later this week.

A staff manual will be available for you before your departure with detailed convention arrangements, general information about Kansas City, and your identification pass. If you do not have a pass, it may be obtained at the President Ford Convention Committee headquarters in the Crown Center, Second Floor, from August 12-20.

Because the PFC has virtually reached its expenditure limits, funds available for convention activities are extremely tight. We therefore must ask you to pay for your personal room and meal expenses while in Kansas City. Your room expenses will be \$143.00 for the period August 15-20. This covers the cost of half of a double room. (Because room accommodations are so scarce in the Kansas City area we have had to double up most staff members. Obviously under these conditions it will be impossible to accommodate spouses in Kansas City.) Please make a check payable to The Convention Account and send it to my office by cob, August 10.



For meals, the PFC has arranged for a staff mess at the Crown Center. If you wish to eat in the mess, you may purchase staff mess tickets for each meal, or for the entire convention period.

The PFC will pay for your transportation costs to and from Kansas City.

Upon the advice of the White House Counsel's Office, it will be necessary for you to take vacation leave for the working days that you will be in Kansas City.

Attire for the convention period should include typical clothing for both business and casual activities. There are no formal activities scheduled during the convention. The temperature is in the 90s and humid. There are swimming, tennis and health facilities available in the Crown Center.

Any questions should be directed to this office - ext. 7052.



## PRESIDENT FORD CONVENTION FILM

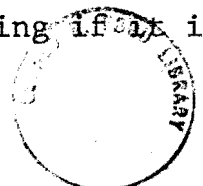
### BACKGROUND

The Republican National Convention provides a unique forum to launch the President's General Election Campaign. Saturation media coverage of the event means relative cost-free television exposure to approximately 50 million potential voters at a time of heightened interest. Said another way, this translates into an invaluable opportunity to mold and reinforce a positive image of Gerald Ford as President of the United States.

### THE VEHICLE

The most potent communication force available during the Convention is network television. All three major broadcasters (ABC, CBS, NBC) will cover the proceedings. If history repeats itself, television viewership will be greatest the night of the President's acceptance speech. Americans will be anticipating a message that will set the tone for the Republican Party's Fall Campaign, and, perhaps for the first time, truly begin to assess Gerald Ford.

It will be the acceptance speech itself that will outline the President's policies and direction for America...reprise his past accomplishments...unify the Party...and perhaps define the difference between his Administration and that of Jimmy Carter. The speech will have to be brief, visionary, decisive and uplifting. is



to motivate potential voters and the Convention audience.

However, the television viewer will also be seeking a vision of Gerald Ford, the man. Research indicates that they know little about him and too often form opinions that are detrimental to his image as President...is he intelligent enough for the job...is he really uncoordinated...does he have any depth...does he really run the country...does he have any idea where we're headed?

Modesty and decorum prevent the President himself from directly or satisfactorily answering these questions in his acceptance speech. He needs a surrogate...and that surrogate is the audio and visual medium of film. It can paint an emotional, accurate and revealing picture of the President that will begin to fill the impressionistic void of him that exists in the minds of many voters.

In summary, it is recommended that a 7-15 minute film about President Ford be aired on network television just prior to his acceptance speech on Thursday, August 19th.

#### THE MESSAGE

A film about President Ford must reflect his personality. The American people will not accept a picture of him that is counter to their current general impression...but they can assimilate information that broadens their positive image of him as President.

With this basic guideline and the assistance of national polling data, the objectives of the film can be defined:



- 1) Establish President Ford as a strong, decisive leader of the American people. This can be reflected in his intelligence, lifetime of success, openness, humor, courage and sensitivity.
- 2) Begin to outline his vision of America's future, as seen through his philosophy of the country's needs, desires and capacities. What has he accomplished of his original goals? What still needs to be done?
- 3) Reinforce his selfless personal and political integrity. This is reflected in his dealings with his family, his Administration, Congress, and the American people.
- 4) Convince America that he wants to be and expects to be President of the United States for the next four years. This is a quiet, but firm self-confidence that expresses the belief that he can help America... not as a partisan officeholder, but as President of all the people.

The film must simultaneously impart positive information and correct misimpressions about the President. It must begin to convince people that there is a complex and powerful dimension to the simplistic Mr. Nice Guy image...that he makes the Presidency look like an easier job than it is in actuality.



The film should not be overly partisan...it should not be bombastic...it should not be ponderous...it should not choke on

the incumbency. It must reflect reality as seen in success, failure, frustration and tolerance.

Ultimately, it must leave the viewer with the first dose of a repetitive message...that Gerald Ford, the man, measures up to the demands of the Presidency and merits four more years in Office.

To deliver the message, the film will rely on the people who make it believable...the President himself, and those who know him inside and out of government...his family, his staff, government officials, foreign dignitaries and private citizens.

A more specific description of the film will be discussed in a separate document.



SEQUENCE SOURCES - PROPOSED CONVENTION FILM

#1 A Family Together Scene:

Preferably casual (swimming pool, tennis courts, with dog on lawn).

#2 Interviews:

- A. President - relaxed, in-depth, reminiscence, philosophy - view of office - vision.
- B. Family Members - growing up political, my father (husband), ideological impact.
- C. Companions (Cabinet officers, staff, friends):
  - 1. Around office
  - 2. Along the way

#3 In Action:

2 hours, in and around Oval Office. Line up staff and associates to bring in new problems, key issues (effort here is to provoke decisive responses).

#4 Existing Materials:

- A. Existing Campaign '76 footage.
- B. Signal Corps and other stock.
- C. Ford personal album.
- D. White House stills.





~~Michigan~~

Cera Powell



Doug Supel

Dave Sands

Jerry Jones

Pete Seccie

Milton Hoffmann <sup>wife</sup>

Lois  
Morse  
Rogers

Mildred Leonard

Pete McCloskey

Bill Scranton

colleges - Mich. Team-Mate

POSSIBLE INTERVIEWS NEEDED FOR CONVENTION FILM

Edward Brooke

Dick Cheney

William Coleman

Betty Ford

Jack Ford

Susan Ford

Barry Goldwater

Alan Greenspan

Carla Hills

David Kennerly

Henry Kissinger

Melvin Laird

William Levi

Dr. William Lukash

David Matthews

Elliot Richardson

Donald Rumsfeld

William Scranton (Yale Law School classmate)

William Simon

\_\_\_\_\_ (Democratic Party influential/antagonist)

\_\_\_\_\_ (Liberal Republican)

\_\_\_\_\_ (Michigan Professor)

*Bronderf, SS. who saved -  
Bob Barnett -  
Moynihan*

*Peck/ Bailey  
Pete Seccia  
Jones*

*At least have  
the long staff  
Mightman is over...  
I owe no debt  
to any other except  
my God Country  
& my wife.*



Ford Meets w/Yale Classmates

The President Saturday met with his law school classmates at Yale.

"Senator Mondale recently charged that President Ford was not smart enough to be President," John Cochran (NBC) reported. "But he did finish in the top third of his law class. Not a bad showing, considering that his classmates included several future notables, including two Supreme Court Justices.

"White House aides say that today's meeting was not arranged in response to Mondale's accusation. They say that this get-together was an exercise in nostalgia, not politics. It was sheer happenstance that standing on either side of the President was former Pennsylvania governors Schaeffer and Scranton, who just happen to be Ford delegates," Cochran said. NBC -- (7/31/76)

GOP Race: News

Ripon Denounces Connally

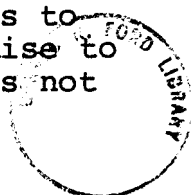
The Ripon Society, a group of liberal Republicans, issued a statement Saturday denouncing John Connally, and said that if the President chooses Connally as a running mate, the party might just as well nominate Rose Mary Woods. Ripon believes Connally can only bring back memories of Watergate. NBC, CBS -- (7/31/76)

WH to Poll Delegates for VP Choice

The White House will take a detailed survey of all the delegates and alternates attending the Republican Convention to determine their preference for the vice presidential nomination.

A letter will be sent to some 4,500 delegates and alternates around the country. In it, President Ford asks for five choices for the vice presidential nomination, to be listed in order of preference. Included among the criteria the President would like to be considered are (1) the nominee must be a person of character and experience, capable of leading the country (2) the nominee must articulate and support the principles of the Republican Party and (3) the President also suggests that the nominee should be an asset in the presidential campaign.

Robert Pierpoint reported that the President promises to give the survey his personal attention, but does not promise to follow its advice. In fact, he said, the White House does not plan to reveal the nature of the advice it receives.



Memo to: Peter Kaye  
From: Grace Marie  
Date: August 17, 1976  
Re: Delegate totals

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I'm doing a piece for the newsletter on all independent counts putting the President over the top. It might serve us to put out compilation. This is as of 3 p.m. today.

	<u>Ford</u>	<u>Reagan</u>	<u>Uncommitted</u>
New York Times	1133	1039	87
Washington Post	1131	1036	92
CBS	1137	1038	84
NBC	1133	1034	92
ABC	1132	1052	75
UPI	1137	1039	83
AP	1131	1036	92



## WHEN THE BALLOTING FOR PRESIDENT STARTS—

At latest count, Ford had a modest lead over Reagan in delegate strength, but still was short of the 1,130 delegate votes needed to win nomination. You can get an idea of which way the wind is blowing, once the balloting for President starts, by using the tally below to see if one candidate starts making inroads on the other—either by winning over delegates apparently pledged to his opponent or by corraling the bulk of uncommitted delegates.

	For Ford	For Reagan	Uncommitted
Alabama	37		
Alaska	17		2
Arizona	2	27	
Arkansas	10	17	
California		167	
Colorado	4	25	2
Connecticut	35		
Delaware	14	1	2
District of Columbia	14		
Florida	43	23	
Georgia		48	
Hawaii	15	1	3
Idaho	4	17	
Illinois	79	12	10
Indiana	9	45	
Iowa	19	17	
Kansas	27	4	3
Kentucky	19	18	
Louisiana	4	36	1
Maine	15	4	1
Maryland	43		
Massachusetts	28	15	
Michigan	55	29	
Minnesota	32	6	4
Mississippi			30
Missouri	16	29	4
Montana		20	
Nebraska	7	18	
Nevada	5	13	
New Hampshire	18	3	
New Jersey	59	4	4
New Mexico		21	
New York	126	20	8
North Carolina	25	28	1
North Dakota	10	5	3
Ohio	90	6	1
Oklahoma		36	
Oregon	16	14	
Pennsylvania	76	10	17
Rhode Island	19		
South Carolina	7	25	4
South Dakota	9	11	
Tennessee	21	22	
Texas		100	
Utah		20	
Vermont	18		
Virginia	12	34	5
Washington	7	31	
West Virginia	9	7	12
Wisconsin	45		
Wyoming	1	9	7
Guam	4		
Puerto Rico	8		
Virgin Islands	4		
<b>TOTALS</b>	<b>1,100</b>	<b>1,035</b>	<b>124</b>



THE WHITE HOUSE  
WASHINGTON

TO : SHEILA WIEDENFELD

FROM: DAVE GERGEN

FYI

August 9, 1976

MEMORANDUM TO PFC LEADERSHIP

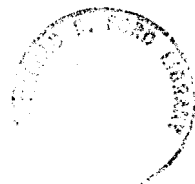
FROM : ROB QUARTEL  
SUBJECT : POPULAR VOTE TOTALS

Reagan is still handing out the old-line that "he has more votes in the primaries than President Ford." He usually caveates that with the tag "...in the head-to-head contests," but he has gotten a little more bold of late and conveniently forgotten it on occasion.

Attached please find the latest vote totals from the primaries. As you can see, Ford beats Reagan by 370,000 votes.

Using Reagan's logic, he could have decided just to run in 4 states where he thought he'd do well--California, Texas, Indiana, and Georgia--ignoring the other 30+ primaries, where the President ran--and then claim that he had "...beaten the President by a million votes in the head-to-head contests..."

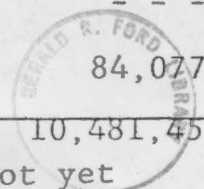
The argument is obviously absurd. But it still keeps coming up.



ATTACHMENT A

<u>Primary State</u>	<u>FORD</u>	<u>REAGAN</u>	<u>OTHER</u>	<u>TOTAL</u>
New Hampshire	55,156	53,569	11,155	119,880
Vermont	27,014	4,892	251	32,157
Massachusetts	115,375	63,555	14,481	193,411
Florida	321,982	287,837	- - -	609,819
New York	by delegate			
Illinois	456,750	311,295	7,582	775,627
North Carolina	88,897	101,468	3,362	193,727
Wisconsin	326,869	262,126	2,817	591,812
Pennsylvania	733,472	40,514	- - -	773,986
Texas	151,032	309,936	2,052	463,020
Alabama	17,395	33,948	- - -	51,343
Georgia	59,801	128,671	- - -	188,472
Indiana	307,582	323,772	- - -	631,354
Nebraska	94,542	113,493	- - -	208,035
West Virginia	82,281	62,975	- - -	145,256
Michigan	690,180	364,052	8,651	1,062,883
Maryland	94,784	68,916	- - -	163,700
Kentucky*	67,976	62,683	- - -	130,659
Tennessee*	120,685	118,997	2,756	242,438
Arkansas*	11,430	20,628	484	32,542
Idaho*	22,323	66,743	727	89,793
Nevada	13,747	31,637	2,365	47,749
Oregon*	146,911	133,242	- - -	280,153
California	800,572	1,536,400	- - -	2,336,972
Ohio*	510,526	419,169	- - -	929,695
Rhode Island	9,365	4,480	- - -	13,845
Montana	31,100	56,683	1,996	89,779
New Jersey	- - -	- - -	- - -	- - -
South Dakota	36,976	43,068	4,033	84,077
<b>TOTALS</b>	<b>5,394,723</b>	<b>5,024,749</b>	<b>61,985</b>	<b>10,481,457</b>

Out of Ford Reagan Vote : Ford - 51%      Reagan 49%      \* Not yet  
 Out of Total Vote:      Ford - 51%      Reagan 48%      Certified





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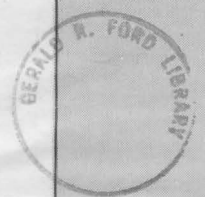
**PFC**

CORP. AFFILIATE

FROM

**423536**

DATE	REFERENCE	CHARGES	CREDITS	BALANCE DUE	PICK UP
AUG 17 <sup>th</sup>	TR.CH. LN VL 1234	K* 2.50		★ 2.50	F* 2.50
AUG 17 <sup>th</sup>	ROOM 1234	F* .00		★ 2.50 *	D* 2.50
AUG 18 <sup>th</sup>	ROOM 1234	D* .00		★ 2.50 *	F* 2.50
AUG 19 <sup>th</sup>	ROOM 1234	F* .00		★ 2.50 *	



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 RATE: 8.20  
 DATE: 8/20

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5.20	5.20 *	ROOM 1234	AUG 18 1954
5.20	5.20 *	ROOM 1234	AUG 19 1954
5.20	5.20 *	ROOM 1234	AUG 20 1954

**LEGEND**

- COF GD ..... COFFEE GARDEN
- LG DS ..... LONG DISTANCE
- LN VL ..... LAUNDRY + VALET
- RM SER ..... ROOM SERVICE
- TOP CR ..... TOP OF THE CROWN
- TRVIC ..... TRADER VIC'S
- BEV J ..... LOBBY COURT
- BEV K ..... POOL BAR
- BEV L ..... SIGNBOARD BAR
- BEV M ..... LE JARDIN
- MISC E ..... PARKING
- MISC F ..... TELEGRAM
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8/20

NAME

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CLERK CITY

STATE

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Kansas City, Missouri 64108

CORP. AFFILIATE

FROM

423309

DATE	REFERENCE	CHARGES	CREDITS	BALANCE DUE	PICK UP
AUG 15 76	ROOM 1234	F* 31.00			
AUG 15 76	TAX 1234	F* 2.33		* 33.33	A* 33.33
AUG 16 76	LN VL 1234	A* 2.50		* 35.83	F* 35.83
AUG 16 76	ROOM 1234	F* 31.00			
AUG 16 76	TAX 1234	F* 2.33		* 69.16	K* 69.16
AUG 17 76	TR. CR. 1234		K* 2.50	* 66.66	K* 66.66
AUG 17 76	TR. CR. adv 1234		K* 166.65	* 99.99	F* 99.99
AUG 17 76	ROOM 1234	F* 31.00			
AUG 17 76	TAX 1234	F* 2.33		* 66.66	D* 66.66
AUG 18 76	ROOM 1234	D* 31.00			
AUG 18 76	TAX 1234	D* 2.33		* 33.33	F* 33.33
AUG 19 76	ROOM 1234	F* 31.00			
AUG 19 76	TAX 1234	F* 2.33		* .00	

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DATE

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AMOUNT DUE

PICK UP	AMOUNT DUE	REFERENCE	DATE
33.33	33.33	ROOM 123	AUG 15
32.83	32.83	TAX 123	AUG 15
69.16	69.16	L.N.V. 123	AUG 16
66.66	66.66	ROOM 123	AUG 16
66.66	66.66	TAX 123	AUG 16
66.66	66.66	ROOM 123	AUG 17
66.66	66.66	TAX 123	AUG 17
66.66	66.66	ROOM 123	AUG 18
66.66	66.66	TAX 123	AUG 18
66.66	66.66	ROOM 123	AUG 19
66.66	66.66	TAX 123	AUG 19

LEGEND

- COF GD ..... COFFEE GARDEN
- LG DS ..... LONG DISTANCE
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- BEV L ..... SIGNBOARD BAR
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- MISC F ..... TELEGRAM
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