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# Campaign '76

Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

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**THE PRESIDENT**

Digitized from Box 16 of the Richard B. Cheney Files at the  
Gerald R. Ford Presidential Library

## THE ISSUES

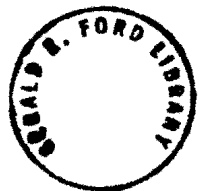
### Two Main Issues:

1. The perception (vs. the facts) of the President's leadership
  - a. Actions, stance, manner, tone, style, assumptiveness key
  - b. Not a verbal solution
2. The pocketbook issues
  - a. Inflation - affects everyone
  - b. Unemployment -
    1. Those out of work
    2. Their relatives
    3. Those who fear loss of job
  - c. "The Economy"

### Issues of Lesser Interest

1. Crime - major city problem
2. Energy - regional in nature
3. Foreign Policy/National Defense

Any of these can be made an issue by competitive attack but appear to be less important to voters than the pocketbook issues.



BASIC COMMUNICATIONS STRATEGY

Maximize Advantage of Incumbency

- Referendum not election
- Ford is President not candidate
- President of all not just head of GOP

Maximize free media exposure

- 60% or over 125 million people see TV news daily
- Paid media effort less than 5% of President Ford's media exposure
- President's actions in Oval Office more important than all our paid media efforts



## Advertising Execution

Let's look at PFC advertising to date with communications objectives and issue research in mind.

### Television

"Accomplishment" (Multi-state)  
"Future" (Multi-state)  
New Hampshire 'Momentum' Candid  
Florida 'Momentum' Candid

### Radio

"Facts" commercials (Multi-states; 4 subjects)  
"Mrs. Ford"  
"Local Advocates" (Local state personalities)

### Newspaper

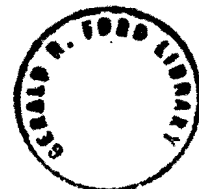
Full-page Omnibus  
Farmers ( $\frac{1}{2}$  page)  
Older Americans (full-page)  
Older Americans ( $\frac{1}{2}$  page)  
Estate Tax (1000 lines)

### Issue Brochures

Biography  
State of the Union Excerpts  
Crime  
Federal Spending  
Economic Recovery  
Agriculture  
Jobs  
Older Americans

### Campaign Materials

Poster  
Bumper Stickers  
Button  
Wall Banner  
Window Sign



The Kansas City Convention

The Convention is a major media event and should be the official "kick-off" of the 1976 Presidential election campaign.

We must come out of the convention with great momentum - plans should be laid to sustain this momentum through newsworthy actions coming out of the White House which are coordinated with our paid media efforts.



The Issues - August - November

The leadership issue will be alive all the way - the Democrats will see to that.

The economic issues - inflation, jobs - hopefully will diminish in importance if the economic indicators continue to improve.

Stand-by positions should be planned however, in the event that there is a short-term reversal or plateauing of the unemployment and/or inflation numbers.

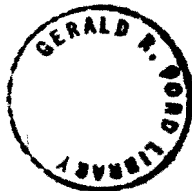
Election in November will depend on convincing most independent voters and a sizeable number of Democrats to vote for President Ford.



With this in mind, there are several important minor issues which have major effects on various groups of voters who are key to election.

- Catholics are 25% of the electorate - historically they have voted democratic. Abortion is a key issue with them.
- All voters in our major cities and suburbs are deeply concerned about the rising crime rate. Handgun control, and a system of justice more concerned with the criminal than the victim are key issues.
- The energy issue is a complex issue, with regional differences.

Some voters view this issue only as consumers and are concerned about cost and supply. Others view the issue from the standpoint of employment in oil producing states.





Continuing Communications Research

Issue research will be continued as necessary whether we have primary opposition or not. Campaign '76 plans to expand our copy and communications research to check whether our media efforts are conveying the right message to the voters relative to changing attitudes on the issues.

This may require shifting some funds from media exposure but it will make our communications more effective.



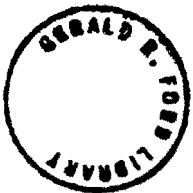
### Future Strategy and Action

- White House's communication and PFC communication with the public needs close coordination.
- Single most important strategy is for President Ford to create as many genuine news events as possible each week which will be covered by press. The President demonstrating his leadership in the Oval Office and on the 7 o'clock news.

More important now than before - with November in mind - to be perceived as President of all the people:

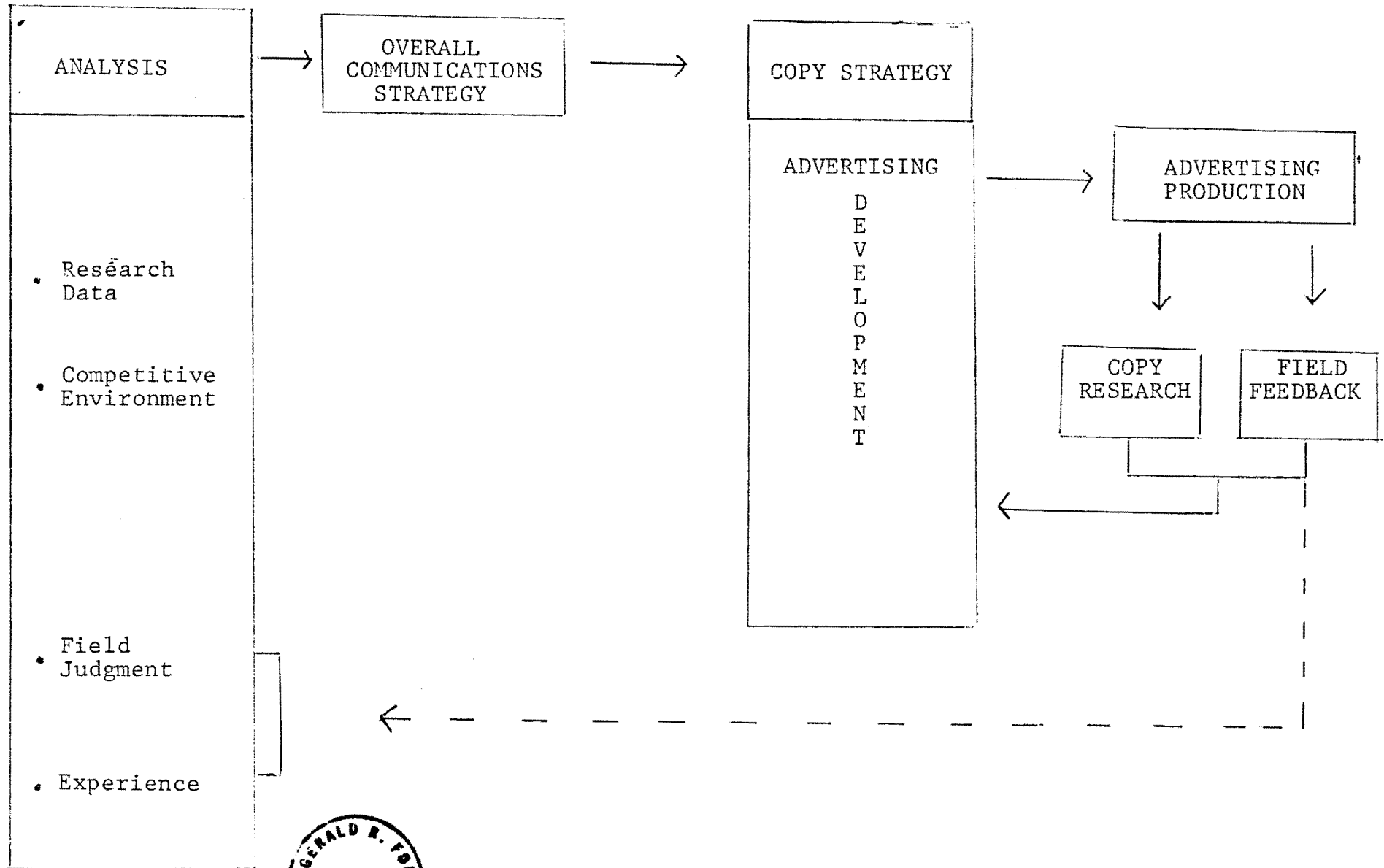
- making tough decisions
- leading the nation to further economic recovery
- bolstering our national defense
- dealing courageously with the Mid-East and other trouble spots
- urging new initiatives in the war on crime in our major cities
- pushing for faster solutions to the energy shortage

Candidate Ford should take a low profile until Kansas City. President Ford should dominate the national political scene.

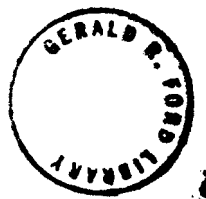
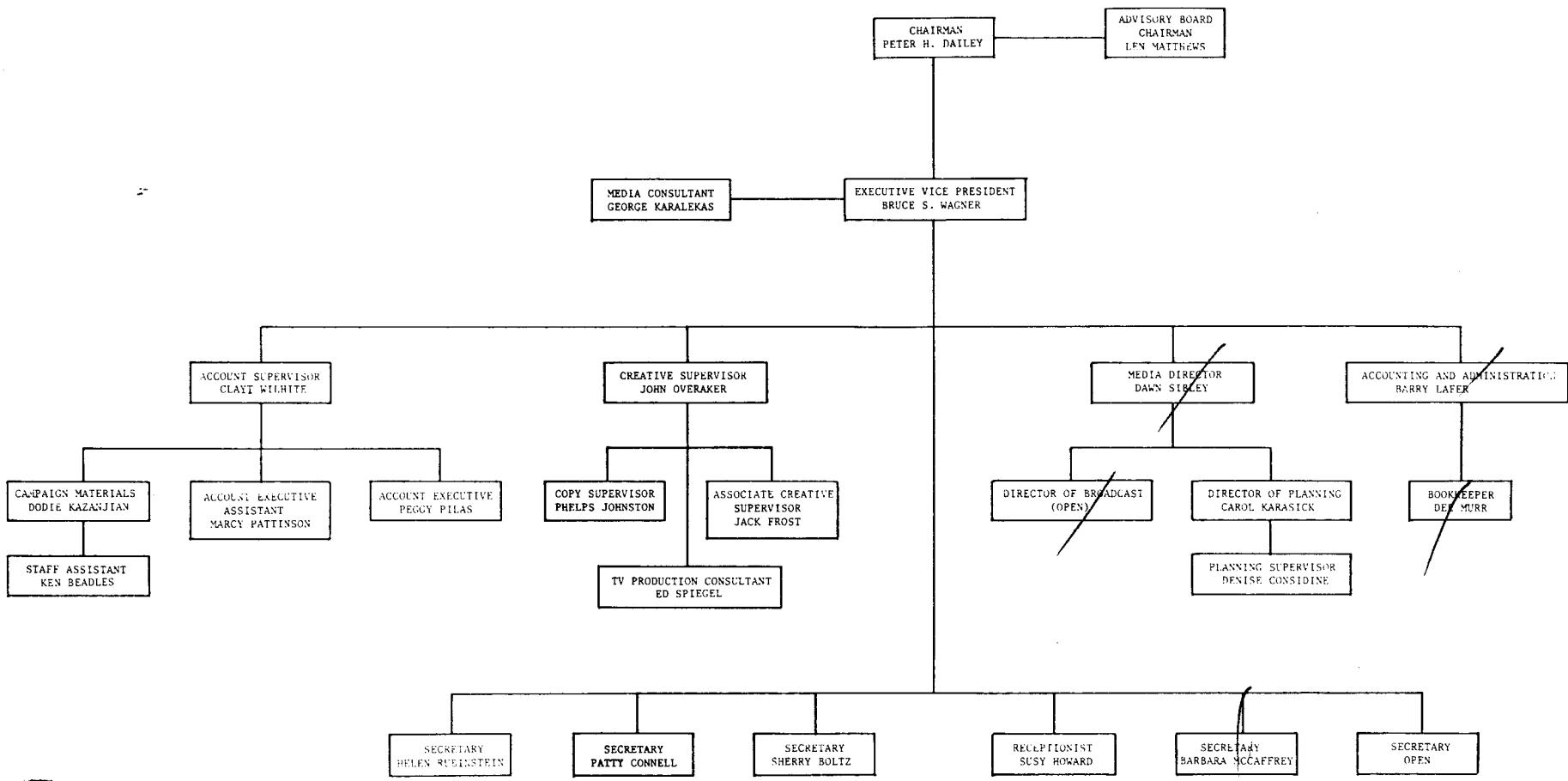


CAMPAIGN '76  
ORGANIZATION

ADVERTISING DEVELOPMENT



# Campaign '76 Organization



MARCH 23, 1976

BRUCE S. WAGNER - EXECUTIVE VICE PRESIDENT

Bruce Wagner is on leave of absence from Grey Advertising, Inc. in New York, where he is a Vice President and Management Supervisor. His domestic clients have included Procter & Gamble, B.F. Goodrich, American Tobacco, Ford Motor, Calgon and General Foods. In 1971, he was Director of Marketing for Kittay-Grey Advertising in Caracas, Venezuela.

Bruce is a candidate for an M.B.A. degree from the Wharton School and received his undergraduate degree from Dartmouth.



GEORGE S. KARALEKAS - SPECIAL MEDIA CONSULTANT

George S. Karalekas, a senior Vice President with deGarmo Advertising, Inc. in New York City, is serving Campaign '76 as a special media consultant.

Mr. Karalekas whose agency background includes Grey Advertising and the Canada Dry Corporation, brings extensive credentials to Campaign '76 having served as Senior Vice President, Director of Media, for the November Group, the task force agency created to handle the 1972 re-election of Richard Nixon.

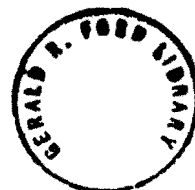


BARRY S. LAFER - DIRECTOR OF FINANCE AND ADMINISTRATION

Barry Lafer came to Campaign '76 in January 1976 from Money Management Unlimited, a financial consulting and investment advisory firm in New York. Prior to founding Money Management Unlimited, he was Treasurer/Controller of James Neal Harvey, Inc. Advertising from 1972 to 1975. From 1969 to 1972 he was associated with Hurdman and Cranston, a CPA firm as Senior Accountant on the Audit Staff.

Graduating from Franklin and Marshall College in 1969, Mr. Lafer received an A.B. in Accounting. He will graduate from Brooklyn Law School in June 1976.

Mr. Lafer is licensed as a CPA and is registered with the Securities and Exchange Commission as an Investment Advisor.

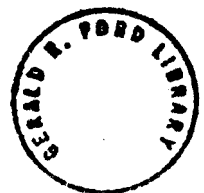




DAWN SIBLEY - MEDIA DIRECTOR

Dawn Sibley is on leave of absence from Ted Bates, Inc. where she most recently served as Account Supervisor on the Bufferin Asprin Account. Previous experience included nine years in Ted Bates Media Department, the last five years as the Media Director of the Bristol Myers, Standard Brands, M & M Mars, I.T.T. Levitt and International Playtex Accounts.

Dawn received a B.A. from Wellesley College and spent a year as a cancer research technician at the Columbia Medical School prior to her career in advertising.



JOHN OVERAKER - CREATIVE SUPERVISOR

John Overaker was born and raised in Springfield, Illinois, where his Uncle, as County Clerk, had the same office as Abraham Lincoln.

After graduating from Illinois Wesleyan, John started working as a "copy cub" for J. Walter Thompson in Chicago. Eight years later, after reaching the position of Vice President and Associate Creative Director, he left Thompson to join MacLaren Advertising Ltd. in Toronto. There, he was Vice President and Creative Director of General Motors of Canada.

John is presently an independent creative consultant and film producer, having recently completed a short dramatic movie which was shown in the San Francisco and Chicago Film Festivals.



CLAYTON E. WILHITE - ACCOUNT SUPERVISOR

Clayton Wilhite is on leave of absence from McCann-Erickson in New York where he served as an Account Supervisor on Miller High Life Beer.

From 1969 to 1975, Clayton was with Foote, Cone & Belding in Chicago, working on the Kimberly Clark and Zenith Accounts. During 1971-72, he lived in Australia and managed the Kimberly Clark Account for FCB.

Clayt received his B.A. and M.B.A. from the University of Michigan where he was also a Phi Beta Kappa and a member of the varsity football team.



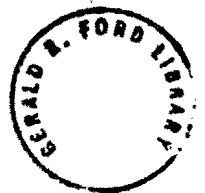
OREN (JACK) FROST - ART DIRECTOR AND ASSOCIATE CREATIVE SUPERVISOR

Oren (Jack) Frost is an alumnus of J. Walter Thompson, and worked in the agency's Detroit, Miami, and New York offices. His major account assignments included Ford, Pan Am, RCA and Eastman Kodak.

He currently heads his own design consulting firm in Westport, Connecticut, where his clients have included many of America's largest corporations.

Jack has played a major creative role in many national, state, and local political campaigns, and was formerly the Art Supervisor for the Republican National Committee.

He was educated at Michigan State University, and grew up in President Ford's former Grand Rapids Congressional District where he still maintains a summer residence.



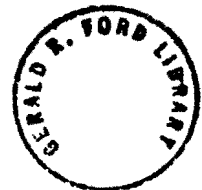
ED SPIEGEL - TELEVISION PRODUCTION CONSULTANT

Ed Spiegel is a free-lance documentary film producer based in Los Angeles. During the last thirty years, he has travelled the world establishing a reputation for himself as a maker of outstanding films.

In 1971, he won an Oscar for the Best Film Documentary as co-director of the "Heilstrom Chronicle." This was followed in 1973 by an Emmy Award as co-editor of the television special "Surrender at Appomattox."

His most recent achievement came this year as one of the creators of the highly acclaimed Public Television documentary on the human body, "The Incredible Machine."

His expertise as a film-maker has led to membership in a cross-section of professional organizations that recognize outstanding achievement. These include the Director's, Producer's, Writer's and Editor's Guilds.



PHELPS JOHNSTON - COPY SUPERVISOR

One of the top creative people at Leo Burnett Company for the past 14 years, Phelps Johnston has contributed to many of the most noteworthy campaigns coming out of the agency, including Marlboro and United Airlines. In addition, over the years 1963-71, he handled a number of projects directly with Leo Burnett himself.

A veteran of previous political campaigns, he was also an active contributor to Burnett's activities in 1962-64 on behalf of the Republican National Committee.

Prior to joining Leo Burnett he held senior creative positions at Campbell-Mithun and BBDO. He is a graduate of Northwestern University.



PEGGY PILAS - ACCOUNT EXECUTIVE

Peggy Pilas is currently on leave of absence from Young & Rubicam, New York. At the time she joined Campaign '76 she was an account executive on General Foods International Coffees, contributing to the successful national introduction of the brand. Previously, she had worked on Procter & Gamble-Dash detergent. This assignment included on-the-job training at Procter & Gamble in Cincinnati with the Brand group.

Peggy was recruited by Young & Rubicam from Northwestern University's Medill School of Journalism after receiving her Masters Degree in 1974. She received her undergraduate degree from the University of Texas.



OPERATING PHILOSOPHY OF CAMPAIGN '76

Campaign '76, Media Communications, Inc. has been formed to fulfill the specialized communication needs of the President Ford Committee. As an independent, full-service advertising agency, Campaign '76 has brought experienced advertising professionals together in Washington from across the nation in order to best serve the unique needs of a Presidential Campaign. This staff's sole purpose is to focus its time, talent and commitment in support of President Ford's election in November...in a cost-efficient manner. Not only is this approach designed to save substantial PFC funds, but the full-time application of the agency's resources should benefit the Campaign in numerous ways.





In our view, great advertising for an incumbent President is the result of many converging factors, and can be developed only as part of a planned and focused effort that positions advertising as an integrated component of a total communications program.

This is not to deny the importance of creativity or to imply that outstanding creativity is not essential to the development of outstanding advertising. Rather, our interest is to indicate a strong belief that before the creative execution is begun, a solid, strategic foundation must be carefully built to assure that the resulting advertising clearly supports the President's needs.

At Campaign '76, this planned approach to the creative process is implemented by:

1. An organizational structure which involves and coordinates the activities of several groups of agency specialists with intensive voter research and administration goals.
2. Thorough and hopefully, insightful preparation planning and execution of communication programs, which support or change voter attitudes.



3. The development of a specific strategic stance - the single organizing idea that welds all of the communication elements into a cohesive unity and serves as the cornerstone of the communication strategy.

I. HOW CAMPAIGN '76 IS ORGANIZED TO SERVE THE PFC

A. The Account Group

The Account Group is at the center of the operation of Campaign '76, currently consisting of an Account Supervisor, an Account Executive and two Assistant Account Executives. The Account Group is responsible for the coordination of the Agency's entire resources in support and service to the President Ford Committee.

The Campaign '76 Account Group works with representatives from each of the following Agency departments:

- The Creative Services Department (including representation from Art and Copy as well as from Television and Print Production)
- The Media Department
- The Finance and Administration Department

The Account Group is responsible for the basic development of plans and strategies for the PFC and can best be viewed as the key linkage between the Agency and the PFC. In action, it places the operating strengths of the total



Agency organization behind the needs of the PFC. As an example, an Account Executive works within the framework of the Media Department's operations, consulting with the Media Director on basic issues, utilizing the resources of the media analysis unit for statistical and evaluation work, and coordinating the planning and buying functions in the media area.

B. Campaign '76 Advisory Board

The Advisory Board is an important element in the successful operation of Campaign '76. The Board is made up of 14 acknowledged leaders of the nation's advertising community who have offered their expertise in support of the election of President Ford.

The vital objective of this Board is to participate actively in the formulation of the core strategies for the PFC. This Board exerts its thrust before fundamental decisions are made, so that the talents of Campaign '76 are applied effectively to PFC needs and opportunities.

The Advisory Board, when putting its stamp of approval on final strategic decisions, does not do this by a "post facto" review but is expected to be a real contributor to the development of the essential communications strategies.



II. CAMPAIGN '76's APPROACH TO PREPARATION, PLANNING AND EXECUTION

The Agency is firmly committed to the idea that good advertising is rooted in careful analysis. Basically, the methodology involves three major phases:

- Preparation
- Planning
- Execution

A. Preparation Phase

The following two steps represent the preparation phase during which information is gathered, evaluated, and analyzed. During this phase, PFC objectives are discussed, and agreement is reached on the specific goals of the communications program.

Step 1. Assembly and Analysis of Background and Research Material. The Campaign '76 Account Group works with the PFC Director of Research to assemble and disseminate this material to the Agency service departments. The purpose of this step is to assure that all existing information pertaining to a given problem is available as input before planning is begun.

Step 2. Outlining Information Voids Which Exist and Which We Believe Require Supplementary Information or Research. This is also accomplished by the Account Group. After having assembled existing information, if the informational void is judged as seriously



comprising the potential quality of the solution, additional research may be recommended. Depending on circumstance, this research may either be executed concurrently or sequentially with the steps that follow. When timing constraints are extremely tight, preliminary planning steps may be conducted before the supplemental research is completed. Then, when the new information is available, it will be used to confirm or modify these preliminary plans.

B. Planning Phase

In the planning phase, Campaign '76 begins to apply insight and imagination to PFC problems. Strategies are developed to achieve the specific pre-determined communications objectives -- whether they be to increase public awareness of and improve voter attitudes towards President Ford and/or to stimulate local PFC field forces.

Strategy statements address themselves to the definition of voter market targets; the competitive environment in which the PFC intends to compete; the key incentives we intend to use to produce positive attitude changes; and the tonality which the advertising should have. Steps 3 through 8, which follow, describe the sequence of operations in the Planning Stage.

Step 3. Formulation of Preliminary Strategic Direction.

This is done by the Account Group and the Advisory Board

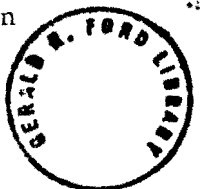


in order to give preliminary guidance to all Campaign '76 service departments. This effort is usually directed towards a single overall communication stance which may then be used within its own frame of reference (i.e., copy or media buying plans). This General Communication Strategy defines the position so that every element of the communications program whether in advertising, campaign material or press relations will be consistent, resulting in an integrated, single-minded impression on the voter.

Step 4. Preparation of the Basic Strategy Statements.

Using the General Communication Strategy as a guide, the Account Group works with the respective agency department representatives to prepare a Creative Strategy Statement, keying the direction for the creative work; a Media Strategy Statement, keying the direction for media planning and implementation; a Campaign Materials Statement, keying the direction for promotional implementation and when appropriate, for the other support groups that may be involved, keying their direction for efforts in this area.

Step 5. Strategic Review with the PFC. The purpose of this step is to secure PFC Management and White House approval of the fundamental positioning and strategies in all communications areas. It has been



found that this step is essential to avoid expensive and time-consuming false starts in the subsequent executional stages.

Step 6. Preparation of a Formal Plan. The Account Group can now proceed with the preparation of a formal planning document which incorporates and integrates all strategic direction into one unified plan for the President's Campaign. This plan will also include preliminary implementation of the approved strategies, such as media plans and specific promotional opportunities. In addition, it may contain preliminary executional work such as copy scripts. The formal plan is considered a blueprint of activities. In its final form, it will serve as a working document to help guide the myriad efforts that will be implemented once the program is approved.

Step 7. Review of Planning Document with entire Campaign '76 Staff. Because of the importance of the formal planning document, all individually prepared material to be included will be presented to all members of the agency for review (in rough form, so that changes can be made if deemed necessary), and must be approved by them before PFC presentation. This step serves as a quality control measure with the Campaign '76 staff evaluating not only the calibre of each planned activity



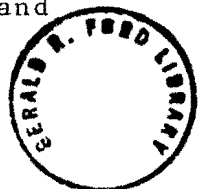
but equally important, the relationship between these efforts to assure a communications program that while non-redundant, does not leave any requirements unfulfilled, and is in full support of the general strategic directions that have been approved.

Step 8. Presentation to PFC and White House. Although the Account Group is primarily responsible for the presentation of formal plans to the PFC, members of the Agency service staff are brought in during the parts of the presentation in which their expertise is relevant. The major purpose is to make certain that the PFC has a complete understanding of exactly what has been proposed.

C. Execution Phase

Step 9. Implementation. Following approval of the planning document, the Account Group now becomes responsible for the final execution of this plan. It delegates specific tasks to appropriate service departments (Media, Creative and Administration) and is responsible for the calibre and timely completion of the finished product.

While the preceding description of the Campaign '76 approach to preparation, planning and execution may seem overly detailed, it is useful if it demonstrates our belief and





conviction in a thoroughly planned and focused effort  
that utilizes the skills of a broad spectrum of  
communications specialists.



COMPETITIVE  
ENVIRONMENT

# Campaign '76

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## UNEMPLOYMENT # 1 (:60 Radio)

V.O. MAN: Governor Reagan, it's well known in this country that as unemployment goes up... (Fade under)

V.O. ANNOUNCER: An important part of Ronald Reagan's campaign is the Citizens' Press Conference which gives the people a chance to ask the questions...

V.O. MAN: Do you have any plans for full employment in this country?

REAGAN: Yes, there should be a plan, and I think there should be measures to help those who bear an unfair burden of the recession by being involuntarily unemployed.

But I think the long range solution is an end to the 40 years of the new philosophy of economics that has told us we can spend our way to prosperity and that a deficit doesn't hurt us.

SFX: Applause

REAGAN: The long range answer to the unemployment and recession that beset us is to end deficit spending and balance the budget.

This is the single cause of inflation...and inflation is the cause of the recession.

SFX: Applause

V.O. ANNOUNCER: Reagan. He'll provide the strong, new leadership America needs.

Paid for by Citizens For Reagan.

1/23/76



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## GOVERNMENT (:60 Radio)

SFX: Applause

V.O. ANNOUNCER: Recently, Ronald Reagan gave a group of citizens in Conway his views on the roll of government.

REAGAN: Politicians in Washington are slow in catching on to something that people out in the states feel every day. That's a reawakening of the American spirit of independence and self reliance.

I think the people of this country today want more than anything for government to get off their backs and out of their pockets.

SFX: Applause

REAGAN: And I think they want government closer at hand, not far away in the hands of a self anointed elite in the nation's capitol.

Some jobs only the Federal Government can do. National Defense, for example, is one of them. But domestic programs should be managed at the local level where we can do the job most efficiently.

The closer the program is to the people who pay for it, the more they will take an active interest in it.

Our need is for a government that is confident not of what it can do for the people, but of what the people can do for themselves.

SFX: Applause

V.O. ANNOUNCER: Reagan. He'll provide the strong, new leadership America needs.

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## INFLATION (:60 Radio)

REAGAN:

Today, governments, federal, state and local, are taking more than 44¢ out of every dollar earned by the people of this country, and Washington is getting the lion's share.

No nation in history has ever imposed such a burden on its people and long survived, but even this...(Fade under)

V.O. ANNOUNCER:

Ronald Reagan discusses one of our most serious problems at an upstate Citizens' Press Conference...

REAGAN:

Washington's refusal to operate its affairs as you and I have to operate ours, making income and outgo match, causes the run-away inflation that we've known for these last several years...which is the cruelest tax of all.

It robs you of your savings.

It makes a mockery of the stable-fixed income that has been promised to retired citizens.

It is time for the federal government to adopt a schedule for balancing the budget so that the people know that the dollar next month will buy as much as it did last month and the months before.

SFX:

Applause

V.O. ANNOUNCER:

Reagan. He'll provide the strong, new leadership America needs.

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## SOCIAL SECURITY (:60 Radio)

V.O. ANNOUNCER:

At a recent Citizens' Press Conference, Ronald Reagan talked about a problem of concern to retired persons.

REAGAN:

I know that some of you here today paid-in for months and years into the Social Security Program, in the belief that you'd have a monthly benefit check as long as you live.

Now even Washington is admitting that there's a great imbalance in Social Security.

It's been as badly handled as all their other money affairs, but any reform must have as its first priority the guarantee that those who must depend on Social Security for their livelihood will continue to receive their monthly check and that their benefits will not decline in purchasing power but will keep pace with inflation.

It is time for the Federal Government to adopt a schedule for balancing the budget so that the people on a fixed retirement income know that the dollar next month will buy as much as it did last month and the months before.

V.O. ANNOUNCER:

Reagan. He'll provide the strong, new leadership America needs.

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## TAXES (:60 Radio)

V.O. ANNOUNCER: It happened at one of Ronald Reagan's Citizens' Press Conferences.

A small boy stood up and... (Fade under)

V.O. BOY: I'm from Lancaster, New Hampshire. I think the taxes should be lower because I don't think all that money goes to good use.

SFX: Applause

REAGAN: You've just got your answer right there, son, and I tell you, I wish you were old enough to go to Congress because you're talking sense.

SFX: Laughter

REAGAN: You bet. There is too great a percentage of the people's earnings being taken by governments at all levels in this country.

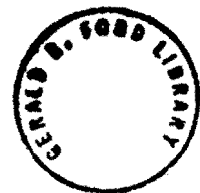
But I believe that it is time for a study in this country that would set a limit on the percentage of the people's earnings that can be taken by government without the people's consent.

That only in time of emergence would they vote an increase in it.

SFX: Applause

V.O. ANNOUNCER: Reagan. He'll provide the strong, new leadership America needs.

Paid for by Citizens For Reagan.



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## UNEMPLOYMENT # 2 (:60 Radio)

V.O. ANNOUNCER: Here's another question for Ronald Reagan asked the other day at a Citizen's Press Conference.

V.O. MAN: For quite some time, 8% of the labor force has been without work. The present administration is apparently mistaken in its belief that the economy can correct itself.

If elected President, what steps would you take to cut back the persistent 8% unemployment?

REAGAN: The private sector is the source of jobs and I believe that far more could be done if the Federal Government would explore the possibilities while we're fighting recession, as well as inflation, of where tax incentives could be used to persuade industry to put on more people.

But the only answer of any duration to unemployment, to recessions of the kind we're going in, is going to be the elimination of inflation.

SFX: Applause

V.O. ANNOUNCER: Reagan. He'll provide the strong, new leadership America needs.

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DEFENSE  
(:60 Radio)

V.O. ANNOUNCER: An important part of Ronald Reagan's campaign are the Citizens' Press Conferences which give the people a chance to ask the questions.

V.O. MAN: As President, how would you deal with the Congressional Democrats who are calling for still further cut-backs in Defense spending?

REAGAN: Well, here again is where I believe a President must take his case to the people. And, the people must be told the facts. I think the people will not make a mistake if they have the facts.

Today there's confusion. None of us are quite sure what the situation is. We hear someone saying, "Oh, they're just saying that to get their budget up" and someone says something else.

But the one thing we must be sure of is the United States must never be second to anyone else in the world in military power.

SFX: Applause

REAGAN: But the purpose of weapons is not to go to war. The purpose of weapons is to convince the other fella that he better not go to war.

SFX: Applause

V.O. ANNOUNCER: Reagan. He'll provide the strong, new leadership America needs.

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## FOREIGN AID (:60 Radio)

V.O. ANNOUNCER: Ronald Reagan was asked this question at a Citizens' Press Conference he held recently in Whitefield.  
(Fade under)

V.O. MAN: Governor, we've been spending a lot of our money: billions and billions of dollars every year on aid to foreign countries. I'd like to know, what are your views on this?

REAGAN: I think that with our foreign aid we've been very foolish. We're a great and a generous country and we've done some pretty wonderful things that we're not getting credit for.

I think that if our foreign aid over the last few decades had been dedicated more to exporting American know-how and telling them how to solve some of their own problems, instead of making them dependent on us...

It's like feeding a deer up in the woods. If you feed him long enough he'll never be able to take care of himself again, and that's what we've done to an awful lot of people in the world.

And I think we need some more common sense in the application of foreign aid.

SFX: Applause

V.O. ANNOUNCER: Reagan. He'll provide the strong, new leadership America needs.

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## GUN CONTROL (:60 Radio)

V.O. ANNOUNCER: Here's another question for Ronald Reagan...(Fade under)

V.O. WOMAN: Since New Hampshire is a supporting state what about your gun control?

REAGAN: I am against the kind of gun control that is being talked in the Congress of the United States.

I see it as only something that would make it difficult for an honest citizen to own a gun, but would do nothing at all to impede the criminal in his getting a gun.

I think the type of laws that we had in California that we instituted while I was Governor, and one that we recommended that now has been passed, control the criminal in the use of the gun.

And to do this, we passed a law that anyone convicted of a crime if he had a gun in his possession when he committed the crime, whether he used it or not, you can add five to fifteen years to his sentence.

I think this is the proper approach, but I don't think you're going to serve any good purpose at all in disarming the honest citizens and leaving the other ones armed.

SFX: Applause

V.O. ANNOUNCER: Reagan. He'll provide the strong, new leadership America needs.

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## NUCLEAR POWER (:60 Radio)

V.O. WOMAN: Mr. Reagan, in light of the recent upsurge of interest in the energy proposals for this country...  
(Fade under)

V.O. ANNOUNCER: All over our state, Ronald Reagan has been answering your questions like this one...

V.O. WOMAN: I'd like to know how you feel about nuclear power.

REAGAN: I think it offers us the greatest opportunity to meet our energy shortage and to get out from under the monopolistic control of the OPEC nations.

SFX: Applause

REAGAN: But with regard to the safety factor, the truth is that danger of a nuclear fatality in a nuclear power plant is about one in 75 million.

The one accident involving a nuclear power plant for the surrounding area is one in 5 billion.

I think the case has been made for the safety of nuclear power plants, and I think we absolutely have to have them if we're going to have clean air and if we're going to have to add the energy this country needs.

V.O. ANNOUNCER: Reagan. He'll provide the strong, new leadership America needs.

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