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FORM OF DOCUMENT	CORRESPONDENTS OR TITLE	DATE	RESTRICTION
1. Report	Report on the Missouri convention (only the first two paragraphs on the first page, which relate to the work of a PFC staff member, are closed. A sanitized copy of the rest of page 1 appears in the open file)	ca. 6/11/76	C

FILE LOCATION

Cheney Files
 Campaign Subject File
 States - Missouri Box 19

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WEM, 6/24/85

get record
get list of all who recommended
signing

THE WHITE HOUSE
WASHINGTON

Dick Cheney

I'm certain

Tom Carter will be at
one of these Mo.
meetings.

I must be prepared
because he will attempt
to cause difficulties.
Check all of his
correspondence.

2317
July
1964



ORIGINAL RETIRED TO
SPECIAL DOCUMENTS FILE

THE PRESIDENT HAS SEEN....

THE WHITE HOUSE

WASHINGTON

May 7, 1976

MEMORANDUM FOR THE PRESIDENT

FROM:

DICK CHENEY *D*

SUBJECT:

Report from Gene Taylor on Missouri

Taylor has completed his assessment and got back to me this morning. He said the 7th, 8th, and possibly 6th Congressional Districts look bad for us. He said the 4th and 9th are question marks and still up for grabs. He said the 5th, 2nd, 1st and 3rd look pretty good for us.

He urged that you call Fred Whaley at 314/631-0335.

↑ Whaley is the County Chairman in the St. Louis area and is the key to the six delegates from the 6th and 3rd Districts. He said that you did a fund raiser for Whaley five or six years ago and Whaley remembers it. You should call him Fred. Taylor urged you to call Whaley because the other side is working on him too, and he believes a phone call from you will lock up those six delegates. He urged that you not tell Whaley that Taylor asked you to call.

Evidently there is some local party feud underway between the Governor and Whaley which has created part of the problem. Taylor said that much of the result came about from Right To Live people who turned up in droves on Reagan's behalf. He said the other thing that has hurt us is the Kissinger thing. He said even those who are committed to Reagan are not anti-Ford, but they are anti-Kissinger. He said they are saying that they will support you if you get the nomination.

I would recommend that you make this phone call some time this weekend.

*5/8/76 - Will do all he can to help. Believes
2/3 vote; fearful of trying to get all.*

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CONSENSUS ON POLITICAL STATUS OF GERALD R. FORD,
PRESIDENT OF THE UNITED STATES

1. Ford is best in eyes of the Americans when he acts as President of all the people.
2. His strongest position is to articulate the good things that have happened since he took office.
3. His ability to deal with a spend-thrift Congress is outstanding.
4. Fireside chats, either by himself or with someone like, (pick out a Republican who is unknown) and discuss important issues like domestic affairs, foreign policy, crime, etc.
5. Get on the offensive
6. Keep smiling with confidence.
7. Have cabinet members speak the hard line on some of the issues raised by Regan.
8. Articulate your experience in government.
9. Use T.V. more often and curtail political junkets. Give reason that being President is more important than running around country for political reasons.
10. Speech to Chamber of Commerce was excellent. Why not excerpts?

Dick Cheney

*Suggestions from John Malinowski,
William Rich. & my
The PFC Ch. in
former A.A. on Hill.*

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THE WHITE HOUSE
WASHINGTON

Gene Taylor -
7th Dist

7 - F
97 - R
86 - You.



ORIGINAL RETIRED TO
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Delegates from Precinct, Ward, County and Mass Meetings:

530 - Ford
318 - Reagan
595 - Uncommitted

Breakdown by congressional district:

1st District

48 - Ford
5 - Reagan
11 - Uncommitted

2nd District

128 - Ford
39 - Reagan
0 - Uncommitted

3rd District

36 - Ford
15 - Reagan
81 - Uncommitted (We should get most of these uncommitted delegates)

4th District

84 - Ford
34 - Reagan
45 - Uncommitted

5th District

54 - Ford
30 - Reagan
17 - Uncommitted

6th District

47 - Ford
10 - Reagan
111 - Uncommitted (Jewett Fulkerson is the key to this district.
A call should be placed to him by Mr. Morton)

7 7th District

7 - Ford
97 - Reagan
86 - Uncommitted

This is Gene Taylor's district. Taylor promised to deliver his district to the President and he should be called to remind him of this fact.

8th District

39 - Ford
32 - Reagan
86 - Uncommitted

9th District

65 - Ford
31 - Reagan
64 - Uncommitted

x 10th District

22 - Ford
25 - Reagan
94 - Uncommitted

We will probably lose this district.

[ca. 6/11/76]

file

THE WHITE HOUSE
WASHINGTON

Dick Cheney)

Returned.

MISSOURI CONVENTION

1.

[2 paragraphs closed under the
Ford deed of gift]

2. Bond, Danforth and the Senators did a good job. The marginal surplus of having the President there was really not worth the cost in terms of money and publicity. Hind sight is 20-20, but once we set foot on the ground, it was apparent to me that it was not an event for the President. Bond, Danforth and the Senators were the ones to put the pressure on people and they did. It didn't do much good to have the President sitting in the room while this went on. It might have made some of these uncommitteds and Reagan people squirm a little bit more, but it was not an effective use of his time.

3. The President did a top-notch, first-class job of his remarks at the reception. The PA system was lousy. The reception had been moved from a smaller hall to a larger hall to accommodate all the guests. The acoustics were terrible and you could hear a constant rumbling and background noise. A good speech went by the wayside because of technical problems. For future reference, if the President goes into any of these convention states, I would suggest that he speak to delegates only. He could then go to another room and shake hands with wives and families. It just didn't carry any persuasive clout and compared to Reagan's 50-minute address at the convention itself, it didn't do us any good.

4. Having Red, Bob Goodwin and Frank Ursomarso tied up on the Puerto Rico Summit hurt us. While logistically, this was an easy advance, politically, it was probably the most difficult we have done this year. A state convention in the Ozarks is a steamy, hotly contested, factionalized, political pot with jealousies, currents and counter-currents running ever which way. It takes somebody who really has their stuff together to represent the President's interests adequately.



5. An enormous amount of pressure was put on the individual delegates in the small meetings in the President's suite. I couldn't help but think that it was no place for the President to sit while this was going on. It's dangerous legally and could result in dangerous publicity or counter-productive publicity. It is just not good for the President to be part of an arm-twisting team. I think it's okay for him to give his positive pitch in a room full of delegates, etc., but I don't think it is a good idea to have him sit through the kind of stuff that Danforth and Bond laid on.

6. Furthermore, I really don't think that the President should be meeting with two or three of these delegates at a time. For state convention purposes, it is just not worth it. If you have five or six or eight key delegate leaders who need a little personal stroking, the President could call them personally on the telephone. Then you could have your Bonds, Danforths, etc. follow up with them in as hard terms as they wish. The point is that a little meeting with three or four delegates takes just as long as a nice-sized, sit-down group of twenty delegates. The President has to run through his entire pitch and answer a few questions just the same, regardless whether it's three or twenty. I think the President works most effectively in groups of about twenty in a large living room, seated.

7. To summarize, if we go into a convention state again, we've got to have a much better map to guide us. We've got to have someone who has the President's interests in mind and who knows the local situation. Bond and Danforth were very much wrapped up in their own political problems in the State. While they certainly represented the President's interests well, I think it serves us to have someone who is on our side who knows the situation. In other words, we need a first-rate political advance job done. Secondly, we've got to utilize the President's time more efficiently and effectively. Thirdly, we've got to use our Senators or our heavy ammunition more efficiently and effectively. The Senators, I think, were clearly under-utilized. They did well in meeting with the moderate-sized groups, but they didn't meet with enough of them and they weren't used as extensively as they should have been. Furthermore, they were not used to address the large reception prior to the President's arrival. They could have been used most effectively there.



3.

What's most disturbing about the Missouri trip is the fact that the PFC should damn well have known how many votes we were down and realized that even with a Presidential visit, the odds were at best even. Given that, it should have been clear that it was not worth the gamble of a Presidential visit. The money could have been spent for a couple good field man to work the delegates.

