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NEXT STEPS

## GENERAL COMMUNICATIONS STRATEGY

### BACKGROUND

There is no other election similar to a Presidential Election with an incumbent President.

From a General Communication Strategy standpoint, it should be considered a Referendum, not an election. Said another way, "The burden of proof...of worth...lies with the candidates - not with the President".

Considering this positioning of the President, strategy should be divided into two broad areas:

1. Statewide voter identification
2. Communications strategy

(Voter identification and turnout is currently under way and not subject covered in this discussion.)

### VALUE OF INCUMBENCY

By capitalizing on possession of the office and by not being perceived as a "candidate" by the voters, the President creates a dramatic separation in form, if not substance, from all other candidates - Republican and Democratic. At the minimum, it sets a demanding standard of measure among voters--the candidates seeking the office must somehow prove themselves more competent. To wit, "Why trade a man whose characteristics are known for one whose characteristics may not be fully known."



The critical area is voter perception. The voter perceives, or hopes to perceive, his President as -

- a) the strong leader - in control of circumstances;  
resolute, fair, firm,
- b) speaking to Congress,
- c) greeting foreign leaders,
- d) directing the country,
- e) making tough decisions,
- f) and in other small but important situations.

The voter perceives 'candidates' as -

- a) being on the campaign trail,
- b) shaking hands in mass groups, and
- c) making strident speeches to large groups.

Because of this widespread perception, every activity of the President that is subject to press coverage, especially TV coverage, should be considered on how all aspects of the event will impact on voter awareness, both in substance and form. No detail is too small: the position of network cameras, the lighting, the trappings of office, the sound system, color and style of clothing all have a significant impact on voter perception...separating the President from candidates.

One of the most significant differences in elections involving an incumbent President is the relatively small amount of the total voter perception of the President that can be shaped by paid media. It is essential, then, that there be a General Communications Strategy.



Advertising for an incumbent President is best used to sharpen voter perceptions, not to attempt to change them. The advertising, to be most effective, must be in basic harmony with the voter's perception of the President--to be otherwise, would create a credibility problem.

#### OVERALL COMMUNICATIONS STRATEGY

Research indicates that President Ford has many positive characteristics which appeal to voters.

He is considered...

Warm

Friendly

Honest

Sincere

He also has some serious weaknesses. He is not perceived as...

Strong

Articulate

Effective

Having great ability

Being "non-political"

Additionally, President Ford has not developed a strong positive identification with any tangible issues which are important to the voter. To overcome these negatives, we must begin a total communications program which will -

1. Establish him as a strong and able leader.
2. Identify him with the positive accomplishments of his administration.

To achieve these goals, all phases of our exposure must be in concert.



NON-PAID MEDIA STRATEGY

Our focus should be on the national television exposure of the President and how to use it to shape voter impressions to our advantage. The President should at all times be surrounded by the mantle of the Office. His warm, relaxed personality provides a unique humility in the grandeur of the surroundings.

1. Speeches. Presidential speeches should be short, almost too short. They should use short, declarative sentences. The words should be everyday expressions. No "governmentese" should be used; rather, voters should be impressed with the natural ease of succinct communication.

A dark (black) background should be considered in order to emphasize the strength of the President's features.

2. Press Conferences. A strategy should be developed. It should be based on our objectives, not the media's.

- The President should give short answers. He should not try to re-explain or amplify.

3. Interviews. The President should avoid at all costs looking like a candidate. He should not appear on shows frequented by candidates. On a planned and well-staged basis, he may be interviewed as the Campaign determines necessary.



Strong guidelines should be established. He should not be interviewed by a single reporter. It should invariably be from the White House, preferably the Oval Office.

#### PAID MEDIA STRATEGY

The primary objective of the television advertising message is to communicate the leadership capability of President Ford. While emphasizing the incumbency, the copy ensures broad voter awareness of the President's character and experience. His lifetime of accomplishment has provided the credible and meaningful base of experience for continued service in the nation's highest office.

While continuing the theme of character and experience, the President's position on specific issues will generally be communicated via local radio and newspapers. This allows for significant refinement and localization of focused message to individual geographic areas.

The tone of these paid messages must remain assumptive and confident; it must never get strident or reflect the supplications of an ordinary candidate.

The advertising must be viewed as an opportunity for refinement and reinforcement, of existing positive impressions...and neutralization of negative perceptions. No matter how well it is executed, paid media cannot fool the voters



or convince them of an inherent untruth. While the advertising "can't change the man," it can indeed enhance the broadscale awareness of the positive aspects of the Ford Presidency.

March 23, 1976





PRELIMINARY THOUGHTS ON REPUBLICAN CONVENTION  
COMMUNICATIONS STRATEGY

The overriding communications opportunity arising from the Republican National Convention is its intensive and cost-free ability to reach millions of potential voters at a time of heightened viewer interest. Said another way, this translates into an invaluable opportunity to communicate the strengths of Gerald Ford as President of the United States.

These strengths can be separated into two distinct communication categories:

- a) The personal assets of President Ford
  - . his character
  - . his experience
- b) The essential elements of his accomplishments and proposed programs (e.g.):
  - . Economy
  - . Federal Spending
  - . Social Security
  - . Agriculture
  - . Crime

(It should be kept in mind that communication objectives should be flexible enough to accommodate changes resulting from the identity of the Democratic challenger or a sudden resurgence by Reagan.)

COMMUNICATION STRATEGY CONTINUITY

By the time the August Convention begins, a combination of media coverage and paid advertising will have exposed a significant



number of voters and delegates to the current Incumbency Communication Strategy. Television commercials, radio, newspaper and campaign material will have implanted the concepts inherent in the copy-line, "President Ford '76".

President Ford will come to the Convention as a winner. He will have proven he can withstand the scrutiny of an electorate beyond Western Michigan. He will have reinforced the assumptive stance that was communicated on his behalf since New Hampshire. In short, the strategy of February should be even more potent in August.

If this logic is sound, a continuation of the incumbency strategy for the duration of the Campaign is appropriate.

This decision becomes more crucial if the Convention is viewed as a kick-off of the fall Campaign.

In summary, the incumbency strategy and its general graphic approach should be the foundation of any advertising and promotion activity at the convention, for purposes of both communication effectiveness and continuity.

#### TARGET AUDIENCE

Assuming the President has the nomination to himself, the primary target audience becomes the voter as television viewer. However, the convention delegate still plays an important role as the translator of enthusiasm and satisfaction that surrounds Gerald Ford, as both President and nominee of the Republican Party.



Therefore, communication efforts must be directed at both groups.

### THE VOTER

For the television viewer, the ambience and rhetoric of the Convention become the primary communication vehicles. Some examples are:

- The visibility of graphic material carrying the incumbency message (posters, hats, buttons, signs).
- The credible enthusiasm of the convention speakers for the President.
- The excitement of the nomination parade.
- The message in film documentaries shown to the convention audience.
- The commentary of the network reporters and the people they interview.

The fact that the winner of the nomination will be known before the convention starts, places critical importance on building viewer interest around other peripheral events. Once the viewer sits down to watch his set, we must be certain that he will stay there.

Each of the communication vehicles mentioned above contributes to voters' impressions of Gerald Ford, and each should be closely scrutinized and influenced where possible by the PFC.

### THE DELEGATE

With the exception of certain media events seen only by the television viewer, the delegate will be exposed to much the same atmosphere. However, there are additional opportunities to reach him:



- Local visual advertising in Kansas City (billboards, bussides, etc.)
- Free access to campaign materials, information and events (hats, cocktail parties, handbills, brochures, etc.)
- Participation in floor demonstrations

With both groups, it will be crucial that communication about the President be done with a flair that gives them a feeling of ultimate victory to the Campaign.

As President, Mr. Ford's communications strategy must be dignified, but it must also carry an enthusiasm and optimism that says, without question, that he is going to continue as President of the United States.





# On Tuesday, North Carolina will keep President Ford on the road to victory in November.



*This Tuesday, March 23, we can cast votes that will count in the North Carolina primary.*

*We can endorse the man whose unquestioned character and strong, steady leadership have restored public confidence in government and started to turn the economy around: President Ford.*

*In the election of 1976, he is the best-qualified candidate in either party. He understands the Presidency, and he has the ability to get things done to meet the needs of North Carolina and the nation.*

*President Ford will lead the Republican Party to a great victory in November. He will rally all Republicans and millions of Independents with his realistic, responsible approach to government.*

*North Carolina voters have strong personal reasons for believing in President Ford.*

**1. We trust him** when he says, "We must be more honest with the American people, promising them no more than we can deliver, and delivering all that we promise."

**2. He has the courage** to say "No" to runaway spending and the funding of massive new government programs. Under his firm leadership, inflation has been cut nearly in half, and full economic recovery is now in

sight. The country is on the move, with over two million more Americans working now than in the depths of the recession.

**3. He uses common sense.** To help prevent the crushing blow of forced sales of property to meet estate taxes—to help keep family farms in the family—he urges Congress to increase Federal inheritance tax exemptions from \$60,000 to \$150,000 and to give heirs as long as 25 years to pay estate taxes.

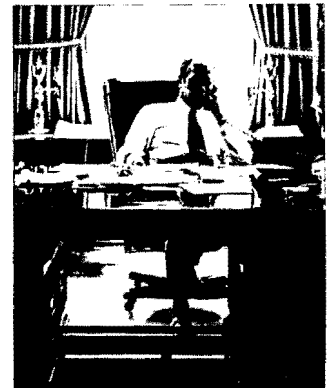
**4. He is experienced.** He has grown steadily throughout his lifetime of leadership in government and his entire public career has prepared him for the office of President.

**5. He understands** people's needs—older Americans, for example. He insists on the integrity of the Social Security System; he has called for the payment of full cost of living increases this year; he advocates catastrophic health insurance.

*President Ford is a man of force and action. He acts where others can only promise. He initiates, he persuades, he leads.*

*His career has been dedicated to peace through strength, national defense, accountability of government to the people and, above all, financial integrity.*

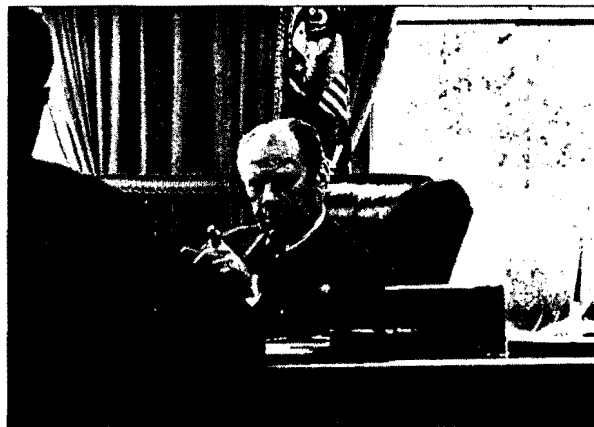
*He is opposed to the idea that the Federal government can do everything better than the people can do for themselves.*



*Courage, common sense and self-control are the prime ingredients of President Ford's character. They underlie his style of open, visible government. President Ford is not afraid to take unpopular positions if he believes they are right.*

*He does not ignore criticism, he stands up to it. He will compromise on details, but not on principles.*

*President Ford has earned your support. Vote for the President on Tuesday.*



President Ford is your President. Keep him.

## President Ford '76

Paid for by the President Ford Committee, Howard H. Callaway, Chairman, Robert Mestricher, National Finance Chairman, Robert C. Moss, Treasurer. Copy of this report is filed with the Federal Election Commission and is available for purchase from the Federal Election Commission, Washington, D.C. 20543.



# Good reasons to vote for President Ford in the Republican primary.



Your vote on Tuesday, March 23, will help keep President Ford on the road to victory in November.

In the election of 1976, President Ford is the best-qualified candidate in either party. He understands the Presidency, and he has the ability to get things done to meet the needs of North Carolina and the nation.

There is ample proof of that in President Ford's record.

He has started to turn the economy around, put it on the road to recovery by vetoing the big-spending bills passed by Congress.

He has said "no" to those who want to slash the military budget, calling a strong defense the one sure way to keep the peace.

He is fighting for major changes in Federal estate and inheritance tax laws to

help prevent the forced sale of family farms and small businesses to pay taxes. He urges that tax exemptions be raised from \$60,000 to \$150,000, and that tax payments be spread out for as long as 25 years, with interest on the unpaid balance reduced from 7% to 4%.

In the President's own words, "Too much love and too much labor go into the development of a paying farm to dismantle it with every new generation."

He has proposed tough anti-crime legislation, demanding more concern for the safety of victims than the rights of criminals.

And he has, in his own common sense way, restored public confidence in government with his unquestioned character and his frank, open honesty in the office of President.

That's why he has earned your support . . . and your vote . . . on Primary Day.

*President Ford is your President. Keep him.*

## President Ford '76

Paid for by the President Ford Committee, Howard H. Callaway, Chairman, Robert Messbacher, National Finance Chairman, Robert C. Moot, Treasurer. A copy of our report is filed with the Federal Election Commission and is available for purchase from the Federal Election Commission, Washington, D.C. 20463.



# On Primary Day, vote to keep President Ford President.



Your vote will help President Ford on the road to victory in November.

That's important to Republicans who fear the consequences of a Democrat in the White House working with an already Democrat Congress.

But even more important is the President's record.

He has started to turn the economy around, put it on the road to *real* prosperity, and cut inflation almost in half.

He has had the courage to protect America's economic recovery by vetoing the big-spending bills passed by Congress.

He has said "no" to those who want to slash the military budget, calling a strong defense the one sure way to keep the peace.

He has moved to restore public confidence in the CIA and FBI, knowing they are essential to the security of our nation.

He has proposed tough anti-crime legislation, demanding more concern for the safety of victims than the rights of criminals.

And he has, in his own common sense way, relieved the conscience of the country by restoring a frank and open honesty to the office of President.

*That's why he has earned your support . . . and your vote . . . on Primary Day.*

President Ford is *your* President. Keep him.

## President Ford '76

The President Ford Committee, Howard H. Callaway, Chairman, Robert Mottbacher, National Finance Chairman, Robert C. Mott, Treasurer. A copy of our Report is filed with the Federal Election Commission and is available for purchase from the Federal Election Commission, Washington, D.C. 20461.



# Why Older Americans help themselves by voting for President Ford



President Ford has a deep concern for the special needs of older Americans. Under his leadership, there is a renewed confidence that you will be able to live secure and meaningful lives.

President Ford doesn't just worry out loud about your problems. He quietly goes about the business of getting things done. President Ford acts to help you.

With typical common sense, he says, "The single greatest threat to the quality of life of older Americans is inflation."

In his fight against inflation, the President has had the courage to say "No" to runaway spending. He has consistently vetoed big spending. He stood up for his principle: "To hold down the cost of living, we must hold down the cost of government."

**He cut inflation.** Inflation has been cut nearly in half as a result of his sound fiscal policies. That's the best news of the year for people on fixed incomes, retirement incomes. That's one reason why a vote for him in next Tuesday's primary election is a good way of helping yourself.

But cutting inflation is only one part of President Ford's record of strong, steady, sympathetic support for older Americans.

**He asks for Social Security increases.** President Ford has asked Congress to make available the full cost-of-living increase in Social Security benefits, payable in July, 1976.

This would add to the income and purchasing power of 32 million older Americans.

More than this: President Ford is vigorously acting to maintain the financial integrity of the Social Security System.

He told Congress, "Simple arithmetic warns all of us that the Social Security Trust Fund is headed for trouble. Unless we act soon to make sure the Fund takes in as much as it pays out, there will be no security for old or for young."

President Ford does not favor tampering with Social Security. He resists suggestions that it should be made voluntary. He strongly opposes any plan that would endanger the 100% safety of its funds—your funds.

**He asks for Catastrophic Health Insurance.** In his State of the Union message in January, President Ford said, "The burden of catastrophic illness can be borne by very few in our society. We must eliminate this fear from every family."

So he proposes catastrophic health insurance for every person covered by Medicare. Nobody, after reaching age 65, would have to pay more than \$500 a year for covered hospital or nursing home care, nor more than \$250 for one year's doctor bills.

And President Ford wants to limit increases in Medicare rates in 1977-78 to 7% for hospitals and 4% for medical services.

**He believes in you. Believe in him.** President Ford firmly believes in the principles of the Older Americans Act and will continue to strengthen it. He is particularly concerned with the improvement of nursing home standards.

To help state and local governments give better health care, President Ford initiated the social services revenue sharing programs so that local officials and senior citizen representatives can make their own decisions. He believes that older Americans certainly have as good an understanding of their needs as any individual in Washington.

All these things President Ford is doing now, instead of merely talking about what he will do after election. Where others can only promise, he acts.

**He has earned your vote.** Remember President Ford's record when you vote on Tuesday. He has earned your support—and your vote for him is the best way you have of helping yourself.

*President Ford is your President. Keep him.*

## President Ford '76



# How President Ford has earned the support of Illinois farmers.



**President Ford is the man who—**

**Expanded foreign markets** for the production of Illinois farms—the biggest and most profitable markets farmers have ever had. Farm exports are at all-time highs.

**Provided farmers with guaranteed** long-term foreign markets at fair prices.

**Wants to help** keep family farms in the family. President Ford urges changes in Federal estate and inheritance tax laws that would raise tax exemptions for farms and small businesses from \$60,000 to \$150,000. Heirs would have up to 25 years, instead of only 10, to pay Federal estate taxes, with interest rates sharply reduced.

As President Ford says,

*"Too much love and too much labor go into the development of a paying farm to dismantle it with every new generation."*

**Created** an Agricultural Policy Committee, with Secretary Butz as chairman. The Committee will have full authority to develop and coordinate food policy,

domestic and foreign, and will report directly to President Ford.

**Courageously** stood up to pressure from special interest groups who wanted controls on food prices. President Ford refused to penalize farmers. He believes the right way to hold down inflation is to hold down the cost of government. As a result of his policies, inflation has been cut nearly in half.

**Is opposed to** government-held grain reserves, with their depressing effect on prices paid to farmers. Surpluses are at the lowest point in 40 years.

**Understands** the needs of farmers. President Ford was elected to Congress for 13 consecutive terms, from a Michigan district that includes thousands of farmers and their families.

**Believes** that farm policy should *"let the farmer live in freedom from the stifling interference and control of big government."*

President Ford acts for farmers, where others can only promise. He has earned the support of Illinois farmers in the Republican primary next Tuesday.

*President Ford is your President. Keep him.*

# President Ford '76

Paid for by the President Ford Committee, Howard H. Callaway, Chairman, Robert Mosbacher, National Finance Chairman, Robert C. Moot, Treasurer. A copy of our report is filed with the Federal Election Commission and is available for purchase from the Federal Election Commission, Washington, D.C. 20463.



# President Ford wants to help you keep your family farm in the family.



**President Ford believes** the family farm is a vital part of America. And he knows that, all too often, family farms have to be sold off to pay taxes.

**To help American farmers,** President Ford is fighting for major changes in Federal estate and inheritance taxes.

**The first thing** that he says must be done is to raise Federal tax exemptions from \$60,000 to \$150,000. By more than doubling exemptions on average family farms, the tax burden will be drastically reduced. The heirs can carry on without having to go deeply into debt or, worse yet, be forced to sell.

**On the tax that is owed,** the President's plan will allow payments to be spread out for as long as 25 years with greatly reduced interest rates as low as 4%. This is President Ford's basic plan. It is one more way that he is helping America's family farmers. It's real proof that he believes it when he says, "Too much love and too much labor go into the development of a paying farm to dismantle it with every new generation."

*President Ford is your President. Keep him.*

# President Ford '76



TITLE: ACCOMPLISHMENT REV. #3  
STATUS:

COPY: BROADCAST  
:60 TELEVISION

DATE: 3/15/76  
TIME: 1:00pm

FORD TAPE: "Our long national nightmare is over. Our constitution works. Here the people rule."

ANNOUNCER: He came to the office of President in troubled times, He reminded us of our strength.

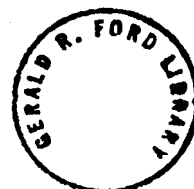
Confident and candid, he began an open administration. Now, quietly and firmly, he is leading us out of the worst recession in years.

Rather than loose promises, he has made hard decisions. Rather than frantic spending, he has had the courage to say "No".

Inflation has been cut nearly in half...the worst of the recession is over. Over two million more Americans are working than at the bottom of the recession.

Inflation slackens...the recovery continues.

President Ford is your President. Keep him.



TITLE: ACCOMPLISHMENT REV #3  
STATUS:

COPY: BROADCAST  
:30 TELEVISION

DATE: 3/15/76  
TIME: 1:00pm

He came to the office of President in troubled times.

He began an open administration. Now quietly and firmly he is leading us out of the worst recession in years.

Rather than loose promises, he has made hard decisions. Rather than frantic spending, he has had the courage to say "No".

The worst is over.

Over two million more Americans are working than at the bottom of the recession.

Inflation is cut almost in half.

President Ford is your President. Keep him.



ANNOUNCER: He had come to the Presidency in troubled times. Now, tempered by the test of office, he speaks plainly and to the point, setting goals that can be realized, expectations that can be fulfilled.

RESIDENT FORD: "We must be more honest with the American people, promising them no more than we can deliver, and delivering all that we promise."

ANNOUNCER: Under President Ford, recovery is underway. There is new trust in government. Under President Ford, America is on a steady course. Keep him.



APPROVED: \_\_\_\_\_

V.O.: The President of the United States.

ANNOUNCER: A lifetime in government prepared him.

He accepted the job of President humbly but with confidence.

In those troubled times, he spoke plainly and to the point.

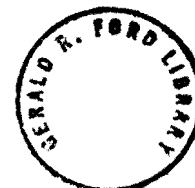
FORD (TAPE): "I believe that truth is the glue that holds government together, not only our government but civilization itself."

ANNOUNCER: Now as leader of a steady, open Administration he speaks plainly once more.

FORD (TAPE): "We must be more honest with the American people, promising them no more than we can deliver, and delivering all that we promise."

ANNOUNCER: His firm, common sense leadership is bringing the results he promised.

Under President Ford, recovery is underway. Under President Ford, there is a new trust in government. Under President Ford, America is on a steady course. Keep him.



APPROVED.

V.O.: He was not overawed by the trials of office. A lifetime in government had prepared him.

FORD (TAPE): "I believe that truth is the glue that holds government together."

He began an open administration, a firm leadership based on experience and trust.

He saw the nation as a partnership between government and the people...working together.

Now inflation is down...almost by half.

Americans are working...over 2 million more than at the bottom of the recession.

President Ford's steady, calm leadership has helped put the nation back on track.

President Ford has trust in America. America has trust in him.

Keep him.





AUTHOR: ED SPIEGLE  
TITLE: TRUST :30 Rev. 1  
STATUS: AS RECORDED -

COPY: BROADCAST  
:30 TELEVISION

DATE: 3/22/76  
TIME: 7 pm

V.O.: A lifetime in government had prepared him.

He began an open administration...a firm leadership  
based on experience and trust.

He saw the nation as a partnership between government  
and the people...working together.

Now inflation is down...almost by half.

Americans are working...over 2 million more than at the  
bottom of the recession.

President Ford's steady, calm leadership has helped  
put the nation back on track.

President Ford has trust in America. America has trust  
in him.

Keep him.



11/11 010p

COPY: BROADCAST  
Television

TITLE: NH Candid :60  
STATUS: AS RECORDED

Here's what the people of New Hampshire are saying about President Ford:  
Harold W. Wing: President Ford is my kind of a man. He's a man of integrity and a man of courage.

Harold R. Acres: I think that more than anyone President Ford has been the fellow that put the breaks on inflation.

Roberta Denner: Oh, I think that his way represents a much better way than anybody that's been up here so far. I've listened to the other candidates both Republican and Democrat and I feel that he has what's best to offer for our country.

Robert Couto: I feel that the President's decision making policies has been superb because the President has been planning for the future as opposed to trying to come up with just a short-term solution to the problems of the country as foreseen.

Fredrick Alter: I think that he's a truthful President. He's a down to earth type person and I think he has the best qualifications to stay in the White House.

Elsa B. Brown: He's my kind of President.

Announcer: President Ford is your President. Keep him.

2nd Announcer: Paid for by the President Ford Committee.



TITLE: FL CANDIDS :60 #1 (rev).  
STATUS: REV. 1 -

COPY: BROADCAST  
Television

Susan Pytel: I feel that President Ford will make a fine President for the next four years.

Howard Miller: Well, if he holds down inflation, his going to help us retired people.

E.W. Maidment: I think he's doing all that he possibly can to help the economy. It's extremely difficult to maintain an economic balance in this country as large as it is and I think that the programs he has under way are really excellent without going into alot of government spending to do it.

Victor Juhan Rannik: The thing I enjoy the most is that he's willing to say that he's going to stop and think about it. Cause he, that might be one reason why he's not as popular in some of the polls because he's saying that there are no easy answers.

Libby Levin: President Ford is my kind of President. Absolutely.

Dane Zimring: Alot of the younger people are looking for honesty in politics these days and I think he represents that type of person.

Katharine L. Carroll: Right now I'd vote for Jerry Ford, definitely!



TITLE: NH CANDIDS :30  
STATUS: AS RECORDED

COPY: BROADCAST  
Television

NHF 0236

Here's what the people of New Hampshire are saying about President Ford:

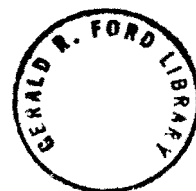
Fredrick Alter: I think President Ford has done an excellent job in the past two years in the White House. I think he's turned the economy around which was very necessary.

Roberta Denner: I think he tries very hard to put his programs over and to do what he thinks is necessary to restore the economy and I think he's really helped it alot.

Harold R. Acres: We need that kind of a President.

Announcer: President Ford is your President. Keep him.

2nd Announcer: Paid for by the President Ford Committee.



TITLE: FL CANDIDS :30 Rev. #/  
STATUS: AS RECORDED

COPY: BROADCAST  
Television

DATE: 2/11/70

XXPF 1036

Dane Zimring: Alot of the younger people are looking for honesty in politics these days and I think he represents that type of person.

E.W. Maidment: He will insure and see to it that the Federal government, within it's scope, will continue to enforce the laws already presently on ~~the~~ books in the United States.

Bill Reid, Sr.: Absolutely. If I could vote twice, I'd do it.



XXPF1136

Howard Miller: If he holds down inflation, he's going to help us retired people.

Katharine L. Carroll: Right not I'd vote for Jerry Ford, definitely.

Victor Juhan Rannik: The thing I enjoy the most is that he's willing to say that he's going to stop and think about it. Casue he, that might be one reason why he's not as popular in some of the polls because he's saying that there are no easy answers.

Libby Levin: President Ford is my kind of President . Absolutely.



"FACTS" #1 REV.2

(:60 RADIO)

ANNOUNCER: Instead of vague promises...common sense.

Instead of words...facts.

Facts are what President Ford is all about.

FACT: He is leading us out of the worst recession  
40 years -- not with loose promises and  
frantic spending but with hard decisions and  
the courage to say "No".

FACT: He is winning his fight against inflation.  
It was in double digit figures, at a rate  
of 12 percent or higher. He slowed it  
down, cut it almost in half.

FACT: In January, nearly two million more Americans  
were working than at the bottom of the  
recession, and more are going back to work  
every day.

These are facts. And, as President Ford said in  
his State of the Union message:

FORD (TAPE): "Common sense tells me to stick to that steady  
course."

ANNOUNCER: President Ford is your President. Keep him.

SECOND  
ANNOUNCER: Paid for by the President Ford Committee.



VO: These are times that call for achievement, not second guessing. Promises delivered, not promises made today and forgotten tomorrow.

President Ford has promised to put our economy back on track... and the facts tell us that he is achieving his goal.

FACT:

In January alone, employment increased almost 800 thousand, the largest monthly increase in sixteen years. And more Americans are going back to work every day.

FACT:

Inflation has been cut in half. One of the reasons is that President Ford had the courage to say "no" to frantic spending programs.

As the President said in his State of the Union message:

FORD  
(TAPE): "My first objective is to have sound economic growth without inflation."

VO: The recovery continues...inflation has slackened. This is the firm course President Ford has set, with courage and common sense.

President Ford is your President. Keep him.

Announcer #2: Paid for by The President Ford Committee.





2/20/76

AS RECORDED

ANNOUNCER: This is a time for hard decisions, a time for courage and common sense.

A time for facts, not vague promises. And facts are what President Ford is all about.

FACT: To make life better for older Americans who have given so much of their energies to America, President Ford has called for the full "cost of living" social security increase during the coming year.

FACT: The President has recommended catastrophic health insurance for everyone covered by Medicare, so as to ease the fear of sudden, disastrous illness.

FACT: Quietly and firmly, President Ford is leading us out of the worst recession in 40 years.

President Ford sees the world as it really is. In his own words:

FORD (TAPE): "We must be more honest with the American people, promising them no more than we can deliver, and delivering all that we promise."

ANNOUNCER: President Ford is your President. Keep him.

SECOND  
ANNOUNCER: Paid for by the President Ford Committee.



PFUS 1366

ANNOUNCER : Since entering The White House, President Ford's total honesty with the American people has restored our trust in the Presidency. The President has said:

FORD (TAPE): "In all we do, we must be more honest with the American people."

ANNOUNCER: The President means exactly that -- not only for his Administration, but for himself, personally.

President Ford is the only Republican candidate who has made complete, full disclosure of his personal finances: his gross income, taxable income, and the taxes he paid each year since 1966, as well as his personal net worth. President Ford's continuing frankness on these personal matters is typical of his open, visible style of government, with nothing to hide.

President Ford has earned your support in Tuesday's Primary Election.

President Ford is your President. Keep him.

SECOND

ANNOUNCER: Paid for by the President Ford Committee.



APPROVED: \_\_\_\_\_

TITLE: MRS. FORD - ILLINOIS  
STATUS: AS RECORDED

60 RADIO

TIME: 3/7/76  
PFIL 3866

MRS. FORD: I'm Betty Ford.

1976 is a very important year for all of us because it is a Presidential year.

We should all be concerned about our government and its leaders. We have an obligation to ourselves and to our children to vote.

Tuesday is the Presidential Primary in Illinois. This is very important. Naturally, I have a favorite candidate, my husband. I hope you will give him your support and your vote.

In a difficult period for America, President Ford has started to turn the economy around, set a sensible course for our future, and given America dedicated and honest leadership.

His accomplishments say more about his leadership than I can, as a wife. Think about the improvements in America under the President. And Tuesday, cast your vote for Jerry Ford.

ANNOUNCER: Paid for by the President Ford Committee.

APPROVED \_\_\_\_\_



MRS. FORD: I'm Betty Ford.

1976 is a very important year for all Americans because it is a Presidential year.

All Americans should be concerned about our Government and its leaders. We have an obligation to ourselves and to our children to vote.

Tuesday is the first Presidential Primary, and, naturally, I have a favorite candidate, my husband. I hope you will give him your support and your vote.

In a difficult period for America, President Ford has started to turn the economy around, set a sensible course for our future and given America dedicated and honest leadership.

His accomplishments say more about his leadership than I can, as a wife. Think about the improvements in America under Gerald Ford. And Tuesday cast your vote for my husband, Gerry Ford.

ANNOUNCER: Paid for by the President Ford Committee.



APPROVED:

TITLE: CLEVELAND #1 :60  
STATUS: AS RECORDED

COPY: BROADCAST  
Radio

DATE: 2/13/76  
TIME: 11:00 AM 0566

CLEVELAND: On Tuesday, February 24, New Hampshire Republicans will start President Ford on the road to victory.

I'm Congressman Jim Cleveland and I'd like to remind you that our fellow Republicans everywhere are watching New Hampshire closely.

Many of them agree with me, that President Ford is the Republican who has the best chance of winning in November.

They know, and you know, that no one else in either party has both his experience and realistic outlook. President Ford can rally Republicans and millions of Independents with his common sense approach to government.

President Ford has the courage to say "no" to runaway spending. He knows that your tax dollars won't be saved by Federal budget cuts that force increases in state and local taxes. Please listen to President Ford.

FORD (TAPE): "We must be more honest with the American people, promising them no more than we can deliver, and delivering all that we promise.

CLEVELAND: Let's keep President Ford in office.

ANNOUNCER: Paid for by the President Ford Committee.



2/13/76

PETERSEN: Hello, I'm Governor Petersen. You know and I know that President Ford is the one Republican who can win in November.

You know and I know that President Ford is the one Republican who understands what we need here in New Hampshire.

We want inflation stopped. President Ford has already cut inflation in half.

We want people working again. Thanks to his leadership, one million three hundred thousand Americans have already gone back to work. More are being hired every day.

We want tax savings. But not through Federal budget cuts that would force increases in our state and local taxes. President Ford agrees.

We'd like to be less dependent on costly foreign oil. President Ford is fighting for the same thing.

We want the full "cost of living" increase for Social Security this year. President Ford has already asked Congress for it.

And, in his own words:

FORD (TAPE): "I propose catastrophic health insurance for everyone covered by Medicare."

PETERSEN: President Ford is your President.

ANNOUNCER: Paid for by the President Ford Committee.



ADVOCATE: Hello. I'm Elliot Richardson.

I believe President Ford has earned your support in the New Hampshire primary.

His honesty and common sense restored America's confidence in the Presidency.

Now he is leading us out of the recession. In his State of the Union message, President Ford said:

FORD (TAPE): "My first objective is to have sound economic growth without inflation."

ADVOCATE: Last year, President Ford had the courage to say "No" to panicky demands for huge increases in Federal spending. Because he stood fast, inflation has been cut in half.

Americans are going back to work in record numbers: nearly 800 thousand in January alone.

President Ford understands New Hampshire's needs.

His energy proposals will make all of us less dependent on costly foreign oil.

He has asked Congress for the full Social Security "cost of living" increase this year.

President Ford is your President. Keep him.

ANNOUNCER: Paid for by the President Ford Committee.



BAFALIS: Hello. I'm Congressman, Skip Bafalis. I believe that President Ford is the one Republican who can win in November.

And I believe that President Ford is the one Republican who understands what we need here in Florida.

We want inflation stopped. President Ford's policies have already cut inflation in half.

We want people working again. Thanks to the President's leadership, Americans are going back to work--800 thousand more in January alone.

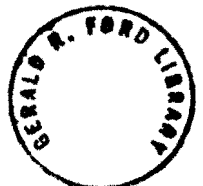
We want to reduce crime. President Ford recommends new Federal assistance to help us fight crime at the local level.

We want full Social Security payments. In his State of the Union message, President Ford said:

FORD  
(tape): "I am recommending that the full cost of living increase in Social Security benefits be paid during the coming year."

BAFALIS: And he proposed insurance against catastrophic illness for everyone covered by Medicare.

President Ford is your President. Keep him.





TITLE: CONG. FREY - FL  
STATUS: AS RECORDED

COPY - BROADCAST  
Radio :60

2/18/76

CONG. FREY: Hi, I'm Congressman Lou Frey.

When President Ford took office about 18 months ago, things were really a mess. Inflation was over 12% - unemployment was continually rising, and there was a cloud over our political system. Today the inflation rate has been cut nearly in half - many of the jobs lost have been regained and the trend is in the right direction.

As President Ford said in his State of the Union message:

FORD (TAPE): "My first objective is to have sound economic growth without inflation."

CONG. FREY: Whether individuals agree or disagree with the President, no one questions his honesty, courage and his common sense.

He understands America's problems.

He strongly urged Congress to authorize tougher penalties for the repeater criminal and the nonaddict drug pusher.

The President has asked Congress for the full Social Security "cost of living" increase this year. He has proposed insurance against catastrophic illness for everyone covered by Medicare.

It's a better Nation today, thanks to his leadership of action, not just words.

President Ford is your President. Keep him.



TITLE: FL ADVOCATE - YOUNG  
STATUS: AS RECORDED

COPY: BROADCAST

RADIO :60

DATE: 5/8/70  
TIME: 3:15 pm  
CODE #: PFFL 2566

YOUNG: On Tuesday, Florida Republicans can keep President Ford on the road to a victory in November.

I'm Congressman Bill Young and here in Congress there's no doubt that Republicans all over America are watching Florida's Presidential Primary with a special interest.

When Gerald Ford became President the political climate was chaotic, unemployment was rising, and inflation was spiraling out of control.

In facing up to our nation's problems, President Ford has demonstrated great courage. He has set a high standard of honesty and personal integrity. Listen as he says:

FORD (TAPE): "We must be more honest with the American people, promising them no more than we can deliver, and delivering all that we promise."

YOUNG: His policies are working.

Recovery is underway.

Unemployment is being reduced.

The rate of inflation has been cut almost in half.

And the country is in a good mood again.

President Ford is our President. Let's keep him.

ANNOUNCER: Paid for by the President Ford Committee.



APPROVED: \_\_\_\_\_

GALLAGER #1  
TITLE: FLORIDA ADVOCATE  
STATUS: AS RECORDED

COPY: BROADCAST  
Radio

FFL 1066  
DATE: 2/17/76  
TIME: 12pm

GALLAGER: On Tuesday, March 9, we Florida Republicans will start President Ford on the road to victory in November.

I'm Tom Gallager. I want to remind you that our fellow Republicans everywhere are watching Florida closely.

They know and you know that President Ford is the one Republican who can win in November.

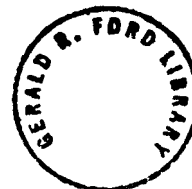
They know and you know that no one else in either party has both his experience and his realistic outlook. He can rally all Republicans and millions of Independents with his common sense approach to government.

President Ford has the courage to say "No" to runaway spending. He knows your tax dollars won't really be saved by Federal budget cuts that force increases in our state and local taxes. In his own words:

FORD (TAPE): "We must be more honest with the American people, promising them no more than we can deliver, and delivering all that we promise."

GALLAGER : President Ford is your President. Keep him.

ANNOUNCER: Paid for by the President Ford Committee.



GALLAGER: Hi, I'm Tom Gallager. And I want to tell you why I'm for President Ford.

When he took office it was like letting some good old Florida sunshine back into the White House. He restored respect for the Presidency.

Now President Ford is leading us out of the recession. In his State of the Union message, he said:

FORD (TAPE): "My first objective is to have sound economic growth without inflation.

GALLAGER: Last year, President Ford had the courage to say "No" to panicky demands for huge increases in Federal spending. Because he stood fast, inflation has been cut in half.

Americans are going back to work in record numbers, almost 800,000 in January alone.

Best of all, President Ford understands Florida's needs.

He has strongly urged Congress to authorize new Federal assistance to help us fight crime here in Florida.

The President has asked Congress for the full Social Security "cost of living" increase this year. And he has proposed insurance against catastrophic illness for everyone covered by Medicare.

President Ford is your President. Keep him.

ANNOUNCER: Paid for by the President Ford Committee:



GALLAGER: Hello. I'm Tom Gallager. I believe that President Ford is the one Republican who can win in November.

And I believe that President Ford is the one Republican who understands what we need here in Florida.

We want inflation stopped. President Ford's policies have already cut inflation in half.

We want poeple working again. Thanks to the President's leadership, Americans are going back to work -- 800 thousand more in January alone.

We want to reduce crime. President Ford recommends new Federal assistance to help us fight crime at the local level.

We want full Social Security payments. In his State of the Union message, President Ford said:

FORD (TAPE): "I am recommending that the full cost of living increase in Social Security benefits be paid during the coming year."

GALLAGER: And he proposed insurance against catastrophic illness for everyone covered by Medicare.

President Ford is your President. Keep him.

ANNOUNCER: Paid for by the President Ford Committee.



STATUS: ILLINOIS ADVOCATE-BUTZ RADIO :60  
AS RECORDED-

TIME: 3:25  
CODE #: 4066

PFIL

SEC'Y BUTZ: This is Earl Butz, speaking to Illinois farmers. In the important Republican primary Tuesday, I urge you to support President Ford, whose policies give you the biggest and most profitable markets you've ever had, with long-term guarantees of foreign sales.

President Ford has created an Agricultural Policy Committee to develop and direct food policy, domestic and foreign. As Secretary of Agriculture, I will be chairman, reporting only to the President.

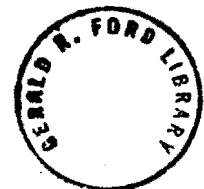
And President Ford is trying to help keep family farms in the family. He wants to raise Federal estate and inheritance tax exemptions from \$60,000 to \$150,000, and give heirs up to 25 years to pay estate taxes. In the President's own words:

FORD (TAPE): "Too much love and too much labor go into the development of a paying farm to dismantle it with every new generation."

SEC'Y BUTZ: President Ford acts for farmers where others can only promise. Give him your vote Tuesday.

President Ford is your President. Keep him.

ANNOUNCER: Paid for by the President Ford Committee.



APPROVED: \_\_\_\_\_

PERCY: On Tuesday, March 16, we Illinois Republicans can help President Ford take a long stride on his road to victory in November.

I'm Senator Charles Percy. I want to remind you that our fellow Republicans everywhere are watching Illinois very closely.

They know, and you know, that President Ford has earned the respect and trust of the American people.

They know, and you know, that no one else in either party has both his experience and his realistic outlook. He can rally all Republicans and millions of Independents with his common sense approach to government.

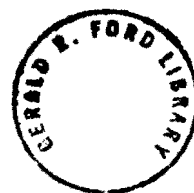
President Ford is leading us out of the recession. Unemployment is dropping, inflation has been cut nearly in half. In the President's own words:

FORD (TAPE): "To hold down the cost of living, we must hold down the cost of government."

PERCY: President Ford is the man who is doing it. He has earned your vote in Illinois' important Republican Primary.

President Ford is your President. Keep him.

ANNOUNCER: Paid for by the President Ford Committee.



OGILVIE: This is Richard Ogilvie. On Tuesday, March 16, we  
Republicans can cast a Republican primary vote that counts.

We can support President Ford, whose unquestioned  
character and strong, steady leadership have won America's  
respect and made him the man who can lead us to victory  
in November.

He can rally all Republicans and millions of Independents  
with his realistic, responsible approach to government.

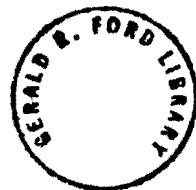
In President Ford's own words:

FORD (TAPE): "We must be more honest with the American people, promising  
them no more than we can deliver and delivering all  
that we promise."

OGILVIE: President Ford has the nation on a steady course that  
is leading us out of the recession, that has cut inflation  
almost in half, that is reducing unemployment every month.  
He has opened the markets of the world to the production  
of Illinois' farms. He has earned your support in the  
Illinois primary.

President Ford is your President. Let's keep him.

ANNOUNCER: Paid for by the President Ford Committee.





ANDERSON: Hello, I'm Congressman John Anderson. I want to remind Illinois Republicans that the nation will be closely watching the Illinois primary election on Tuesday, March 16.

Republicans everywhere are hoping that we will endorse President Ford...a man I spent many years working with in the Congress...a man for whom I have tremendous respect.

President Ford can win in November by rallying not only Republicans but millions of Independents..

All Americans are impressed with his common sense approach to government. Illinois farmers have profited from his free market policies and the opening of new foreign markets to keep exports high. He's leading us out of the recession, while cutting inflation nearly in half. In the President's own words:

FORD (TAPE): "To hold down the cost of living, we must hold down the cost of government."

ANDERSON: President Ford is the man who is doing it. He has earned the votes of all Republicans in this important primary. President Ford is your President. Keep him

ANNOUNCER: Paid for by the President Ford Committee



FINDLEY: Hi, this is Congressman Paul Findley. In the Republican Primary on March 16, I'm supporting President Ford...a man who understands the needs of farmers.

The President said:

FORD (TAPE): "The American farmer...has shown how much more he can produce without the shackles of Government control."

FINDLEY: Thanks to his leadership, Illinois farmers are selling to the biggest and most profitable markets in history. President Ford is determined to protect family ownership of farms, and has asked Congress to raise to \$150,000 the estate tax exemption. He has given the Secretary of Agriculture a new responsibility, directing America's entire food policy, foreign and domestic.

President Ford has earned the respect and support of all Illinois farmers. He deserves your vote in Tuesday's vitally important Republican Primary.

President Ford is your President. Keep him.

ANNOUNCER: Paid for by the President Ford Committee.



DERWINSKI: This is Congressman Ed Derwinski. On Tuesday, March 16, Republicans can cast votes that will really count in the Illinois primary.

We can vote for President Ford, whose strong character and calm leadership have won America 's respect and trust.

President Ford has the nation on a steady course. Unemployment is reduced. In January alone, nearly 800,000 more Americans were employed, many right here in Illinois.

President Ford has cut inflation almost in half by sticking to the common sense principle he summed up in these words:

FORD  
(TAPE): "To hold down the cost of living, we must hold down the cost of government."

DERWINSKI: President Ford has earned your vote in the Republican primary. He will go on to victory in November, rallying Republicans, millions of Independents and many Democrats as well.

President Ford is your President. Give him your support.

ANNOUNCER: Paid for by the President Ford Committee.



MCCLORY: I'm Congressman Bob McClory. I'm speaking out because I feel strongly about President Ford. He's my man in the Illinois primary on Tuesday, March 16.

I know President Ford. I worked with him in Congress. Remember when he spoke these words, as he assumed the Presidency---

FORD (TAPE): "My fellow Americans, our long national nightmare is over. Our Constitution works...Here, the people rule..."

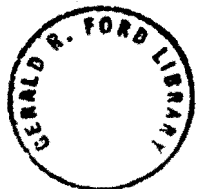
MCCLORY: Ever since that day, President Ford has had the respect and trust of the American people. He has given us courageous, common sense leadership. Thanks to his policies, inflation has been cut nearly in half. Unemployment is dropping every month.

Today, in Washington, there's a new spirit, a calm determination to get on with the job.

President Ford deserves the credit. He has earned your support in the Illinois primary.

President Ford is your President. Keep him.

ANNOUNCER: Paid for by the President Ford Committee.



ADVOCATE: On Tuesday, March 23, North Carolina can keep President Ford on the road to victory in November.

This is Governor Jim Holshouser. All across America people are going to be watching North Carolina.

They know and you know that President Ford has earned the trust and respect of the American people.

They know and you know that no one else in either party has both his experience and his realistic outlook. The President can rally the American people with his common sense approach to government.

President Ford has the courage to say "No" to runaway spending. He knows your tax dollars won't really be saved by Federal budget cuts that force increases in our state and local taxes. In his own words:

FORD (TAPE): "We must be more honest with the American people, promising them no more than we can deliver, and delivering all that we promise."

ADVOCATE: President Ford is your President. Let's keep him.

ANNOUNCER: Paid for by the President Ford Committee

APPROVED \_\_\_\_\_



ADVOCATE: Hello, this is Governor Jim Holshouser, and I want to tell you why I'm for President Ford.

When he took office it was like letting some fresh air and sunshine back into the White House. He has restored respect for the Presidency.

No President Ford is leading us out of the recession. In his State of the Union message, he said:

FORD (TAPE): "My first objective is to have sound economic growth without inflation."

ADVOCATE: Last year, President Ford had the courage to say "No" to panicky demands for huge increases in Federal spending. Because he stood fast, inflation has been cut almost in half.

Americans are going to work in record numbers, almost 800,000 in January alone.

Best of all, President Ford understands our needs in North Carolina.

He's strongly urged Congress to authorize new Federal assistance to help us fight crime here in North Carolina.

The President has asked Congress for a full Social Security "cost of living" increase this year, to help our Senior Citizens meet rising costs.

President Ford is your President. Keep him.



ANNOUNCER: Paid for by the President Ford Committee.

APPROVED: \_\_\_\_\_

ADVOCATE: Hello, this is Governor Jim Holshouser.

I know that President Ford understands our needs here in North Carolina.

We want inflation stopped, and President Ford's policies have already cut inflation almost in half.

We want people working again, and thanks to the President's leadership, Americans are going back to work -- 800 thousand more in January alone.

We want to reduce crime, and President Ford recommends new Federal assistance to help us fight crime right here at the local level.

Our Senior Citizens need better Social Security benefits, and in his State of the Union message, President Ford said:

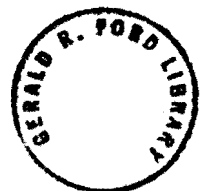
FORD (TAPE): "I am recommending that the full cost-of-living increase in Social Security benefits be paid during the coming year."

ADVOCATE: And he proposed insurance against catastrophic illness for everyone covered by Medicare.

President Ford is your President. Let's keep him.

ANNOUNCER: Paid for by the President Ford Committee.

APPROVED: \_\_\_\_\_



STATUS: AS RECORDED  
AUTHOR:

COPY - BROADCAST

RADIO :60

TIME: 3/16/76  
CODE #: 4 pm  
PFNC 2966

HOLSHOUSER: This is Governor Jim Holshouser with an exciting message about President Ford's program to help us keep our family farms in the family.

All too often, farms and small businesses have to be sold to pay taxes. To help prevent this, President Ford has proposed that Federal estate and inheritance tax laws be changed.

He wants inheritance tax exemption more than doubled, from \$60,000 to \$150,000. And he wants estate tax payments spread out for as long as 25 years, with interest on the unpaid balance very sharply reduced.

In the President's own words:

FORD (TAPE): "Too much love and too much labor go into the development of a paying farm to dismantle it with every new generation."

HOLSHOUSER: President Ford knows what farmers need. He was elected to Congress 13 times from a district with thousands of farm families.

He's earned your vote in the Republican Primary on March the 23rd.

President Ford is your President. Keep him.

ANNOUNCER: Paid for by the President Ford Committee.





HOLSHOUSER: This is Governor Jim Holshouser, with some great news for the people of North Carolina.

President Ford's administration has ended years of wrangling about our superb natural asset, New River. The Secretary of the Interior will make it part of the National Wild and Scenic Rivers System.

President Ford endorses this decision which means that the lives of 3,000 North Carolinians in New River Valley will not be violently upset. They can continue to farm on 40,000 acres of choice land. Land that would have been flooded, along with whole towns, if dams had been built.

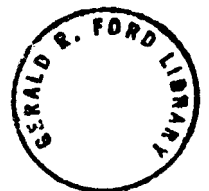
The preservation of New River for future generations of North Carolinians recalls a statement by President Ford:

FORD (TAPE): "We have taken a new look at what we want to be and what we want our nation to become."

HOLSHOUSER: New River is one of many reasons why President Ford has earned your vote in the Republican Primary on March 23rd.

President Ford is your President. Keep him.

ANNOUNCER: Paid for by the President Ford Committee.



APPROVED: \_\_\_\_\_

MARTIN: This is Congressman Jim Martin. I want to remind North Carolina Republicans that the nation will be closely watching our State's primary election on Tuesday, March 23rd.

I'm supporting President Ford. The President, by vetoing many big spending bills passed by Congress, has proved he meant it when he said that the way to hold down the cost of living is to hold down the cost of government.

This is a President who wants less government in our lives, not more. A President who believes in a free economy and acts it. Already he's helped cut inflation in half, while guiding us out of the worst recession in 40 years.

On America's defense, President Ford said this:

FORD (TAPE): "Our military forces are capable and ready. Our military power is without equal, and I intend to keep it that way."

MARTIN: The President has done just that. He says the military budget is too crucial to be cut...that the best way to keep the peace is to keep our strength.

These are the reasons I'm voting for President Ford in the important Republican Primary on Tuesday. And I'd like you to join me.

President Ford is your President. Keep him.

ANNOUNCER: Paid for by the President Ford Committee.

