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1976

## Presidential Election

## RT Memos

- #1. 9/23/75 - Cheney - General outline of polling program.
- #2. 10/6/75 - Callaway - Ford approval and ballot results - summary of 1975 MOR polls.
- #3. 10/14/75 - Callaway - Polling proposal, MOR contract proposal, cost estimates and budget for Primary states polling.
- #4. 10/24/75 - Spencer - Cost estimates for Illinois, Massachusetts, and North Carolina primary studies.
- #5. 11/12/75 - Cheney - analysis of early research and strategy recommendations.
- #6. 12/5/75 - Callaway - Recommendations on theme (issue/program) for administration and campaign.
- #7. 12/8/75 - Callaway - Ford constituency - ticket splitters - strategy
- #8. 12/9/75 - Callaway - NBC poll
- #9. 12/11/75 - Callaway - Ford approval trends from Gallup polls.
- #10. 12/11/75 - Callaway - Momentum of campaign - recommendations on travel - Reagan record.
- #11. 12/12/75 - Callaway - Recommendations on handling of bill signings/vetoes, particularly common situs and energy - concentration of power, anti-bigness.
- #12. 12/12/75 - Callaway - Illinois poll by DMI.
- #13. 12/12/75 - Spencer - Reactions to Barody's SOTU proposal.
- #14. 12/24/75 - Cheney - Overview of MOR national poll.
- #15. 1.29/76 - Spencer & Slight - Proposed County Voting Analyses & cost.
- #16. 4/19/76 - Cheney - Ford's Approval Rating & Economic Optimism
- #17. 6/23/76 - Kaye -Howlett
- #18. 9/8/76 - Greenspan - Home ownership - data conclusions & recommendations.
- #19. Recommended calls from President Ford to Governor Rhodes, Ohio and Governor Bond, Missouri
- #20. 8/16/76 - President Ford - Summary of pre-convention poll on potential vice presidential choices

