

Ron Nessen

March 10, 1976

MEMORANDUM FOR THE RECORD

FROM: WAYNE VALIS *Wayne Valis*
SUBJECT: Campaign Developments Post-Florida

Today I spoke with several Reagan supporters about Florida.

1. The Reagan Campaign views their recent switch to an "attack strategy" as successful. Reagan staffer Dave Keene told a friend that he believes the recent Reagan attacks on detente and on the President's alleged "pumping up the economy" were successful in turning around the momentum of the Florida campaign. Keene said that had the election in Florida been held a week ago, the President would have won by a much larger margin than he did. Therefore, Keene (and probably others on the Reagan staff) will continue to urge this attack strategy.
2. A conservative Republican, who is usually a reliable source, said that he was with the Reagan people last night and found no sentiment whatsoever for reducing their efforts, much less thought of dropping out of the race. Source advised me that Reagan will be stepping up efforts in both Illinois and North Carolina.
3. The source also told me that it was the feeling of the Reagan people that they were going to do a lot more to generate national headlines, and that Reagan was going to say "interesting things" about the President on a daily basis from now on. Rather than discuss their own programs they will attack us.
4. The source feels that the Reagan supporters have invested so much time and emotional and personal commitment to the effort that many will be bitter-enders. He also said that some among the RR campaign will favor third party efforts if Reagan gets knocked out, even if Reagan himself reconciles with us. He believes that the number, though, of these third party types will be very small and their impact would be small on the general election.

- o Baker
 - o Elly
 - o Spencer 2 x 11
- RNC participation phone banks
700 bank 7000 phones

Doug Bailey Bailey - Deardorff
assumptions

- ① not decided on issues
 - ② " " individual qualities
 - ③ we have not projected -
- | |
|--------------|
| A vision |
| B comparison |
| C competence |
| D integrity |

objectives -

- ① show Pres personal history (may know Carter better)
- ② communicate ^{your} sense of Presidency
- ③ make sure comparison is communicated
- ④ communicate record of accomplishment
- ⑤ " future goals
- ⑥ Cut Carter down to size
- ⑦ paint a comparison between Ford & Carter
- ⑧

Nelson - add leadership