

**PRESIDENT FORD COMMITTEE RECORDS:
Campaign Commercials Videotapes**

PFC CODE CONTENTS

PRESIDENT FORD - PRIMARY ELECTION

XXPF0116	New Hampshire Candid #1	:60
XXPF0236	New Hampshire Candid #1	:30
XXPF0366	Florida Candid #1	:60
XXPF0436	Florida Candid #1	:30
XXPF0566	Accomplishments #1	:60
XXPF0636	Accomplishments #1	:30
XXPF0736	New Hampshire Momentum	:30
XXPF0966	Florida Candid #1/Rev.	:60
XXPF1036	Florida Candid #1/Rev.	:30
XXPF1136	Florida Candid #1/Rev./Alt.	:30
XXPF1266	Accomplishments #1/Rev.	:30
XXPF1366	Future	:60
XXPF1466	Future/Alt.	:60
XXPF1536	Future	:30
XXPF1836	Illinois Candid	:30
XXPF1936	Trust	:30
XXPF2066	Trust	:60
XXPF2166	Accomplishments/Rev. 2	:60
XXPF2236	Accomplishments/Rev. 1	:30
XXPF2366	Accomplishments/Rev. 3	:60
XXPF2436	Accomplishments/Rev. 2	:30
XXPF2556	Texas Documentary	5:00
XXPF2636	Responsible Man/Tower	:30
XXPF2956	Faces/Rev. 2	5:00
XXPF3066	Economic Recovery	:60
XXPF3136	Economic Recovery	:30
XXPF3266	Economic Recovery	:60
XXPF3336	Economic Recovery	:30
XXPF3446	Oval Office Speech	4:00
XXPF3536	Two Women	:30
XXPF3636	Father and Son	:30
XXPF3736	Hard Hat	:30
XXPF3836	Rhodesia	:30

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PRESIDENT FORD - GENERAL ELECTION

XXPF4466	Accomplishments	:60
XXPF4556	Family	5:00
XXPF4766	Accomplishments/Rev.	:60
XXPF4866	Children/Achievements	:60
XXPF4936	Children/Achievements - Thirty	:30
XXPF5066	Aged: Health Care	:60
XXPF5136	Aged: Health Care - Thirty	:30
XXPF5266	Aged: Retirement	:60
XXPF5556	Agriculture	:60
XXPF5636	Aged: Inflation - Thirty	:30
XXPF7136	Agriculture: Tax Reduction - Thirty	:30
XXPF7236	Agriculture: Farm Accomplishments	:30
XXPF7336	Agriculture: Budget	:30
XXPF7436	Ford - Biography	:30
XXPF7536	Ford - Foreign Policy	:30
XXPF7636	Accomplishments - Thirty	:30
XXPF7736	Tony Orlando - Thirty (English)	:30
XXPF7866	Peace/Rev.	:60
XXPF7966	Workers: Elderly Problem	:60
XXPF8066	Workers: Crime	:60
XXPF8166	Workers: Tax Reduction	:60
XXPF8236	Workers: Mortgage - Thirty	:30
XXPF8336	Workers: Tax Reduction - Thirty	:30
XXPF8666	Man on the Street, Stable #3	:60
XXPF8756	Ford Achievements	5:00
XXPF8836	Ford Listens to Iowa - #1	:30
XXPF8936	Ford Listens to Iowa - #2	:30
XXPF9066	Ford Listens to Iowa - #3	:60
XXPF9136	Workers - Carter's Record	:30
XXPF9236	Peace - Thirty	:30
XXPF9336	Schweiker - Gun Control (West PA)	:30
XXPF9636	Atlanta #1 - Thirty - (Man on Street)	:30
XXPF9736	Atlanta #2 - Thirty - (Man on Street)	:30
XXPF9836	Atlanta #3 - Thirty - (Man on Street)	:30
XXPF9936	Man on the Street - Experience - Thirty	:30
XXPFA136	Man on the Street - Refugee - Thirty	:30
XXPFA266	Man on the Street - Democrats	:60
XXPFA366	Man on the Street - Come Back	:60
XXPFA466	Man on the Street - Feel Good #1	:60
XXPFA566	Man on the Street - Feel Good #2	:60
XXPFA666	State Fair/Connally	:60
XXPFA836	Property Rights/Connally	:30

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XXPFA936	Right to Work/Connally	:30
XXPFB136	Ford - I Never Heard A Texan	:30
XXPFB236	Carter's Record	:30
XXPFB336	Flip-Flop - Texas	:30
XXPFB436	Energy	:30
XXPFB566	Cesar Romero: Spanish	:60
XXPFB636	Cesar Romero: English - Thirty	:30
XXPFB766	Peace: Mexican (Feeling Good in Spanish)	:60
XXPFB866	Peace: Puerto Rican (Feeling Good in Spanish)	:60
XXPFB966	Accomplishments: Spanish	:60
XXPFC136	Flip-Flop Generic	:30
XXPFC336	Thurmond - Thirty	:30
XXPFC466	Thurmond	:60
XXPFC556	Achievements Rev. #2	5:00
XXPFC756	Feeling Good - foreign trips footage	5:00
XXPFC826	Election Eve Program	28:30
XXPFC936	Schweiker Gun Control Rev.	:30
XXPFD166	Criswell: Carter (Texas Regional)	:60
XXPFD266	Criswell: Taxation (Texas Regional)	:60
XXPFD336	Carter's Record Rev.	:60
XXPFD466	Criswell: I Like That	:60
XXPFD536	Michigan - Favorite Son (Wolverine song)	:30
XXPFD836	Man on the Street: Democrats - Thirty	:30
XXPFD936	Man on the Street: Feel Good #2	:30
XXPFE166	Pearl Bailey	:60
XXPFE236	Pearl Bailey	:30
XXPFE336	Georgia News Endorsement - Thirty	:30
XXPFE466	Georgia News Endorsement - Sixty	:60
XXPFE556	Feeling Good - Revised	4:20
XXPFE636	Governor Thompson for President Ford	<u>:30</u>

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OTHER CAMPAIGN COMMERCIALS

AV88-18-1	2/23/76	Ronald Reagan - Balanced Budget	:30
	2/18/76	Ronald Reagan - Accomplishments as Governor of California	:30
	2/25/76	Henry Jackson - Gas Controls	:30
	2/24/76	Henry Jackson - Cuba, Cabinet-level post for Health, National Defense	:30
	2/10/76	Jimmy Carter - Sunshine Law, Arab Oil Embargo, Unfair Taxes	2:00
AV88-18-2	No Date	Bo Callaway interview on Good Morning America	60:00
	2/25/76	NBC Nightly News coverage of New Hampshire Primaries	60:00
AV88-18-3	2/26/76	CBS Morning News coverage of New Hampshire Primaries	7:00
AV88-18-4	3/7/76	Ronald Reagan on Meet the Press	30:00
AV88-18-5	3/8/76	Reagan for President	:30
	3/5/76	Carter for President	:30
	3/15/76	George Wallace - Senior Citizens	:30
	3/8/76	George Wallace - Taxes	:30
	3/8/76	Henry Jackson - Foreign Policy, Daniel Patrick Moynihan endorsement	:30
AV88-18-6	3/17/76	Campaign '76 Commercials	10:00
		Ronald Reagan - as Governor of California	
		Ronald Reagan - Q&A on Jobs	
		Ronald Reagan - Q&A on Defense Spending	
		Gerald Ford - "Accomplishments"	:60
		Gerald Ford - "Accomplishments"	:30
		Gerald Ford - "Future"	:60
		Gerald Ford - "Future"	:30
		Jimmy Carter - Sunshine Law, Arab Oil Embargo, Unfair Taxes	
		George Wallace - Economic Issues	
		George Wallace - American Farmer	
		Henry Jackson - Price of Gas	
		Henry Jackson - comparison with other Democratic Candidates	
AV88-18-7	3/31/76	Reagan Speech	30:00
AV88-18-8	3/31/76	Reagan Speech	30:00
AV88-18-9	4/2/76	Reagan Speech	30:00
		Carter for President	
AV88-18-10	4/2/76	Reagan Speech	30:00
		Carter for President	
AV88-18-11	4/2/76	Reagan Speech	30:00
		Carter for President	
AV88-18-12	4/2/76	Reagan Speech	30:00
		Carter for President	
AV88-18-13	4/12/76	Network News coverage of Texas Primaries including clips of Reagan and Ford	4:00
AV88-18-14	4/22/76	Reagan for President	:30
AV88-18-15	4/23/76	Jimmy Carter for President	5:00

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AV88-18-16	4/23/76	Ronald Reagan - Energy :30
AV88-18-17	4/27/76	Ronald Reagan - Busing :30
AV88-18-18	4/28/76	Ronald Reagan - Military Strength, SALT, Detente 4:00
AV88-18-19	5/4/76	Barry Goldwater response to Ronald Reagan on Panama Canal 1:00
AV88-18-20	5/5/76	Gerald Ford - "Faces" with introduction by Senator John Tower 5:00
AV88-18-21	5/12/76	Ronald Reagan - Angola :30
AV88-18-22	5/18/76	Ronald Reagan - Energy :60
	5/19/76	Ronald Reagan - Busing :60
	5/22/76	Ronald Reagan - Efreim Zimbaldist endorsement :30
	5/25/76	Ronald Reagan - Inflation, Jobs :60
AV88-18-23	7/15/76	Mondale Acceptance Speech at the Democratic National Convention 21:00
AV88-18-24	7/15/76	Film preceding Carter Acceptance Speech
AV88-18-25	7/15/76	Carter Acceptance Speech, Reel II, (Reel I is missing) 10:00
AV88-18-26	8/29/76	CBS TV In The News - Gerald Ford at Yellowstone National Park announcing increased funding to upgrade and enlarge national parks 2:00
AV88-18-27	9/19/76	Carter for President 5:00
	9/20/76	Carter for President :30
	9/20/76	Carter for President :60
AV88-18-28		Reagan Commercials for Ford - Party Platforms
	9/29/76	Tax Reform :60
	9/24/76	Economic Issues :60
	9/29/76	Defense Budget :30
	9/29/76	Inflation :30
	9/29/76	Economic Issues 4:00
AV88-18-29		Reagan Commercials for Ford - Party Platforms
	9/29/76	Tax Reform :60
	9/24/76	Economic Issues :60
	9/29/76	Defense Budget :30
	9/29/76	Inflation :30
	9/29/76	Economic Issues 4:00
AV88-18-30	No Date	Tom Hayden U.S. Senate commercial :60
AV88-18-31	No Date	Reagan Speech 30:00
AV88-18-32	No date	Interview with Congressman Paul Sarbanes and Senator J. Glenn Beall from Maryland re campaign financing and spending