

**The original documents are located in Box 4, folder “Austin, Tim (2)” of the Bruce S. Wagner Papers at the Gerald R. Ford Presidential Library.**

### **Copyright Notice**

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Bruce S. Wagner donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections. Works prepared by U.S. Government employees as part of their official duties are in the public domain. The copyrights to materials written by other individuals or organizations are presumed to remain with them. If you think any of the information displayed in the PDF is subject to a valid copyright claim, please contact the Gerald R. Ford Presidential Library.

Campaign '76  
Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

March 2, 1976

MEMORANDUM FOR: TIM AUSTIN  
FROM: CLAYTON WILHITE  
SUBJECT: FLORIDA NEWSPAPER AD

Attached for your information is the approved copy for the Florida newspaper ad.

The affected copy is boxed in red.

It will run across the state on Sunday and Monday, March 7 & 8.

If you have any questions please contact me.

c.c. Peter Dailey

Attachment

*Clayton*



TITLE: FLORIDA AD  
STATUS: AS PRESENTED

TIME: 7:30pm

Approved  
{ Bill Roberts  
Bew. P. M.  
2/2/76

I

On Tuesday, Florida will keep President Ford on the road to victory in November.

COPY: This Tuesday, March 9, we can cast a vote we will always remember proudly.

We can endorse the man whose unquestioned character and strong, steady leadership have restored public confidence in government and have turned 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 Florida and the nation.

President Ford will rally all Republicans and millions of Independents with his realistic, responsible approach to Government and lead the Republican party to victory in November.

Florida voters have strong personal reasons for believing in President Ford:

1. We trust him. He means it 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." He deals with reality instead of rhetoric.
2. He has the courage to say "No" to runaway spending, to stand up for his principle: "To hold down the cost of living, we must hold down the cost of government." That's our kind of language.



3. He has the common sense to stick to his steady course that is leading us out of the recession, that has cut inflation in half, that is reducing unemployment every month (nearly 800,000 more jobs in January alone).
4. He is experienced. He did not seek the Presidency, but his entire public career has been a preparation for the job. He has grown steadily throughout his lifetime of accomplishment in government.
5. We respect him as a man of outstanding personal character and integrity, dedicated and hard-working, a devoted husband and father.

6. He understands people's special 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.

He is a man of force and action. President Ford acts, where others can only promise. He initiates, he persuades, he leads. His career has been dedicated to the causes of financial integrity and accountability of government, national defense, and friendly relations with all peace-keeping nations who respect the rights of others in world affairs. He fought against international lawlessness in World War II and continues to oppose it as President.

Courage, common sense, and self-control are the prime ingredients of President Ford's character. They underlie his style of open, visible government, which has nothing to hide and no need to apologize.

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





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.



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

Campaign '76  
Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

March 3, 1976

MEMORANDUM FOR: TIM AUSTIN  
FROM: BRUCE WAGNER  
SUBJECT: ILLINOIS AGRICULTURE BROCHURE

Please find the Illinois Agriculture Brochure  
attached for copy clearance.

As always, we are moving quickly into production.

c.c. Peter Dailey

Attachment



GR

ISSUE BROCHURE: THE FARM  
Draft

3/3/76  
9:30 am

(COVER HEAD):

Why Farmers  
Should Vote For  
President Ford

What farmers look for in a President, they find in  
President Ford:

(SUB-HEAD)

FARMERS WANT A PLAIN-TALKING, COMMON SENSE  
PRESIDENT.

That's what President Ford is. Even his opponents respect him for his honesty...and for his refusal to allow the Presidency to change his natural, down-to-earth way of solving problems. The answers aren't always easy, but he has the courage to make unpopular decisions if he believes they are right.

(SUB-HEAD)

FARMERS WANT A PRESIDENT WHO SHARES THEIR  
BELIEFS--AND ACTS.

The President said: "The least that America can do today is to let the farmer live in freedom from the stifling interference and control of big government."

These are words which reveal the President's philosophy of freedom for farmers. Acting on his words, President Ford concluded a long-term grain purchase agreement with the Soviet Union. What this means to farmers is a more stable long-term foreign market...a more consistent flow of payments from abroad...and the assurance of regular purchase of grain at fair market prices.

He has proposed estate tax changes so that family



and family businesses can stay in the family instead of having to be sold off to pay taxes.

He has directed the conclusion of agreements with 12 countries limiting their exports of beef to the U.S.

President Ford believes that expanding farm exports is vital for farmers and beneficial to the country--and he has proven it with his policies which have resulted in farm exports at the highest levels ever.

President Ford believes farmers should be permitted to hold our nation's grain reserves, and that government surpluses shouldn't be hanging over farmers' heads to depress prices and force farmers into government-controlled programs. During his presidency, surpluses have been reduced to the lowest point in 40 years.

President Ford believes in a sound food policy that works--and has developed a program which is based on freedom for farmers, minimum government interference, incentives for plentiful food production, privately-held reserves, and expanding export markets.

FARMERS WANT A PRESIDENT WHO STANDS UP FOR  
THEM WHEN THE GOING GETS TOUGH.

There are times when a President who says he's a friend of farmers has to stand up for them.

For example: When very vocal special interest groups found it easy to call for controls on farm prices as





the best way to hold down food prices, President Ford held firm. The President said that the real answer to high food prices was not to be found in action against farmers in order to please consumers. The answer, he said, was to honestly fight overall inflation by allowing the economy to operate freely while holding down government spending.

In his State of the Union message, President Ford put it this way:

"To hold down the cost of living, we must hold down the cost of government."

Under President Ford's leadership, inflation has been cut almost in half.

WHAT FARMERS HAVE FOUND IN PRESIDENT FORD  
IS THE KIND OF PRESIDENT THEY WANT...

the kind of President they can understand and talk to...who thinks the way farmers think on issue after issue...who is concerned about their problems.

President Ford believes strongly in the future of America's farming community--and is willing to stand up for what he believes.

That's why farmers should vote for President Ford.

(TAG LINE): President Ford is your President. Keep him.

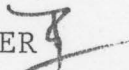




Campaign '76  
Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

March 4, 1976

MEMORANDUM FOR: TIM AUSTIN  
FROM: BRUCE WAGNER   
SUBJECT: BOB RODGERS SLIDE PRESENTATION

Many thanks for the slide show thought.

We've been discussing this sort of thing for use at  
Kansas City.

Be assured we'll take a look at Mr. Rodgers effort.

c.c. Peter Dailey



Campaign '76  
Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

March 5, 1976

MEMORANDUM FOR: TIM AUSTIN  
FROM: BRUCE WAGNER *BW*  
SUBJECT: COPY CLEARANCE

Please find the following copy attached for White House clearance:

1. Illinois Full-page Newspaper Ad
2. Illinois Advocate :60 Radio (7 commercials)
3. North Carolina Advocate Radio (2)
4. Older Americans Full Page Newspaper Ad

c.c. Bo Callaway  
Ed DeBolt  
Peter Dailey  
Peter Kaye  
Bob Marik  
Fred Slight  
Stu Spencer



AUTHOR:  
TITLE: IL ADVOCATE -MCCLORY  
STATUS:

COPY: BROADCAST  
RADIO :60

DATE: 3/5/76  
TIME: 2:45 pm

MCCLORY: Hello, I'm Congressman Robert McClory. I wouldn't be speaking out now if I didn't feel as strongly as I do about President Ford. He's my man in Tuesday's important Republican Primary. I know him. I worked with him in Congress. And I've watched him closely in the White House.

Remember when the President spoke these words when he assumed the Presidency:

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

MCCLORY: President Ford has restored a frank and open honesty to the highest office in the land. And by doing that, he's been able to rekindle the confidence of Americans in our leadership, and replace division with renewed trust...with a spirit of -- let's get on with the job!

Now Washington is calm and working again. A sincere President, a common sense President...deserves the credit for that.

Vote for President Ford in Tuesday's important Republican Primary. President Ford is your President. Keep him.

ANNOUNCER: Paid for by the President Ford Committee.



TITLE:  
STATUS: ILL. ADVOCATE -PERCY  
PROPOSED

RADIO :60

DATE: 3/4/76  
TIME: 7:25 p

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 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.





ALIBERT: gr  
TITLE: IL ADVOCATE - ANDERSON  
STATUS: PROPOSED

COPY: MEMBERS.  
RADIO :60

DATE: 3/5/76  
TIME: 3:00pm

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 I have tremendous respect for.

What the President has done is restore a frank and open honesty to the Presidency, thereby renewing the confidence of Americans in our leadership. He can win in November by rallying not only Republicans but millions of Independents impressed by his common sense approach to government.

He has been good for farmers, with free market policies to keep income high and new foreign markets to keep exports high.

And he's leading us out of the recession, while at the same time 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.





AUTHOR:  
TITLE: IL ADVOCATE - DERWINSKI  
STATUS: PROPOSED

COPY: BROADCAST  
RADIO :60

DATE: 3/5/76  
TIME: 10:40am

DERWINSKI: This is Congressman Edward Derwinski. On Tuesday, March 16, we Republicans in the Chicago area can cast a vote that will count in the important Republican primary.

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

President Ford has the nation on a steady course that is leading us out of the recession and is reducing unemployment every month. In January alone, there were nearly 800,000 more jobs, many of them right here in Northern 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 Illinois primary. He can lead us to victory in November, rallying millions of Independents to the Republican cause.

President Ford is your President. Keep him.

ANNOUNCER: Paid for by the President Ford Committee.



ALPHABET: gr  
TITLE: IL ADVOCATE RADIO  
STATUS: PROPOSED

COPY: DISADVANTAGE  
RADIO :60

DATE: 3/5/76  
TIME: 3:00pm

FINDLEY: Hi, this is Congressman Paul Findley. In the Republican Primary on March 16, I'm supporting President Ford... a man I served with in Congress for years... a man who understands the needs of America's farmers.

In January, President Ford said:

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

FINDLEY: That's the kind of talk farmers understand and like. But he's done more than talk.

He's let free market policies work in order to keep farm income high.

He's opened up foreign markets for America's farmers, thereby increasing farm exports to their highest levels ever.

He's proposed changes in the estate tax, so family farms and businesses can stay in the family.

You know, more and more farmers I speak to say that President Ford is our kind of President.

On Tuesday, in the very important Republican Primary, let's vote to keep him right where he is.

President Ford is your President. Keep him.

ANNOUNCER: Paid for by the President Ford Committee.



AUTHOR:  
TITLE: ILLINOIS ADVOCATE  
STATUS: DRAFT

COPY: BROADCAST

DATE: 3/5/76  
TIME: 3:00pm

RADIO :60

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

We can endorse 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 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 world markets to the production of Illinois  
farms. He has earned your support in the Illinois primary.

President Ford is your President. Keep him.

ANNOUNCER: Paid for by the President Ford Committee.



AUTHOR: gr  
TITLE: IL ADVOCATE-MICHEL  
STATUS: PROPOSED

COPY: BROADCAST  
RADIO :60

DATE: 3/4/76  
TIME: 7:00pm

MICHEL: This is Congressman Robert Michel. I'd like to remind you that on Tuesday, March 16, we Republicans have the opportunity to vote in the important Republican Primary.

We can endorse 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."

MICHEL: 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 world markets to the production of Illinois farms. He has earned your support in the Illinois primary.

President Ford is your President. Keep him.

ANNOUNCER: Paid for by the President Ford Committee.





AUTHOR:  
TITLE: ILLINOIS AD  
STATUS: AS PRESENTED

COPY: REGISTER

DATE: 3/5/76  
TIME: 3:30 pm

ON TUESDAY, ILLINOIS WILL KEEP  
PRESIDENT FORD ON THE ROAD  
TO VICTORY IN NOVEMBER.

This Tuesday, March 16, we can cast a vote that will count in the important Illinois Republican Primary.

We can endorse the man whose unquestioned character and strong, steady leadership have restored public confidence in government and has 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 Illinois 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.

Illinois 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.



APPROVED:



AUTHOR:  
TITLE: ILLINOIS AD  
STATUS:

COPY: REISSUED

DATE: 3/5/70  
TIME: 1:45 pm

pg. two

3. HE USES COMMON SENSE in leading the Nation. America's farmers have profited from the opening of foreign markets, with farm exports reaching the highest levels in history. He has reduced farm surpluses to the lowest point in 40 years, assured regular purchases of grain at fair market prices and proposed estate tax reforms so family farms can stay in the family.
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 special 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, 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



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

AUTHOR:  
TITLE: ILLINOIS AD  
STATUS:

COPY: NEWSPAPER

DATE: 3/5/76  
TIME: 3:30 pm

pg. three

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.

TAGLINE: President Ford is your President. Keep him.

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.



AUTHOR gr  
TITLENORTH CAROLINA ADVOCATE  
STATUS: MARTIN

COPIES: BROADCAST  
RADIO :60

DATE: 3/5/76  
TIME: 5:00pm

MARTIN: Hi, I'm 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, and I'd like you to know why. The President has vetoed many big spending bills passed by Congress. That 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 involvement in our lives, not more. A President who believes in a free economy and acts like he does. Already he's cut inflation almost in half, while guiding us out of the worst recession in 40 years. On the sensitive subject of 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 just too crucial to be cut. He knows that the best way to keep the peace is to keep our strength. It's for reasons like these that I'm voting for President Ford in this important Republican Primary on Tuesday. And I'd like you to join me. President Ford is your President. Let's keep him.

ANNOUNCER: Paid for by the President Ford Committee.



AUTHOR:  
TITLE: NC ADVOCATE #4  
STATUS: AS PRESENTED

COPY: BROADCAST  
RADIO :60

DATE: 3/5/76  
TIME: 12:30 pm  
PRNC: 2966

HOLSHOUSER: Hi I'm Governor Jim Holshouser. The very important Republican primary is next Tuesday. And I'd like to see farm families all over North Carolina vote for President Ford.

I can assure you President Ford wants to help farmers. For example, he knows all too often family farms have to be sold to pay taxes. He thinks that's terrible. And he wants a change in the tax law.

President Ford proposes that no Federal (estate) tax would have to be paid for five years. After that, payment could be spread out for as long as 20 years.

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

President Ford also knows:

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

HOLSHOUSER: President Ford has earned your vote in the North Carolina primary election March 23.

President Ford is your President. Keep him.

ANNOUNCER: Paid for by the President Ford Committee.





AUTHOR:

DATE: 1974/11/18

TIME: 4:15 pm

TITLE: OLDER AMERICANS - ILLINOIS

TIME: 4:15 pm

STATUS: PROPOSED

## 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 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 incomes 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.



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

NOTICE:  
TITLE: OLDER AMERICANS  
STATUS: -

COPY 1: NEWSLETTER

DATE: 3/5/76  
TIME: 4:15 pm  
pg three

And President Ford wants to slow down health cost inflation by limiting 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.



Paid for by the President Ford Committee, Howard H. Callaway, Chairman

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

Campaign '76  
Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

March 10, 1976

TO: TIM AUSTIN  
VIA: BO CALLAWAY  
FROM: BRUCE WAGNER  
SUBJECT: COPY CLEARANCE

Attached for White House clearance are the following  
Issue Brochures:

1. FARM BROCHURE
2. ECONOMY BROCHURE

Please do what you can to get a response as soon as possible.

Many thanks.

cc: P. Dailey  
P. Kaye  
E. DeBolt  
F. Slight  
B. Marik  
B. Visser  
S. Spencer  
C. Wilhite



(COVER HEAD):

Why Farmers  
Should Vote For  
President Ford

What farmers look for in a President, they find in President Ford:

FARMERS WANT A PLAIN TALKING, COMMON SENSE  
PRESIDENT.

(SUB-HEAD): That's what President Ford is. Even his opponents respect him for his honesty...and for his refusal to allow the Presidency to change his natural, down-to-earth way of solving problems. The answers aren't always easy, but he has the courage to make unpopular decisions if he believes they are right.

(SUB-HEAD):

FARMERS WANT A PRESIDENT WHO SHARES THEIR  
BELIEFS---AND ACTS ON THOSE BELIEFS.

The President said: "The least that America can do today is to let the farmer live in freedom from the stifling interference and control of big government." These are words which reveal the President's philosophy of freedom for farmers. Acting on his words, President Ford concluded a long-term grain purchase agreement with the Soviet Union. This guarantees farmers more stable foreign markets... a more consistent flow of payments from abroad... and regular purchases of grain at fair market prices.

President Ford is determined that family farms should stay in the family and not have to be sold off to pay Federal taxes. He has acted by urging Congress to almost double the estate tax exemptions on farms and other businesses to a record

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





AUTHOR: JO  
TITLE: ISSUE BROCHURE - FARMS  
STATUS:

COPY: COLLATERAL

DATE: 3/9/76  
TIME: 8 pm  
Pg Two

\$150,000. This would drastically reduce inheritance tax burdens. His plan would also let the heirs spread out their tax obligations over a period of 25 years at a guaranteed low rate of interest. President Ford meant it when he said:

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

To insure that America's farmers continue to receive priority in his administration, he has created a Cabinet level Agricultural Policy Commission headed by the Secretary of Agriculture. As Chairman of the Committee, he will have full responsibility for developing and directing the nation's food policy, foreign and domestic, and will report exclusively to President Ford.

President Ford has directed voluntary agreements with other countries limiting their exports of beef to the U.S. and signed into law an expansion of the Emergency Livestock Credit Act.

President Ford believes that expanding farm exports is vital for farmers and beneficial to the country--and he has proven it with his policies which have resulted in farm exports at the highest levels ever.

He has provided for a 3.5 cent a gallon increase in the Federal price support level for milk, effective April 1.

President Ford believes farmers should be permitted to hold our nation's grain reserves, and that government surpluses shouldn't be hanging over farmers' heads to depress prices



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

AUTHOR:  
TITLE:  
STATUS:

IB - FARMERS

COPY TO COLLABORATOR

DATE: 7/17/76  
TIME: 8:00 pm  
pg three

and force farmers into government-controlled programs. During his presidency, surpluses have been reduced to the lowest point in 40 years.

He has increased the cotton crop price support loan rate by 9 cents per pound.

He has also negotiated successfully with the European Economic Community for the removal of export subsidies on industrial cheese coming to the U.S.

President Ford directed the Secretary of Agriculture to increase the 1976 wheat acreage allotment by 8 million acres to 61.6 million acres, providing wheat farmers with additional target price and disaster protection.

President Ford believes in a sound food policy that works--- and has developed a program which is based on freedom for farmers, minimum government interference, incentives for plentiful food production, privately-held reserves, and expanding export markets.

FARMERS WANT A PRESIDENT WHO STANDS UP  
FOR THEM WHEN THE GOING GETS TOUGH.

There are times when a President who says he's a friend of farmers has to stand up for them.

For example: When very vocal special interest groups found it easy to call for controls on farm prices as the best way to hold down food prices, President Ford held firm. The

APPROVED:       



AUTHOR:  
TITLE:  
STATUS:

COPY: COLLATERAL

DATE: 3/9/76  
TIME: 8 pm

pg four

President said that the real answer to high food prices was not to be found in action against farmers in order to please consumers. The answer, he said, was to honestly fight overall inflation by allowing the economy to operate freely while holding down government spending.

In his State of the Union message, President Ford put it this way:

"To hold down the cost of living, we must hold down the cost of government."

Under President Ford's leadership, inflation has been cut nearly in half.

WHAT FARMERS HAVE FOUND IN PRESIDENT FORD  
IS THE KIND OF PRESIDENT THEY WANT...

the kind of President they can understand and talk to...who thinks the way farmers think on issue after issue...who is concerned about their problems.

President Ford believes strongly in the future of America's farming community--and is willing to stand up for what he believes.

That's why farmers should vote for President Ford.

President Ford is your President. Keep him.

Paid for by the President Ford Committee etc.



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

AUTHOR: GR  
TITLE: ECONOMY BROCHURE  
STATUS: DRAFT #5

COPY: COLLATERAL

DATE: 3/9/76  
TIME: 8 pm

COVER: A resolute President hard at work at his desk.  
HEADLINE: President Ford is leading the economic recovery.  
INSIDE QUOTE: "Last January, most things were rapidly getting worse. This January, most things are slowly but surely getting better."

President Ford's State of  
the Union Address, Jan. 1976

SUBHEAD: RECOVERY GATHERS MOMENTUM

President Ford is leading us out of the worst recession in 40 years, and at the same time has cut inflation nearly in half.

Over two million more Americans are working now than at the bottom of the recession. A sure sign of recovery is seen in the fact that almost 800,000 men and women went to work in January alone - and more are returning to work every day.

Today there's a growing optimism in the land, as more and more Americans realize that President Ford's plan of sure, steady economic recovery is working. It is now clear that the President is within reach of his goal: full recovery without inflation, and jobs for a greater number of Americans than ever before.

#### PRESIDENT FORD'S LEADERSHIP

Turning around the economy didn't just happen. It took a combination of President Ford's long experience in government and his ability to act with courage to make the hard decisions he knew were right for the country.

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





AUTHOR: GR  
TITLE: ECONOMY BROCHURE  
STATUS: DRAFT #5  
page 2

COPY: COLLATERAL

DATE: 3/9/76  
TIME: 8 pm

Drawing on his experience, and recognizing that the first order of business was to care for those hurt by the recession, the President twice extended Unemployment Compensation and temporarily expanded coverage in 1975.

He released funds for summer youth employment and training for the chronically-unemployed; he also signed an 18 billion dollar tax cut bill, putting more spending money into the pockets of more Americans.

But the President knew that while these efforts would revive the economy, they could also revive inflation. That's when he showed his courage.

He said "No" -- and said it repeatedly -- to the quick-fix, big-spending programs Congress wanted. He said it with vetoes of ill-conceived legislation and he saved billions of dollars of the taxpayers' money by doing so.

His was a courageous, controlled plan of action. And it's working. Production and jobs are increasing everyday. Interest rates are being decreased. Economic activity is rising. Inflation is declining. The confidence of the entire business community is rapidly being restored.

#### A LONG-TERM SOLUTION

With every sign pointing to full recovery, President Ford is moving with determination toward a long-term solution to the problems of inflation, recession and unemployment.



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

AUTHOR: GR  
TITLE: ECONOMY BROCHURE  
STATUS: PAGE THREE

COPY: COLLATERAL

DATE: 3/9/76  
TIME: 8 pm

He is urging Congress to do the following:

- Curb the growth of Federal spending
- Tie Federal tax-cuts to cuts in spending
- Provide tax incentives to private industry in areas of high unemployment to create good permanent jobs.
- Balance the budget by 1979

President Ford's firm and balanced program will enable the nation to effectively control inflation, recession and unemployment. Not one or two of those problems, but all three. Not short-term, but long-range.

#### A NEW BALANCE TO OUR ECONOMY

In his State of the Union Address, President Ford said, "We must introduce a new balance to our economy -- a balance that favors not only sound, active government but also a much more vigorous, healthier economy that can create new jobs and hold down prices."

Based on his success in leading the economic recovery of the nation -- recovery without inflation -- President Ford is winning the confidence of the people that America will enjoy real prosperity for years to come.

President Ford is your President. Keep him.



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

Campaign '76  
Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

March 10, 1976

MEMORANDUM FOR: TIM AUSTIN  
FROM: CLAYTON WILHITE  
SUBJECT: COPY CLEARANCE

Attached for White House clearance you will find the following:

North Carolina Radio Advocate - Martin  
Illinois Radio Advocate - Percy  
Illinois Radio Advocate - Michel

Many thanks.

c.c. Peter Dailey

Attachments (3)



STATUS: AS RECORDED  
AUTHGR:

COPY - BROADCAST  
RADIO :60

7/10/70  
TIME: 11:30 am  
CODE #: PFIL 3566

MICHEL: This is Congressman Robert Michel. I'd like to remind you that on Tuesday, March 16, we Republicans have the opportunity to vote in the vitally important Republican Primary.

We can endorse 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."

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

President Ford is your President. Keep him.

ANNOUNCER: Paid for by the President Ford Committee.





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.



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.



Campaign '76  
Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

March 10, 1976

MEMORANDUM FOR: TIM AUSTIN  
FROM: BRUCE WAGNER ~~7~~  
SUBJECT: COPY CLEARANCE

Please find copy for a revised Agriculture Brochure attached for White House copy clearance.

This copy reflects use beyond the current Illinois farm brochure.

Many thanks.

c.c. Peter Dailey  
Peter Kaye  
Ed DeBolt  
Fred Slight  
Bob Marik  
Bob Visser  
Stu Spencer  
Clayton Wilhite

MASTER



(COVER HEAD):

Why Farmers  
Should Vote For  
President Ford

What farmers look for in a President, they find in President Ford:

FARMERS WANT A PLAIN TALKING, COMMON SENSE  
PRESIDENT.

(SUB-HEAD): That's what President Ford is. Even his opponents respect him for his honesty...and for his refusal to allow the Presidency to change his natural, down-to-earth way of solving problems. The answers aren't always easy, but he has the courage to make unpopular decisions if he believes they are right.

(SUB-HEAD):

FARMERS WANT A PRESIDENT WHO SHARES THEIR  
BELIEFS---AND ACTS ON THOSE BELIEFS.

The President said: "The least that America can do today is to let the farmer live in freedom from the stifling interference and control of big government." These are words which reveal the President's philosophy of freedom for farmers. Acting on his words, President Ford concluded a long-term grain purchase agreement with the Soviet Union. This guarantees farmers more stable foreign markets... a more consistent flow of payments from abroad... and regular purchases of grain at fair market prices.

President Ford is determined that family farms should stay in the family and not have to be sold off to pay Federal taxes. He has acted by urging Congress to almost double the estate tax exemptions on farms and other businesses to a record

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





\$150,000. This would drastically reduce inheritance tax burdens. His plan would also let the heirs spread out their tax obligations over a period of 25 years at a guaranteed low rate of interest. President Ford meant it when he said:

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

To insure that America's farmers continue to receive priority in his administration, he has created a Cabinet level Agricultural Policy Commission headed by the Secretary of Agriculture. As Chairman of the Committee, he will have full responsibility for developing and directing the nation's food policy, foreign and domestic, and will report exclusively to President Ford.

President Ford has directed voluntary agreements with other countries limiting their exports of beef to the U.S. and signed into law an expansion of the Emergency Livestock Credit Act.

President Ford believes that expanding farm exports is vital for farmers and beneficial to the country--and he has proven it with his policies which have resulted in farm exports at the highest levels ever.

He has provided for a 3.5 cent a gallon increase in the Federal price support level for milk, effective April 1.

President Ford believes farmers should be permitted to hold our nation's grain reserves, and that government surpluses shouldn't be hanging over farmers' heads to depress prices



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

AUTHOR:  
TITLE:  
STATUS:

IB - FARMERS

COPY: COLLATERAL

PAGE: 11 27 70  
TIME: 8:00 pm  
pg three

and force farmers into government-controlled programs. During his presidency, surpluses have been reduced to the lowest point in 40 years.

He has increased the cotton crop price support loan rate by 9 cents per pound.

He has also negotiated successfully with the European Economic Community for the removal of export subsidies on industrial cheese coming to the U.S.

President Ford directed the Secretary of Agriculture to increase the 1976 wheat acreage allotment by 8 million acres to 61.6 million acres, providing wheat farmers with additional target price and disaster protection.

President Ford believes in a sound food policy that works--- and has developed a program which is based on freedom for farmers, minimum government interference, incentives for plentiful food production, privately-held reserves, and expanding export markets.

FARMERS WANT A PRESIDENT WHO STANDS UP  
FOR THEM WHEN THE GOING GETS TOUGH.

There are times when a President who says he's a friend of farmers has to stand up for them.

For example: When very vocal special interest groups found it easy to call for controls on farm prices as the best way to hold down food prices, President Ford held firm. The



APPROVED:     i

AUTHOR:  
TITLE:  
STATUS:

COPY: COLLATERAL

DATE: 3/9/76  
TIME: 8 pm

pg four

President said that the real answer to high food prices was not to be found in action against farmers in order to please consumers. The answer, he said, was to honestly fight overall inflation by allowing the economy to operate freely while holding down government spending.

In his State of the Union message, President Ford put it this way:

"To hold down the cost of living, we must hold down the cost of government."

Under President Ford's leadership, inflation has been cut nearly in half.

WHAT FARMERS HAVE FOUND IN PRESIDENT FORD  
IS THE KIND OF PRESIDENT THEY WANT...

the kind of President they can understand and talk to...who thinks the way farmers think on issue after issue...who is concerned about their problems.

President Ford believes strongly in the future of America's farming community--and is willing to stand up for what he believes.

That's why farmers should vote for President Ford.

President Ford is your President. Keep him.

Paid for by the President Ford Committee etc.



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

# Campaign '76

Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

March 10, 1976

TO: TIM AUSTIN  
VIA: BO CALLAWAY  
FROM: BRUCE WAGNER  
SUBJECT: COPY CLEARANCE

Attached for White House clearance are the following  
Issue Brochures:

1. Farm Brochure
2. Economy Brochure

Please do what you can to get a response as soon as possible.

Many thanks.

cc: P. Dailey  
P. Kaye  
E. DeBolt  
F. Slight  
B. Marik  
B. Visser  
C. Wilhite  
S. Spencer





(COVER HEAD):

Why Farmers  
Should Vote For  
President Ford

What farmers look for in a President, they find in President Ford:

FARMERS WANT A PLAIN TALKING, COMMON SENSE PRESIDENT.

(SUB-HEAD): That's what President Ford is. Even his opponents respect him for his honesty...and for his refusal to allow the Presidency to change his natural, down-to-earth way of solving problems. The answers aren't always easy, but he has the courage to make unpopular decisions if he believes they are right.

(SUB-HEAD):

FARMERS WANT A PRESIDENT WHO SHARES THEIR BELIEFS---AND ACTS ON THOSE BELIEFS.

The President said: "The least that America can do today is to let the farmer live in freedom from the stifling interference and control of big government." These are words which reveal the President's philosophy of freedom for farmers. Acting on his words, President Ford concluded a long-term grain purchase agreement with the Soviet Union. This guarantees farmers more stable foreign markets... a more consistent flow of payments from abroad... and regular purchases of grain at fair market prices.

President Ford is determined that family farms should stay in the family and not have to be sold off to pay Federal taxes. He has acted by urging Congress to almost double the estate tax exemptions on farms and other businesses to a record

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



AUTHOR: JO  
TITLE: ISSUE BROCHURE - FARMS  
STATUS:

COPY: COLLATERAL

DATE: 3/9/76  
TIME: 8 pm  
Pg two

\$150,000. This would drastically reduce inheritance tax burdens. His plan would also let the heirs spread out their tax obligations over a period of 25 years at a guaranteed low rate of interest.

President Ford meant it when he said:

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

To insure that America's farmers continue to receive priority in his administration, he has created a Cabinet level Agricultural Policy Commission headed by the Secretary of Agriculture. As Chairman of the Committee, he will have full responsibility for developing and directing the nation's food policy, foreign and domestic, and will report exclusively to President Ford.

President Ford has directed voluntary agreements with other countries limiting their exports of beef to the U.S. and signed into law an expansion of the Emergency Livestock Credit Act.

President Ford believes that expanding farm exports is vital for farmers and beneficial to the country--and he has proven it with his policies which have resulted in farm exports at the highest levels ever.

He has provided for a 3.5 cent a gallon increase in the Federal price support level for milk, effective April 1.

President Ford believes farmers should be permitted to hold our nation's grain reserves, and that government surpluses shouldn't be hanging over farmers' heads to depress prices



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

AUTHOR:  
TITLE:  
STATUS:

IB - FARMERS

COPY: COLLATERAL

DATE: 5/3/76  
TIME: 8:00 pm  
pg three

and force farmers into government-controlled programs. During his presidency, surpluses have been reduced to the lowest point in 40 years.

He has increased the cotton crop price support loan rate by 9 cents per pound.

He has also negotiated successfully with the European Economic Community for the removal of export subsidies on industrial cheese coming to the U.S.

President Ford directed the Secretary of Agriculture to increase the 1976 wheat acreage allotment by 8 million acres to 61.6 million acres, providing wheat farmers with additional target price and disaster protection.

President Ford believes in a sound food policy that works--- and has developed a program which is based on freedom for farmers, minimum government interference, incentives for plentiful food production, privately-held reserves, and expanding export markets.

FARMERS WANT A PRESIDENT WHO STANDS UP  
FOR THEM WHEN THE GOING GETS TOUGH.

There are times when a President who says he's a friend of farmers has to stand up for them.

For example: When very vocal special interest groups found it easy to call for controls on farm prices as the best way to hold down food prices, President Ford held firm. The

APPROVED:   #  





AUTHOR:  
TITLE:  
STATUS:

COPY: COLLATERAL

DATE: 3/9/76  
TIME: 8 pm

pg four

President said that the real answer to high food prices was not to be found in action against farmers in order to please consumers. The answer, he said, was to honestly fight overall inflation by allowing the economy to operate freely while holding down government spending.

In his State of the Union message, President Ford put it this way:

"To hold down the cost of living, we must hold down the cost of government."

Under President Ford's leadership, inflation has been cut nearly in half.

WHAT FARMERS HAVE FOUND IN PRESIDENT FORD  
IS THE KIND OF PRESIDENT THEY WANT...

the kind of President they can understand and talk to...who thinks the way farmers think on issue after issue...who is concerned about their problems.

President Ford believes strongly in the future of America's farming community--and is willing to stand up for what he believes.

That's why farmers should vote for President Ford.

President Ford is your President. Keep him.

Paid for by the President Ford Committee etc.



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



AUTHOR: GR  
TITLE: ECONOMY BROCHURE  
STATUS: DRAFT #5

COPY: COLLATERAL

DATE: 3/9/76  
TIME: 8 pm

COVER: A resolute President hard at work at his desk.  
HEADLINE: President Ford is leading the economic recovery.  
INSIDE QUOTE: "Last January, most things were rapidly getting worse. This January, most things are slowly but surely getting better."

President Ford's State of  
the Union Address, Jan. 1976

SUBHEAD: RECOVERY GATHERS MOMENTUM

President Ford is leading us out of the worst recession in 40 years, and at the same time has cut inflation nearly in half.

Over two million more Americans are working now than at the bottom of the recession. A sure sign of recovery is seen in the fact that almost 800,000 men and women went to work in January alone - and more are returning to work every day.

Today there's a growing optimism in the land, as more and more Americans realize that President Ford's plan of sure, steady economic recovery is working. It is now clear that the President is within reach of his goal: full recovery without inflation, and jobs for a greater number of Americans than ever before.

#### PRESIDENT FORD'S LEADERSHIP

Turning around the economy didn't just happen. It took a combination of President Ford's long experience in government and his ability to act with courage to make the hard decisions he knew were right for the country.

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



AUTHOR: GR  
TITLE: ECONOMY BROCHURE  
STATUS: DRAFT #5  
page 2

COPY: COLLATERAL

DATE: 3/9/76  
TIME: 8 pm

Drawing on his experience, and recognizing that the first order of business was to care for those hurt by the recession, the President twice extended Unemployment Compensation and temporarily expanded coverage in 1975.

He released funds for summer youth employment and training for the chronically-unemployed; he also signed an 18 billion dollar tax cut bill, putting more spending money into the pockets of more Americans.

But the President knew that while these efforts would revive the economy, they could also revive inflation. That's when he showed his courage.

He said "No" -- and said it repeatedly -- to the quick-fix, big-spending programs Congress wanted. He said it with vetoes of ill-conceived legislation and he saved billions of dollars of the taxpayers' money by doing so.

His was a courageous, controlled plan of action. And it's working. Production and jobs are increasing everyday. Interest rates are being decreased. Economic activity is rising. Inflation is declining. The confidence of the entire business community is rapidly being restored.

#### A LONG-TERM SOLUTION

With every sign pointing to full recovery, President Ford is moving with determination toward a long-term solution to the problems of inflation, recession and unemployment.

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



AUTHOR: GR  
TITLE: ECONOMY BROCHURE  
STATUS: PAGE THREE

COPY: COLLATERAL

DATE: 3/9/76  
TIME: 8 pm

He is urging Congress to do the following:

- Curb the growth of Federal spending
- Tie Federal tax-cuts to cuts in spending
- Provide tax incentives to private industry in areas of high unemployment to create good permanent jobs.
- Balance the budget by 1979

President Ford's firm and balanced program will enable the nation to effectively control inflation, recession and unemployment. Not one or two of those problems, but all three. Not short-term, but long-range.

#### A NEW BALANCE TO OUR ECONOMY

In his State of the Union Address, President Ford said, "We must introduce a new balance to our economy -- a balance that favors not only sound, active government but also a much more vigorous, healthier economy that can create new jobs and hold down prices."

Based on his success in leading the economic recovery of the nation -- recovery without inflation -- President Ford is winning the confidence of the people that America will enjoy real prosperity for years to come.

President Ford is your President. Keep him.



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

Campaign '76  
Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

March 10, 1976

MEMORANDUM FOR: TIME AUSTIN  
FROM: CLAYTON WILHITE  
SUBJECT: ILLINOIS NEWSPAPER AD SCHEDULE

We are making a last minute adjustment in our media schedule for Illinois by running a full page version of the Older Americans ad in the Chicago Tribune rather than a half page.

This was brought about by a cost saving opportunity and will allow us to expand our Senior Citizens copy to give a more complete explanation of the President's programs.

The ad will run on Monday in the format attached.

If you have any questions, please let me know immediately.

Thanks for the help.

c.c. Bruce Wagner

Attachment






Campaign '76  
Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

March 11, 1976

MEMORANDUM FOR: TIM AUSTIN  
VIA: BO CALLAWAY  
FROM: BRUCE WAGNER   
SUBJECT: TELEVISION COMMERCIAL

Attached for White House copy clearance please find copy for our third television commercial. This commercial is similar to "Accomplishment" and "Future".

We are utilizing the film footage we developed during our January 19-20 filming of the President.

c.c. Peter Dailey  
Ed DeBolt  
Peter Kaye  
Bob Marik  
Stu Spencer  
Bob Visser

Attachment



AUTHOR: ED SPEIGEL  
TITLE: TRUST REV. 5  
STATUS:

COPY: BROADCAST  
:60 TELEVISION

DATE: 3/11/76  
TIME: 11 am

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

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

PRESIDENT FORD: "Truth is the glue that holds government together"

V.O.: President Ford had trust in America and faith in himself.

He saw the whole nation moving together...

PRESIDENT FORD: "It involves a partnership among all branches of government, private institutions and individual citizens."

V.O.: Now in times of world wide recession, President Ford is leading the way to recovery.

Inflation is falling...down almost by half.

Americans are working--over two million more than at the bottom of the recession, and more are going back to work each day.

His steady, calm leadership has helped put the nation back on track.

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

Keep him.

V.O.: Paid for by the President Ford Committee.



# Campaign '76

Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

March 15, 1976

MEMO TO: TIM AUSTIN & ROY HUGHES  
VIA: STU SPENCER  
FROM: CLAYT WILHITE  
SUBJECT: COPY CLEARANCE

Attached for White House clearance are the following newspaper ads and advocate radio copy:

1. North Carolina, Full-Page Generic Ad, Winston-Salem & Greensboro only. (New River copy.)
2. North Carolina, Full-Page Generic Ad.
3. North Carolina Advocate Radio, Governor Holshouser.

Attachments (3)

cc: Bruce Wagner  
Ed DeBolt  
Peter Kaye  
Bob Marik  
Bob Moot  
Fred Slight  
Pete Dailey  
Bob Visser

*Master*



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.

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





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 the needs of people like the 3,000 North Carolinians whose farms would be flooded if New River were dammed. He endorses the designation of New River as a part of the National Wild and Scenic Rivers System.

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.

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



AUTHOR:  
TITLE:  
STATUS:

DATE: \_\_\_\_\_

TIME:

Pg. Three

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

Disclaimer



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

AUTHOR: NC FULL PAGE GENERIC AD  
TITLE: AS PRESENTED  
STATUS: AS PRESENTED

COPY: NEWSPAPER

DATE: 3/11/76  
TIME: 3 pm

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.

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



AUTHOR:  
TITLE:  
STATUS:

TIME:

Page Two

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 special 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.

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





AUTHOR:  
TITLE:  
STATUS:

DATE: \_\_\_\_\_

TIME:

Pg. Three

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

Disclaimer:



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

STATUS: DRAFT #3  
AUTHOR:

COPY - BROADCAST  
RADIO ;60

TIME: 11 am  
CODE #:

HOLSHOUSER: This is Governor Jim Holshouser, with 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 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): "The genius of America has been its incredible ability to improve the lives of its citizens."

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

President Ford is your President. Keep him.

ANNOUNCER: Paid for by the President Ford Committee.



Campaign '76  
Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

March 18, 1976

MEMO TO: TIM AUSTIN  
VIA: STU SPENCER  
FROM: CLAYT WILHITE  
SUBJECT: COPY CLEARANCE

Attached for copy clearance is the following material:

- 1) Wisconsin advocate radio commercials (Laird, Knowles).
- 2) "Facts - Farmers" radio commercial.
- 3) Revised Agriculture Brochure.

All of the above have been verbally cleared with Fred Slight for factual authenticity.

cc: Bruce Wagner  
Ed DeBolt  
Peter Kaye  
~~Bob Moot~~  
Bob Marik  
Fred Slight  
Peter Dailey  
Bob Visser  
Bo Callaway

**MASTER**



KNOWLES: This is Warren Knowles. In the primary election on Tuesday, April 6, we Republicans in Wisconsin can cast votes we will always remember with pride.

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."

KNOWLES: President Ford is the best-qualified candidate in either party. He understands the Presidency. He has the ability to get things done to meet the needs of Wisconsin and the nation. He has earned our support in the April 6th Republican primary.

President Ford is your President. Keep him.

Paid for by the President Ford Committee.





STATUS: DRAFT #3  
AUTHOR: JO

COPY - BROADCAST  
RADIO :6

TIME: 4:30 pm  
CODE #:

These are times when America's farmers want a plain talking, common sense President. A President who separates fact from fiction. And who acts. The facts show, President Ford is a man for the times.

FACT: To help farmers keep their family farms in the family, President Ford has recommended raising Federal inheritance tax exemptions from \$60,000 to \$150,000. And giving heirs up to 25 years to pay the tax at low interest rates.

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."

FACT: To keep farm programs on the right track, he has created an Agricultural Policy Committee headed by the Secretary of Agriculture. The Committee will develop and coordinate America's food policy and report directly to the President. President Ford knows that America can only prosper when American farmers prosper.

President Ford is your President. Keep him.

Paid for by the President Ford Committee.



STATUS: FIRST DRAFT  
AUTHOR: PJ

COPY - BROADCAST  
RADIO :60

DATE: 3/18/76  
CODE #: 7:30 pm

LAIRD: This is Melvin Laird. I'm urging my friends in Wisconsin to go to the polls on Tuesday, April 6th, and cast their votes for President Ford.

I worked with President Ford for years in Congress. I soon learned to respect his honesty, his common sense, his devotion to principle. And now, millions of Americans admire him for those qualities.

President Ford's courage to say "No" to runaway spending has saved taxpayers billions of dollars and cut inflation nearly in half. However, he is firmly opposed to budget cuts in the vital area of national defense. In his own words:

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

LAIRD: President Ford's policy of peace through strength is typical of his strong, steady leadership. It is one of many reasons why he has earned your support in the primary April 6th and in the general election next November.

President Ford is your President. Keep him.

Paid for by the President Ford Committee.



TITLE: NATIONAL ISSUE BROCHURE  
STATUS: CONSENSUS REVISION  
REVISION #1

ISSUE BROCHURE

TIME: 3/18/76  
7:30 pm

(COVER)

Why Farmers  
Should Vote for  
President Ford

(FIRST INSIDE  
FOLD --LEFT)

What farmers look for in  
a President, they find in  
President Ford.

(FIRST INSIDE  
FOLD--RIGHT)

Farmers want a plain-  
talking, common sense  
President

(COPY): That's what President Ford is. Even his opponents respect him for his honesty, and for his refusal to allow the Presidency to change his natural, down-to-earth way of solving problems. The answers aren't always easy, but he has the courage to make unpopular decisions if he believes they are right.

(INSIDE SPREAD  
FOUR PANELS)

Farmers want a President  
who shares their beliefs--  
and acts on those beliefs.

President Ford believes that food policy should be determined by farm experts. He created an Agricultural Policy Committee to develop and coordinate food policy, domestic and foreign. The chairman is Secretary of Agriculture Earl Butz, who reports directly to the President.

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



President Ford believes that family farms should stay in the family, not be sold for taxes. He has proposed that Federal inheritance tax exemptions be raised from \$60,000 to \$150,000. On the remaining estate taxes, heirs should have up to 25 years to pay. 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."

President Ford believes in high farm income, and works for it. During his Presidency, the net income of farmers, after expenses, has been the highest on record.

President Ford has  
won stable, long-term  
markets for farmers

President Ford believes in strong, steady farm exports, for the benefit of farmers and the nation. With his encouragement, farm exports are now at the highest levels in history.

President Ford has made the Soviet Union a regular buyer of U.S. farm products. After the Soviets bought a record 10 million tons of grain last fall, the President negotiated an agreement which assures farmers that the Soviet Union will keep on buying through the next five years.

President Ford has protected cattle farmers against a flood of foreign beef by directing voluntary agreements with other countries that limit their exports of beef to the U.S. He added 8 million acres to the 1976 wheat acreage allotment.

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





PAGE THREE

President Ford wants farmers and private commerce--not the government--to hold our farm reserves. He opposes big surpluses that depress the prices you get and force you into government-controlled programs. Surpluses are now the lowest in 40 years.

President Ford believes that farmers should be free to make their own management decisions. He works for strong farm markets, expanding exports, incentives for production, privately-held reserves, less government interference, lower distribution costs, and food aid for the poor. In short, a farm policy that works for you.

Farmers want a President  
who stands up for them  
when the going is rough

When very vocal special interest groups called for farm price controls in order to hold down food prices, President Ford had the courage to say "No". The real answer to high food prices, he said, was not to penalize farmers but to fight inflation on all fronts by allowing the economy to operate freely and to restrain government spending.

As President Ford's veto record proves, he is against inflationary Federal spending. He says, "To hold down the cost of living, we must hold down the cost of government." He urges lower taxes, if they are tied to lower spending. He is working towards a balanced Federal budget by 1979. His policies have cut inflation nearly in half, thus protecting the value of your dollars.

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



PAGE FOUR

In world affairs, President Ford strives for peace through strength with a national defense second to none, a foreign policy consistently easing world tensions.

In President Ford,  
farmers have the kind of  
President they want

...a President they understand, who understands them, who believes as they do on issue after issue.

President Ford has faith in the future of the nation's farming community. He knows that America can only prosper when American farmers prosper.

That's why farmers should vote for President Ford.

President Ford is your President. Keep him.

DISCLAIMER



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

NATIONAL ARCHIVES AND RECORDS ADMINISTRATION  
Presidential Libraries Withdrawal Sheet

WITHDRAWAL ID 026734

REASON FOR WITHDRAWAL . . . . Donor restriction  
TYPE OF MATERIAL . . . . . Memorandum  
CREATOR'S NAME . . . . . Barbara McCaffrey  
RECEIVER'S NAME . . . . . Tim Austin  
DESCRIPTION . . . . . re clearance information for advisory  
board members  
CREATION DATE . . . . . 03/22/1976  
COLLECTION/SERIES/FOLDER ID . 040400052  
COLLECTION TITLE . . . . . BRUCE S. WAGNER PAPERS (1976 campaign  
advertising)  
BOX NUMBER . . . . . 4  
FOLDER TITLE . . . . . Austin, Tim (1)-(3)  
DATE WITHDRAWN . . . . . 05/08/2006  
WITHDRAWING ARCHIVIST . . . . WHM



Campaign '76  
Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

7149  
→

March 22, 1976

MEMORANDUM FOR: TIM AUSTIN  
FROM: BRUCE WAGNER  
SUBJECT: DISCUSSION OUTLINE FOR MARCH 23RD  
MEETING WITH THE PRESIDENT

Per your request, a brief biography of the Campaign '76 Advisory Board is attached.

Suggestions for discussion topics with the President includes:

1. Review of Basic Media Communication Strategy - The Advisory Board will no doubt have some cogent commentary on the subject of our existing advertising and its rationale. In addition, it may prove helpful to review the copy research on the Multi-state television advertising.
2. Review of Competitive Advertising Environment - This would appear to be a good time to reflect on the Reagan television campaign and discuss some of the advertising being used by the Democratic candidates.
3. Discussion of 'Next Steps' - Since the advertising materials are completed for the Primaries, it would be useful to discuss the direction of the Agency's efforts over the next several months. Specifically,
  - . The need for an agreed-upon General Communications Strategy to focus the direction and execution of all White House communication with the voting public.
  - . The importance of the Kansas City Convention as the media "kick-off" of the 1976 Presidential Election Campaign.
  - . The possibility of an Advertising Research Program over the next several months, if affordable.





Discussion outline for March 23rd  
meeting with the President  
Page Two

Tim, we'd appreciate White House perspective as to the priorities of the preceding topics. Needless to say, there is a wealth of subject matter, but we'd like to zero in on the areas of prime interest to the President.

The attendance from 1828 L Street at Tuesday's 4:00pm meeting will include:

- . Bart Cummings
- . Jim Henderson
- . Art Schultz
- . Peter Dailey
- . Len Matthews
- . Bruce Wagner
- . Stu Spencer

Several additional members of the Advisory Board were unable to shift their schedules to accomodate a Tuesday afternoon visit to Washington.

c.c. Peter Dailey  
Len Matthews  
Stu Spencer

Attachment



Biographical Notes on Members of Campaign '76 Advisory Board  
March 23, 1976

THOMAS B. ADAMS

Mr. Adams is Chairman of Campbell Ewald Agency in Detroit which is part of the Interpublic Group. His agency is the largest of the General Motors agencies and handles Chevrolet advertising in addition to several other divisions of GM.

Mr. Adams is also the current Chairman of the Advertising Council - a group which does volunteer communications work on a variety of governmental, civic and charity projects. Mr. Adams is a past chairman of the American Association of Advertising Agencies.

VICTOR G. BLOEDE

Mr. Bloede is Chairman of Benton and Bowles, New York, one of the nation's ten largest agencies. Principal accounts - Procter and Gamble and General Foods. Mr. Bloede is a past chairman of the American Association of Advertising Agencies.

RICHARD CHRISTIAN

Dick Christian is Chairman of Marsteller, Inc. Mr. Christian headquarters in Chicago. The agency has many USA and international offices including Moscow. They also are among the largest agencies in the public relations field.

Mr. Christian is Vice Chairman of the AAAA and Chairman of the NARC, the policy level group which supervises self regulation in the agency business.

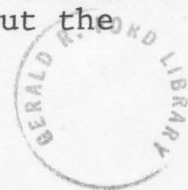
BARTON CUMMINGS

Mr. Cummings is Chairman of the Executive Committee of Compton Advertising, New York City. He formerly was president and chairman of that agency. He is also a past chairman of the American Association of Advertising Agencies and the American Advertising Federation. He is a Director of the Advertising Council.

PETER DAILEY

Mr. Dailey is Chairman and Chief Executive Officer of Campaign '76. He was formerly chairman of the November Group Agency in the 1972 campaign.

He is President and Chief Executive Officer of Dailey & Associates, a Los Angeles based agency with important activities throughout the Far East in addition to their USA activity.



ADVISORY BOARD BIOS

JOHN (JOCK) ELLIOTT

Mr. Elliott is Chairman of Ogilvy and Mather in New York. He is very active in the American Association of Advertising Agencies, the Advertising Council and other major industry groups.

His agency handles such major companies as Lever Brothers, Shell Oil and many others.

Mr. Elliott served on the November Group Advisory Board in 1972.

JAMES HENDERSON

Mr. Henderson heads the agency bearing his name, Henderson Advertising Agency, Inc., in Greenville, SC.

Mr. Henderson also has been involved in Republican politics in South Carolina and at one time ran for Lieutenant Governor of that state.

PHILIP JOANOU

Mr. Joanou is Executive Vice President of Dailey & Associates, Los Angeles.

In 1972 he was the executive vice president and chief operating officer of the November Group.

LEONARD S. (LEN) MATTHEWS

Mr. Matthews was formerly president and later vice chairman of Leo Burnett, Co., Inc., in Chicago. Leo Burnett is the world's fourth largest agency.

He is Chairman of the Campaign '76 Advisory Board.

Mr. Matthews is also Vice Chairman of the Advertising Council and a member of the board of the American Association of Advertising Agencies.

EDWARD MEYER

Mr. Meyer is Chairman and President of Grey Advertising, a top ten agency headquartered in New York. Grey Advertising handles such leading companies as Procter and Gamble, Revlon, Canada Dry and many others.

Mr. Meyer also served on the Advisory Board for the November Group in 1972.





CLIFFORD MILLER

Clifford Miller is President of Braun & Company, a leading counseling and corporate consulting firm with offices in Los Angeles and New York. Mr. Miller has been active in political counseling, and the firm's president, Mr. Theodore Braun, was Advisor to President Eisenhower and held several appointed positions in that administration.

RICHARD O'REILLY

Mr. O'Reilly is Vice Chairman of Wells, Rich and Greene, a highly creative agency known for their work on TWA, Philip Morris and other accounts.

Wells, Rich and Greene is headquartered in New York.

Dick O'Reilly was a member of the Advisory Board in 1972 for the November Group.

CHESTER (CHET) POSEY

Mr. Posey is President of deGarmo Advertising of New York City. He formerly was the senior creative executive of McCann-Erickson.

deGarmo has a substantial creative reputation in New York City and, although a medium sized agency, handles such major accounts as Best Foods and Lorillard.

ARTHUR W. SCHULTZ

Mr. Schultz is Chairman of Foote, Cone & Belding Communications, the parent company of a world-wide group of agencies. Mr. Schultz is headquartered in Chicago. Foote, Cone & Belding is one of the nation's top ten agencies.

He, with many others in the group, has had a major involvement over the years in the American Association of Advertising Agencies, the Advertising Council and other industry groups.





Campaign '76  
Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

March 22, 1976

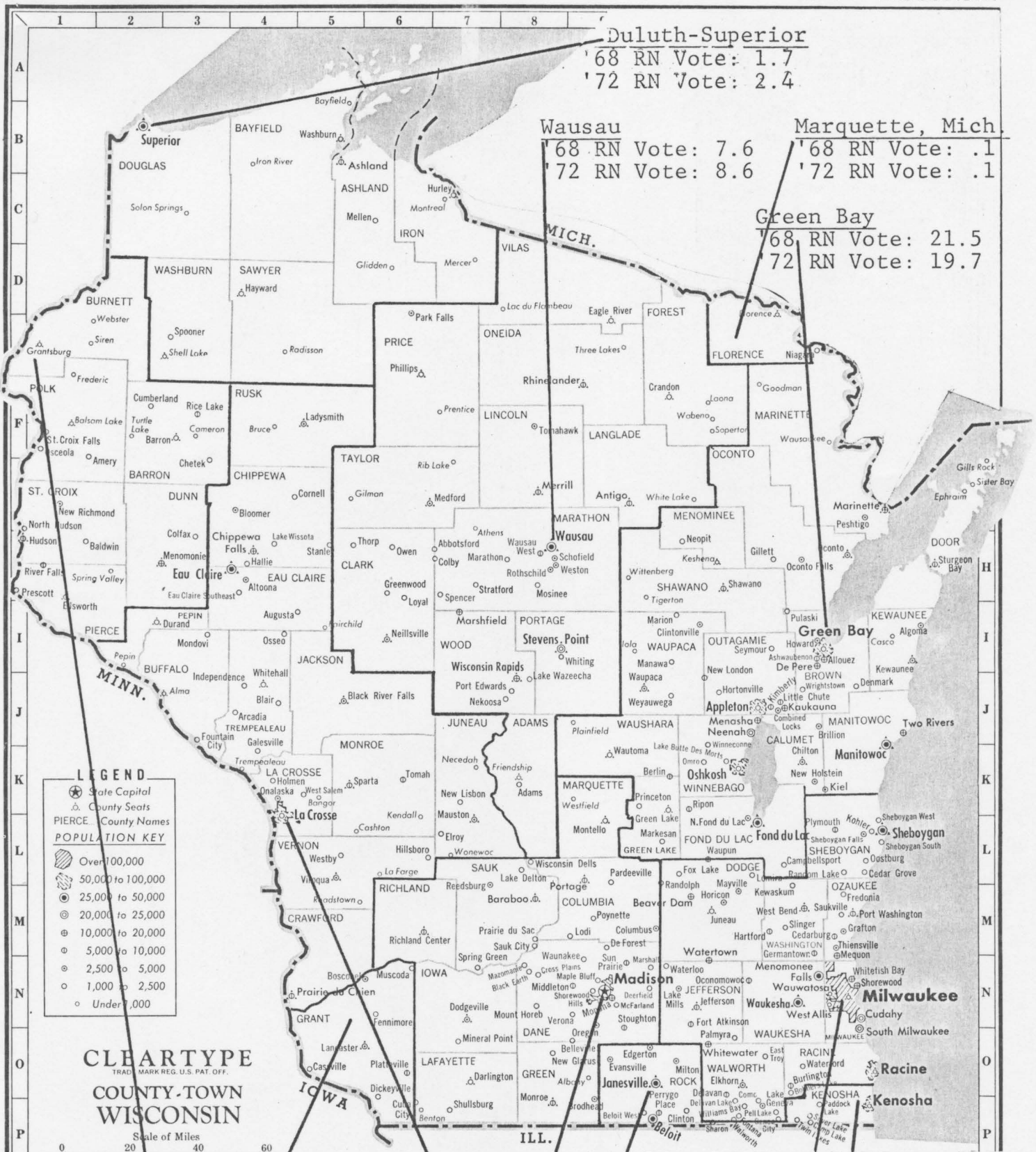
MEMORANDUM FOR: TIM AUSTIN  
FROM: BARBARA MCCAFFREY *BM*  
SUBJECT: WISCONSIN AND CALIFORNIA ADI'S

Tim, the California ADI map has not been drawn as yet. I have attached a page which indicates the ADI areas in California.

Hope this will prove useful.

Attachement (2)





Duluth-Superior  
 '68 RN Vote: 1.7  
 '72 RN Vote: 2.4

Wausau  
 '68 RN Vote: 7.6  
 '72 RN Vote: 8.6

Marquette, Mich.  
 '68 RN Vote: .1  
 '72 RN Vote: .1

Green Bay  
 '68 RN Vote: 21.5  
 '72 RN Vote: 19.7

**LEGEND**

- ★ State Capital
- △ County Seats
- PIERCE County Names

**POPULATION KEY**

- Over 100,000
- 50,000 to 100,000
- 25,000 to 50,000
- 20,000 to 25,000
- 10,000 to 20,000
- 5,000 to 10,000
- 2,500 to 5,000
- 1,000 to 2,500
- Under 1,000

**CLEARTYPE**  
 TRADE MARK REG. U.S. PAT. OFF.  
**COUNTY-TOWN WISCONSIN**

Minneapolis-St. Paul  
 '68 RN Vote: 3.7  
 '72 RN Vote: 4.1

Eau Claire-LaCrosse  
 '68 RN Vote: 8.3  
 '72 RN Vote: 8.9

Rockford  
 '68 RN Vote: 3.1  
 '72 RN Vote: 3.1

Chicago  
 '68 RN Vote: 2.1  
 '72 RN Vote: 2.4

Cedar Rapids  
 '68 RN Vote: 1.3  
 '72 RN Vote: 1.2

Madison  
 '68 RN Vote: 9.3  
 '72 RN Vote: 10.0

Milwaukee  
 '68 RN Vote: 41.3  
 '72 RN Vote: 39.4



WISCONSIN ADI'S

MILWAUKEE

GREEN BAY

MADISON

WAUSAU-RHINELANDER

LA CROSSE-EAU CLAIRE

CALIFORNIA ADI'S

SAN FRANCISCO

LOS ANGELES

SACRAMENTO-STOCKTON

SALINAS-MONTEREY

FRESNO

SAN DIEGO

PALM SPRINGS

SANTA BARBARA-SANTA MARIA

BAKERSFIELD

EUREKA

CHICO-REDDING



Campaign '76  
Media Communications, Inc.

Master

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

March 26, 1976

MEMO TO: TIM AUSTIN  
VIA: STU SPENCER  
FROM: PEGGY PILAS  
SUBJECT: COPY CLEARANCE

Attached for White House copy clearance is the following  
radio commercial:

Wisconsin Advocate, Melvin Laird - National Defense

Please note that with the absence of a clearly defined  
defense strategy, this commercial is only an interim  
spot to be used on short notice, if necessary.

cc: Bruce Wagner  
Ed DeBolt  
Peter Kaye  
Bob Marik  
Fred Slight  
Peter Dailey  
Bob Visser  
Clayton Wilhite





NATIONAL DEFENSE/WISCONSIN  
:60 SEC. RADIO  
"POLITICAL FOOTBALL"

3/26/76

In this Presidential election year you've seen some candidates try to turn national defense into a political football. But these are times for reason, not irresponsibility. A time for weighing the facts. The fact is: there is a man who has a lifetime of experience in national defense...a man with a realistic, in-depth understanding of America's total military needs: President Ford. As a leader in Congress for 25 years, Gerald Ford was firm and uncompromising, always voting to ensure America's military leadership. For 14 of those years, he was a member of the Defense Appropriation Subcommittee. As President, he's fought for the first real increase in defense spending in over 7 years. When President Ford talks on national defense, he knows what he's talking about. He knows what this country needs. That's why Americans believe him when he says, "Our military forces are capable and ready...and I intend to keep it that way." President Ford is your President. Keep him. Paid for by the President Ford Committee.



Master

Campaign '76  
Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

March 26, 1976

MEMO TO: TIM AUSTIN  
FROM: CLAYT WILHITE  
SUBJECT: COPY CLEARANCE

Attached for copy clearance is the following material:

- a) Full-page Wisconsin newspaper copy. (Previously reviewed with Stu Spencer and Fred Slight.)
- b) Radio copy - Wisconsin Advocate, Congressman William Steiger.

cc: Bruce Wagner  
Ed DeBolt  
Peter Kaye  
Bob Marik  
Fred Slight  
Peter Dailey  
Bob Visser  
Bo Callaway  
Rob Quartel  
Stu Spencer



AUTHOR: WISCONSIN FULL-PAGE ~~GENERIC AD~~ NEWSPAPER  
TITLE: AS PRESENTED  
STATUS:

DATE: 3/26/76  
TIME: 2 pm

On Tuesday, Wisconsin  
will keep President Ford on the road  
to victory in November.

This Tuesday, April 6, we can cast votes that will count in the Wisconsin 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 Wisconsin 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.

Wisconsin 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, which creates inflation and adds to your tax burden. He urges Congress to cut taxes and Federal spending. He says, "To hold down the cost of living, we must hold down the cost of government." Under his firm leadership, inflation has

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



AUTHOR:  
TITLE:  
STATUS:

COPY: NEWSPAPER  
WISCONSIN FULL-PAGE GENERIC AD  
AS PRESENTED  
PAGE TWO

DATE: 3/26/76  
TIME: 2 pm

been cut nearly in half. And over two million more Americans are at work than a year ago.

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 has the experience of 14 years on the Defense Appropriation Committee in Congress. He knows we must maintain our military superiority. That's why he's fought for the first real increase in defense spending in 7 years.
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.



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



AUTHOR:

COPY: NEWSPAPER

DATE: 3/26/76

TIME: 2 pm

TITLE:

WISCONSIN FULL-PAGE GENERIC AD

STATUS:

AS PRESENTED  
PAGE THREE

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

Disclaimer



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

Campaign '76  
Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

March 30, 1976

TO: TIM AUSTIN  
FROM: CLAYT WILHITE  
SUBJECT: PRESIDENTIAL INTERVIEW ON THE  
"TOMORROW" PROGRAM

Reviewing our telephone conversation, NBC has offered to do a one-hour taped interview on the "Tomorrow" program of the President with Tom Snyder. It would be done over the weekend in Wisconsin for network airing at 12 midnight on Monday. It would cover both personal and political topics with the White House retaining some form of final content approval.

As agreed, we have passed the information on to Ron Nessen's office for reply.

From our standpoint, it would seem the interview has two major drawbacks:

- It takes the President out of the controlled Oval Office atmosphere that has consistently been an ingredient in campaign communication strategy with the media.
- It will be aired too late at night to have significant impact on the voter.

In summary, while we don't want to rule out the value of a "Tomorrow" interview at some later date in the campaign, right now negatives outweigh the positives.

If you have any questions, please let me know.

cc: Peter Kaye  
Ron Nessen  
Stu Spencer  
Peter Dailey  
Bruce Wagner

P.S. Attached is an earlier memo that outlines our point of view on this subject.



# President Ford Committee

1828 L STREET, N.W., SUITE 250, WASHINGTON, D.C. 20036 (202) 457-6400

December 26, 1975

MEMORANDUM TO: Bo Callaway  
FROM: Bruce Wagner  
SUBJECT: Presidential Interview Format

You've asked for our thoughts regarding a news interview format for President Ford.

## Priority of Assumptions

1. The format must be clearly 'Presidential.' We must continue to capitalize on the advantages inherent in the incumbency.
2. The format must be unique in contrast to those available to run-of-the-mill candidates. An appearance on the existing set of Meet the Press, for example, is totally unacceptable.
3. The format should allow President Ford to be both 'alert' and reasonably relaxed. While we want the President to feel comfortable in his surroundings, we must be sure to project the tension and awesome nature of the Presidency.

Recommendation - We suggest the Oval Office as an interview setting with at least two reporters, one of whom may be a bit antagonistic.

## Discussion

1. An office setting is important to help define President Ford as a hard-working Chief Executive. The Oval Office is a widely-known symbol of operational Presidential leadership; it will be appropriate and natural for the President to receive members of the press corps



# President Ford Committee

1828 L STREET, N.W., SUITE 250, WASHINGTON, D.C. 20036 (202) 457-6400

-- 2 --

in this part of the Executive Mansion.

2. Two to four journalists will provide the appearance of a more rigorous news probe in contrast to a single interviewer. Further, the inclusion of a relatively combative questioner should assist credibility and illustrate President Ford's willingness to discuss the tough questions surrounding Presidential decision-making.
3. If successful, this format can be adopted for a continuing series of direct Presidential communication with the electorate. Success is predicated on a positive judgment by press and public regarding the interview's newsworthiness and credibility.

cc. Peter Dailey  
Stu Spencer  
Peter Kaye

