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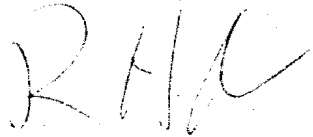
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THE WHITE HOUSE

WASHINGTON

July 1, 1976

MEMORANDUM FOR: JERRY JONES  
FROM: RON NESSEN



You asked me to send you this memo containing my recommendations for possible Presidential interviews in the period between the Democratic and Republican conventions, which mainly would reflect the President's confidence in winning the nomination and the November election.

My recommendations, in order of priority, are:

Scotty Reston

Joseph Kraft - He would like to do the interview during the first week of August, pegging it to the second anniversary of the Ford Administration on August 9.

UPI - Either Dick Growald, on a day in the life of the President, or Helen Thomas for a straight interview.

Jim Naughton and Phil Shabecoff of the New York Times

They want to talk to the President in a way that they can become familiar with and write about his personality and his qualities as a human being.

Newsweek Magazine - They are quite unhappy that we gave the interview to Hugh Sidey of Time

Elizabeth Drew - She is writing regularly on the campaign for the New York Times and will later do a book on the '76 Presidential campaign.

In addition, you will recall that we have an outstanding invitation from ABC's "Issues and Answers" for the President to appear on that panel show the Sunday before the Republican Convention.



THE WHITE HOUSE

WASHINGTON

July 1, 1976

MEMORANDUM FOR:           RON NESSEN  
FROM:                       LARRY SPEAKES  
SUBJECT:                   PRIORITIES ON INTERVIEWS

A reminder that we should set up our priorities for the Presidential interview requests from Newsweek, UPI, New York Times, Scotty Reston, and others. I think a memo to Jones with a copy to Nicholson would do the trick.

Their thinking was that the period between the conventions would be most suitable. The objective would be the President expressing confidence in his chances for re-election and his confidence in the country's future.

THE WHITE HOUSE

WASHINGTON

July 24, 1976

MEMORANDUM TO: JERRY JONES

FROM: RON NESSEN *R.H.N.*

SUBJECT: Press Interviews Before the Convention

Dave Gergen, Bill Rhatican and I have reviewed the very large number of outstanding press requests for interviews with the President before the Convention and we recommend that the following interviews and other press events be approved:

1. An interview with the Washington Post. The Post would like the President to come to Mrs. Katherine Graham's house to meet with all her top editors and political writers. However, the Post would settle for an interview at the White House with Lou Cannon, Dave Broder and Ed Walsh.
2. An interview with U.S. News and World Report sometime between August 9 and August 13. It's traditional for U.S. News and World Report to publish long interviews with the two Presidential candidates around Labor Day.
3. An interview with the New York Daily News to be conducted by Jim Wieghart and Paul Healy. The New York Daily News editorially has been very supportive of the President and its very large readership is made up of primarily the kind of voters who would back the President.
4. A private off-the-record luncheon with Walter Cronkite, Bill Moyers and Eric Sevareid along with one or two White House aides. The purpose of this lunch, requested by CBS, would be to give their anchormen and analysts a background view of the President and his plans for the campaign and his Administration to follow.

5. A private off-the-record dinner or lunch with the following columnists: Nick Thimmesch, Scotty Reston, Joe Kraft, Jerry TerHorst, Elizabeth Drew, along with one or two White House staff members. Each of these columnists has asked for a meeting with the President. We felt a combined lunch or dinner would be the best way to fulfill all the requests. If the President feels he would rather see some of the columnists individually, they are listed in our recommended priority order.

6. A brief drop-in on Friday, July 30 at a going-away party given by Bob Schieffer of CBS for Tom Brokaw who is leaving his White House assignment to become anchorman of the NBC Today Show. The reception and buffet begins at 7:30 at Schieffer's home, 5225 Partridge Lane, N. W. and will be attended by about 100-150 newsmen and other friends of Brokaw. A 30 minute drop-in around 7:30 or 8:00 p. m. is recommended.

I would appreciate answers as soon as possible to these proposals. Gergen, Rhatican and I have decided against recommending a number of other press interviews and I will take care of writing the turndown letters for those.

cc: Mr. David Gergen  
Mr. William Rhatican





THE WHITE HOUSE

WASHINGTON

July 30, 1976

MEMORANDUM FOR THE PRESIDENT

FROM: JERRY JONES AND DAVE GERGEN  

SUBJECT: Convention Plans


At the request of Bill Timmons and Stu Spencer, an informal working group has been focusing intensively this week on plans for the convention program, your schedule during the week of the convention, and related matters. A good deal of progress has been made, but there are now a number of questions which require your decision.

Before raising those questions, it may be helpful to point out the premises upon which we have been working. It is the unanimous view of the working group that the first and foremost priority during the convention is to secure the nomination. Everything else must be secondary.

Beyond that, however, there is a strong feeling within the staff that the way you are projected through the media at the convention and the way in which the Party is projected could heavily influence the outcome of the fall election. There is ample historical evidence (See Tab     ) to show that conventions have had a decisive impact.

The theme of the Democratic convention was perhaps "The Coronation of Jimmy Carter." What we would like to see in Kansas City is a story entitled "The Triumph of Gerald Ford."

It would be the personal triumph not so much of a President but of a field general who has figured out how to turn back a heavy attack and overwhelm the opposition. To achieve that, you must be seen in complete control of a well-knit convention team that paves the



way to a solid first-ballot victory. Then, with your nomination in hand, your Vice Presidential selection and your acceptance speech can propel you forward in the fall race.

Leadership, control, intelligence, competence, vision -- these are the personal qualities we would like to have you project.

As for the GOP, we believe it is essential that the Party not only be re-united in Kansas City but that it also project an image of being a party with future, a party with a broad base, a party which can provide a home for the average American -- not the party of the has-beens, the party of WASPs, nor the party of the comfortable. This goal can best be achieved through an imaginative, streamlined convention program that draws upon diverse elements within the party. Our work on the convention program has been directed toward that goal.

Here are the key questions which must now be resolved.

#### CONVENTION PROGRAM

##### 1. Involvement of the Ford Team in Planning the Convention Program

As you know, the planning of this year's convention program has been handled by the RNC and Ody Fish. For obvious reasons, Ody has wished to maintain his independence.

There is a unanimous feeling within your own convention team, however, that the program as now planned will not be terribly effective. It tends to be very long with long speeches and it has very little star quality. We have sketched out an alternative program that is streamlined, seeks to increase television appeal, and will have a more positive punch for the fall. For instance, the current schedule shows a 3 1/2-hour program Monday night; our revised program calls for a program of two hours and twenty minutes.



The first question, therefore, is whether the Ford team should now become more actively involved in planning the convention program. Our group's recommendation is that we definitely should. But before doing so, it will be extremely important that Dick Cheney or even you call Ody Fish and explain that some alternative suggestions have been developed and that you would like him to explore them with Stan Anderson; Stan would then fly to Kansas City and confer with him.

If the decision is made to become actively involved, new faces representing young people, athletes, celebrities and various constituent groups would be suggested for such things as the Pledge of Allegiance, Star Spangled Banner, invocations and benedictions in an attempt to appeal both to interest groups and to make the Convention as interesting as possible.

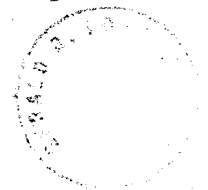
Become Involved in Planning \_\_\_\_\_  
Stay Out \_\_\_\_\_

## 2. Attack Speech Monday Night

If we are to become involved, it is our recommendation that one of the most important changes to be made is to add a tub-thumping speech Monday night that would take on the Democratic platform and the Democratic ticket. That is notably missing from the program now, and early drafts of Senator Baker's keynote indicate that it will be bland. We need your guidance in determining what name to put forward for a rousing finish to the night.

One obvious candidate is Governor Connally, but that presents some problems: Baker may think he is being upstaged; the Reagan forces may oppose having a second pro-Ford speaker that night; Connally would probably not be able to be the main nominators for the President; and if Connally were the Vice Presidential choice, his opportunity to present two major speeches at the convention could allow him to dominate it more than some would like.

If Connally were not the choice (there is strong sentiment for him to do it incidentally), other





choices would include: Vice President Rockefeller, Governor Evans, Mayor Pete Wilson, Congresswoman Fenwick, or -- if we can locate a really good one -- there is great appeal to a surprise appearance by a Democrat who is sour on Carter-Mondale.

Connally \_\_\_\_\_ Other \_\_\_\_\_ No Attack \_\_\_\_\_

3. Your Nominating and Seconding Speeches

Cheney has told us that work is proceeding independently on the choices of the nominator and seconders so that we have not developed firm recommendations on that. But we are attaching a list (Tab \_\_\_) of possible names to consider.

4. Concession Speech Wednesday Night

We recommend that the loser in the nomination fight come forward Wednesday night after the nomination with a surprise appearance. The purpose would be to congratulate the winner and, more importantly, to urge total unity within the party for the fall campaign.

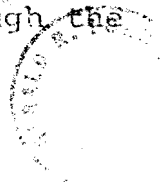
On the assumption that Reagan will lose, we think this would provide a very gracious exit for him and that it would allow him one final moment in the limelight before the convention becomes completely your own. We want attention focused Thursday entirely on you and your Vice Presidential choice with people already having received the signal from the Ronald Reagan team that party unity is essential. Conversely, if the totally unexpected happens, we feel that the Reagan forces would appreciate the same concession by us.

To accomplish this, we will have to work out a very high-level private agreement between the Ford and Reagan teams. We recommend that Cheney take charge of this.

Go Forward with Idea \_\_\_\_\_ Forget It \_\_\_\_\_

5. Convention Film

Both the 1972 GOP convention and the 1976 Democratic conventions scored heavily with the public through the



use of films. As you know, there was a general agreement about a month ago not to present any films in Kansas City, but as you close in on the nomination, there is growing interest here in a film on you for the final night. It could be used again during the campaign, of course.

At Rog Morton's request, and upon the recommendation of the Campaign '76 Advisory Board, Mary Louise Smight is currently considering a proposal to have the RNC fund the cost of two films, one on you and the other on Reagan; one would be shown immediately before the acceptance speech by the winning candidate. Both the legal and financial questions have been satisfactorily resolved. However, there is a logistics problem that needs to be resolved and Ody Fish, having already crossed the bridge, is opposed to going forward.

We believe that the film could be very helpful for you and that the logistical problems can be overcome. Bill Carruthers, the new TV consultant who arrived this past week, will be in Kansas City on Monday anyway, and we recommend that -- after a phone call from the White House to Ody -- Bill explore the logistics and come up with a solution. Carruthers has already made initial inquiries and feels there is a good chance of solving the problem at minimal cost.

Note that time is critical on this question because it takes a while to make a top-flight film. Note also that because the film will just precede your speech and will cover your record, it will influence what you will want to say in your acceptance address.

Go Forward on Idea \_\_\_\_\_ Forget It \_\_\_\_\_

The President's Convention Schedule

Two major issues need to be resolved: 1) the date you will depart for Kansas City and 2) your interaction with state delegations in Kansas City. In contrast to your decisions on the convention program, you can defer a final decision on this and in the meantime, the staff can begin preparing for contingencies.



1. Departure Date

Morton feels the President should remain in Washington until Tuesday, August 17. Timmons suggests that it may be necessary for the President to offset Reagan's presence in Kansas City but does agree with Morton that an early arrival will be perceived as a sign of weakness.

Should you decide on the later arrival, we would suggest a three-day Camp David stay from August 14-16. There would be little official White House business at this time and the Camp David environment would be excellent for final work on the acceptance speech and the fall strategy.

Approve Sunday, August 15 departure \_\_\_\_\_

Approve Tuesday, August 17 departure \_\_\_\_\_

2. State Delegations (assuming Sunday departure)

Timmons feels strongly that an early departure (Sunday) will necessitate that the President call upon selected state delegations (approximately 12) at their hotels. Logistically it will be almost impossible to bring all the delegates to the President's hotel. It might also create an image of an 'Imperial Presidency'. Reagan will be calling on the delegations at their hotels and if the President does not follow suit there is a possibility of creating an unfavorable comparison.

In contrast, other members of your staff believe it would be far more "Presidential" for selected delegates to come to you. For you to scramble from one caucus to the next also strains our resources in Kansas City and will put you in many environments that we cannot entirely control. Instead, meetings with uncommitted delegates and delegates of key states can occur in the Presidential Suite with groups of up to 15 people in number. (Some of the delegations are housed 15 miles from the Crown Center.) If necessary, a meeting with the Wyoming and Hawaii delegations could be scheduled in one of the Crown Center function rooms.

If the delegate count reaches the 1175+ range, there is total agreement that the President should adopt the 'high-road' approach and arrive in Kansas City on Tuesday.

We seek the President's guidance with regard to the delegate meetings:



Meet delegates in Crown Center \_\_\_\_\_

Travel to delegates' hotels \_\_\_\_\_



- TAB A -- Current Convention Program (Fish)
- TAB B -- Proposed Convention Program (Staff)
- TAB C -- Proposed Convention Personalities
- TAB D -- Alternative Presidential Schedules
- TAB E -- Political Impact of Conventions
- TAB F -- Candidates for Nominating Speeches

Note: Members of the working group that prepared these materials were Stan Anderson, Tim Austin, John Carlson, Bill Carruthers, Dave Gergen, Jack Ford, Jerry Jones, Bill Nicholson, Terry O'Donnell, Bill Rhatican, Bill Timmons, George Van Cleve and Sheila Weidenfeld.

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FIRST SESSION, MONDAY, AUGUST 16, 1976 -- 10:30 a. m.

Pre-Convention Entertainment	Manny Harmon Orchestra	
Convention Called to Order	Mary Louise Smith	10:30
Special Guest	( )	10:40
Presentation of the Colors	( )	10:45
Pledge of Allegiance	( )	10:50
National Anthem	( )	10:55
Invocation	( )	11:00
Welcome - State of Kansas	Governor Bennett	11:05
Welcome - City of Kansas City	Mayor Wheeler	11:10
Welcome - Republican Party	McCuskey ? Dems Used Shea ? Fish ?	11:15
Address	Senator Goldwater	11:20
Call for Convention	Esther Carrier	11:50
Temporary Roll of the Convention		Noon
Election of Temporary Chairman and Officers		12:10
Remarks	Young Republicans (Jack Mueller)	12:20
Remarks	College Young Republicans (Karl Rove)	12:30
Temporary Rules		12:40



FIRST SESSION, MONDAY, AUGUST 16, 1976 (Continued)

Remarks	Hispanics - Fernandez	12:45
	Black Caucus - Lucas	12:50
	Heritage - Derwinski	12:55
	State Chair - Rosenbaum	1:00
Authorization of Committees on Credentials, Perm. Org., Rules and Order of Business and Resolutions		1:10
76 Senatorial Campaign Report	Ted Stevens	1:20
76 Gubernatorial Campaign Report	Governor Moore	1:30
Benediction		1:40





SECOND SESSION, MONDAY, AUGUST 16, 1976 -- 7:00 p.m.

Pre-Convention Entertainment	Manny Harmon Orchestra	
Convention Called to Order		7:00
Special Guest	( )	7:05
Presentation of the Colors	( )	7:15
Pledge of Allegiance	( )	7:20
National Anthem	( )	7:25
Invocation	( )	7:30
Welcome - State of Missouri	Governor Bond	7:35
Address	Women's Fed. (Pat Hutar)	7:40
Keynote Presentation	Senator Baker	7:55
Tribute to the First Lady		8:30
Response	Betty Ford	8:40
Address	Mary Louise Smith	8:45
76 Cong. Campaign Report	Guy Vanderjagt	9:05
Benediction		10:25



THIRD SESSION, TUESDAY, AUGUST 17, 1976 -- 7:00 p. m.

Pre - Convention Entertainment	Manny Harmon Orchestra	
Convention Called to Order by Temporary Chairman		7:00
Special Guests	( )	7:05
Presentation of the Colors	( )	7:15
Pledge of Allegiance	( )	7:20
National Anthem	( )	7:25
Invocation	( )	7:30
Remarks	Robert Carter	7:35
Address		7:45
Reports of the Committee on Credentials, Rules and Order of Business and Perm. Org.		8:15
Gavel Presentations		10:25
Report of the Committee on Resolutions	Governor Ray	10:35
Benediction		11:30

FOURTH SESSION, WEDNESDAY, AUGUST 18, 1976 -- 7:00 p.m.

Pre-Convention Entertainment	Manny Harmon Orchestra	
Convention Called to Order by Permanent Chairman		7:00
Special Guest	( )	7:05
Presentation of the Colors	( )	7:15
Pledge of Allegiance	( )	7:20
National Anthem	( )	7:25
Invocation	( )	7:30
Introduction of Cabinet	( )	7:35
Election of Republican National Committee		7:45
Presentation of Badges		7:50
Roll Call of States for Presidential Nomination		7:55
Nominations for President		
Roll Call to Select Nominee		
Benediction		

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PROPOSED SCHEDULE

FIRST SESSION - MONDAY - AUGUST 16, 10.30 A.M.

Pre-Convention Entertainment - Harmon

Convention Called to Order - Mary Louise Smith 10.30

Special Guest 10.35

Presentation of Colors 10.40

Pledge of Allegiance 10.45

National Anthem 10.50

Invocation 10.55

Welcome - State of Kansas - Bennett 11.00

Welcome - Kansas City - Wheeler 11.05

Welcome - Republican Party 11.10

Call for Convention - Estelle Conner 11.15

Temporary Roll of the Convention 11.20

Election of Temporary Chairman  
Announcement of Committee to Escort  
Temporary Chairman  
Election of Temporary Officers of Convention

Remarks - Young Republicans 11.40

Remarks - College Y.R.'s 11.45

Temporary Rules 11.50

Remarks - Spanish - Fernandez 11.55  
Black - Lucas  
Heritage - Derwinski  
State Chair - Rosenbaum



PROPOSED SCHEDULE

FIRST SESSION - MONDAY - AUGUST 16, 10.30 A.M. (Continued)

Authorization of Committee on Credentials	12.15
Authorization of Committee on Permanent Organization	
Authorization of Rules and Order of Business	
Authorization of Committee on Resolutions	
The Gubernatorial Campaign Report - Moore	12.25
Remarks - Women's Fed. - Hutar	12.35
Remarks - Robert Carter	12.45
Benediction	12.55



PROPOSED SCHEDULE

SECOND SESSION - MONDAY - AUGUST 16, 7.00 P.M.

Pre-Convention Entertainment	
Convention Called to Order	7.00
Special Guest	7.05
Presentation of Colors	7.10
Pledge of Allegiance	7.15
National Anthem	7.20
Invocation	7.25
Welcome - Address - Bond	7.30
Introduction and Speech of Temporary Chairman - Dole	7.40
The Senate Campaign Report - Stevens	7.50
The Cong. Campaign Report - Vander Jagt	7.55
Filler	8.00
Keynote Speech - Baker	8.05
Filler	8.25
Introduction of Smith - Sen. Brooke	8.30
Address - Mary Louise Smith	8.35
Filler	8.45
Salute to <del>Other</del> Americans - Javits	8.50
Filler	8.55
Attack Speech <del>John Connally</del>	9.00
Benediction	9.20



PROPOSED SCHEDULE

THIRD SESSION - TUESDAY - AUGUST 17, 7.00 P.M.

Pre-Convention Entertainment

Convention Called to Order 7.00

Special Guest 7.05

Presentation of Colors 7.10

Pledge of Allegiance 7.15

National Anthem 7.20

Invocation 7.25

Introduction of V.P. - Dole 7.30

Address of V.P. Rockefeller 7.35

Report of Credentials Committee and  
Permanent Organization Committee 7.50

Introduction of Permanent Chairman - Dole 8.00

Address of Permanent Chairman - Rhodes 8.05

Report of Rules Committee 8.10

Introduction of Goldwater - Heckler 9.00

Address by Goldwater 9.05

Resolutions - Vacant on Ticket 9.20  
- Publication of Proceedings  
- Appreciation and Thanks

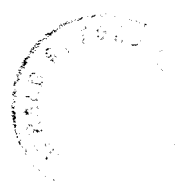
Report of Committee on Resolutions - Ray 9.25

Reports of Subcommittees -

Human Rights and Responsibilities

Chairman: Silvio Conte from Massachusetts

Co-Chairman: Charles Pickering from  
Mississippi





PROPOSED SCHEDULE

THIRD SESSION - TUESDAY - AUGUST 17, 7.00 P.M. (Continued)

Reports of Subcommittees (Continued)

Agriculture, Business and Economics

Chairman: Barber B. Conable, Jr. from N.Y.

Co-Chairman: Thomas Curtis from Missouri

Governmental Concerns and the Consent of the Governed

Chairman: Margery S. Holt from Maryland

Co-Chairman: Bart Fleming from Arizona

Human Resources

Chairman: Doctor Margery Parker from D.C. —

Co-Chairman: Mike D. Antonovich from California

Peace, Security and Foreign Policy

Chairman: Senator Roman L. Hruska from  
Nebraska

Co-Chairman: Congressman David C. Treen from  
Louisiana

Community and National Development

Chairman: Ralph J. Perk from Ohio

Co-Chairman: John B. Anderson from Illinois

Conservation, Energy, Natural Resources and Environment

Chairman: Mary George from Hawaii

Co-Chairman: Richard Obenshain from Virginia

Benediction

10.30



PROPOSED SCHEDULE

FOURTH SESSION - WEDNESDAY - AUGUST 15, 7.00 P.M.

Pre-Convention Entertainment

Convention Called to Order	7.00
Special Guest	7.05
Presentation of Colors	7.10
Pledge of Allegiance	7.15
National Anthem	7.20
Invocation	7.25
Election of RNC	7.30
Official Photograph	7.35
Presentation of Badges	7.40
Roll Call of States for Nomination	7.45
Nominations for President	8.15
Roll Call to Select Nominee	9.45
Announcement of Nominee and Committee to Notify Nominee	10.45
<b>CONCESSION SPEECH ?</b>	
Benediction	10.48

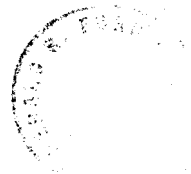
PROPOSED SCHEDULE

FIFTH SESSION - THURSDAY - AUGUST 19, 7.00 P.M.

Pre-Convention Entertainment	
Convention Called to Order	6.30
Special Guest	6.35
Presentation of Colors	6.40
Pledge of Allegiance	6.45
National Anthem	6.50
Invocation	6.55
Roll Call of States for Vice- Presidential Nomination	7.00
Nominations for Vice-President	7.20
Roll Call to Select Vice-President	7.40
Announcement of Committee to Notify and Escort Vice President	8.00
Introduction of Vice President	8.05
Acceptance Speech of V.P.	8.10
Introduction of Cabinet	8.25
Tribute to First Lady - Cary Grant	8.35
Comments by First Lady	8.45
Film on President	8.50
Introduction of President	9.10
Acceptance Speech of President	9.15
Unity/Fall Election Pictures	9.45
Benediction	10.00



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July 30, 1976

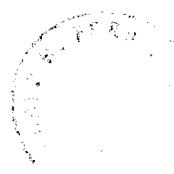
POSSIBLE CONVENTION PERSONALITIES

The following public figures have been suggested for possible participation in the 1976 GOP Convention.



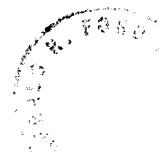
ENTERTAINERS

Cary Grant  
Ella Fitzgerald  
Christopher George  
Linda Day George  
Bob Hope  
Helen Hayes  
Telly Savalas  
Robert Mitchum  
June Allyson  
Ray Bolger  
Earl "Fatha" Hines  
Marva Josie  
Sonny Bono  
Tammy Wynette  
Sarah Vaughn  
Ann-Margaret  
Van Cliburn  
Beverly Sills  
Fred Astaire  
Dionne Warwick  
Peal Bailey  
Nanette Fabray  
Charlton Heston  
Julia Meade  
Zsa Zsa Gabor  
Eva Gabor  
Ben Vereen  
Carol Burnett  
Helen Reddy  
Danny Kaye  
Vicki Carr  
Lee Majors  
Mary Tyler Moore  
Glenn Ford  
Audrey Meadows  
Jayne Meadows  
Lionel Hampton  
Roger Miller  
John Wayne (Reagan supporter)  
Efram Zimbalist (Reagan supporter)  
Tom Sullivan (blind singer)



ATHLETES

Deane Beman  
Woody Hays  
Johnny Rutherford  
Cale Yarborough  
Dorothy Hamill  
Willie Mays  
Mickey Mantle  
Colleen O'Connor  
Sheila Young  
Muhammad Ali  
Joe Garagiola  
Richard Petty  
Terry Bradshaw  
Ernie Banks  
Chris Evert  
Carlton Fisk  
Tom Landry  
Gordon Howe  
Lee Trevino  
Bill Bradley  
Calvin Hill  
Adrian Dantley  
Gregory Louganis  
John Naber



BLACK CLERGYMEN

Rev. Joe Jackson - Head of the 6 million member National Baptist Convention USA, Inc., Chicago. Competitor of "Daddy King" with whom he does not agree. Very eloquent. Highly respected among white Evangelicals.

Dr. Gardner Taylor - Covenant Avenue Baptist Church, Brooklyn, NY. Very large, influential church.





PROTESTANTS  
(Including Evangelicals)

Archbishop Joseph Tawil - Apostolic Exarchate  
for the Melchites in the U.S.

Dr. Paul Stevens - Head of the Radio and TV  
Commission of the Southern Baptist  
Convention for 23 years. Well known in  
both religious and secular circles. A  
Ford supporter. Just appointed to the  
Board of the Corporation for Public Broad-  
casting. Just selected "Texan of the Year"  
by the giant Texas Association of Broad-  
casters. Outstanding religious statesman  
from largest Protestant denomination.

John Erickson - Kansas City. President of  
the large vigorous Fellowship of Christian  
Athletes. GOP Senate candidate from  
Wisconsin in 1970. An effective speaker.  
Influential. Presbyterian?

Rex Humbard - Akron, Ohio. Preaches to some  
15-20 million each Sunday.

Oral Roberts - Tulsa, Oklahoma. Speaks to  
about 10 million people per week.

Dr. Norman Vincent Peale - New York. Highly  
esteemed throughout the Nation.



JEWISH LEADERS

Rabbi Seymour Siegel - Professor at the Jewish Theological Seminary. Well known in academic and religious circles. Will be spending the next several months in Washington teaching at Georgetown and has volunteered to work for President.

Rabbi Israel Miller - Vice President of Yeshiva University in New York. Immediate past Chairman of the Conference of Presidents of Major American Jewish Organizations.

Rabbi Bertram Korn - Rabbi of the largest Reform synagogue in Philadelphia. Well known historian. Admiral in the Naval Reserve.

Rabbi Jack Spiro - Rabbi at one of the six oldest synagogues in the country (in Richmond, VA). Recently met with the President. Has indicated his support for the President.

Rabbi Morris Sherer - Executive Vice President of Agudath Israel, a significant Orthodox group.

Rabbi Walter Wurzberger - President of the Rabbinical Council of America - the largest group of Orthodox Rabbis.

Rabbi Herschel Schacter - Leading Orthodox Rabbi in New York who will definitely be helpful to the President.

CATHOLICS

Archbishop Ignatius J. Streckler - Kansas City\*

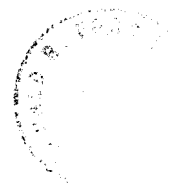
Bishop Charles H. Helmsing - Kansas City\*

Father T. M. Hesburgh - Notre Dame

Cardinal Kroll - Philadelphia

Cardinal Cooke - New York

\*According to information received by Dick Brannon, church protocol would dictate that we at least confer with and seek recommendations, if not invite, the two principal church leaders in the Kansas City area.



MISCELLANEOUS

Neil Armstrong

Louise Nevelson, Sculptor

Robert Georgine

T  
A  
B  
D



	SUN. 15	MON. 16	TUES. 17	WED. 18	THURS. 19	FRIDAY 20
8:15		8:00-DC	8:00 - DC	8:00-DC	8:00-DC	8:00-Mtg. w/rev Rep. Natl. Comm at Muehlebach
8:30		Pol. & Floor Op. grps mtg Crown Center	Mtg w/Exec. Comm. at Crown Center	Mtg w/Exec. Comm. at Crown Center		
9:00			↓	↓		
9:15		Mtg. w/State Whips grps Crown Center	9:30-Brent Scowcroft	9:30-Brent Scowcroft		9:30-Contingency Time
9:15		10:00-VP nominee discussion	9:45- Ron Nessen	9:45- Ron Nessen		
10:30		↓	VP Nominee Discussion	VP Nominee Discussion		Depart Crown Center.
11:00	Church	Contingency Time	↓	↓	Announce VP Nominee	Depart K.C. for Vail
11:30			Meet w/select ed Delegates			
12:00			↓	Dropby Finance Comm. Fund- raiser at Muehlebach	Personal Time	
12:30		Lunch w/Rep Governors	Lunch w/Rep Mayors			
12:45						
1:00				Private lunch at C. Center		
2:00		Meet with Selected Delegates	Meet with Selected Delegates	Meet with Selected Delegates	Meet with Calif. Delegates	
2:30				↓		
3:00				Contingency Time	Meet with Tex. Delegates	
4:30						
5:00					Speech Preparation	
5:30		Speech Writers	Speech Writers			
5:30		DC	DC			
6:00				↓	↓	
6:30	8:30-Arr. KC 9:00-Welcome Rally, Crown Center 10:00-Mtg w/ Exec. Comm.	6:15-to Suite Dinner with family in Suite & watch TV with Jack & Steve	6:30-Dinner w/family at selected K.C. restaurant TV in Suite	6:30-Dinner w/family & Watch TV 11:00-Call on Reagans at Alameda Plaza	6:30-Dinner w/family in Suite 9:00-Arr. Kemper arena for accept- ance speech	
NEWS EVENT			Visits by selected VIPs		10:30-private party for family & friends	
MRS ORD						

Aug	15	16	17	18	19	20
8:15	Camp David	Camp David		8:00-DC	8:00-DC	8:00-Mtg w/ new RNC at Muehlebach
8:30				Mtg w/Exec Comm		
9:00						
9:15				9:30- Nessen		9:30-Contingency Time
10:15				10:00- VP Nominee		
10:30				Discussion		Depart Crown Center
11:00					Announce VP Nominee	Depart Kansas City for Vail
11:30						
12:00				Drop-by		
12:30				RNFC I-raiser at Radisson	Lunch w/ GOP Governors	
1:45						
2:00			Depart for Kansas City	Private Lunch at C. Center		
2:00				Meet with Selected Delegates	Meet with California dels.	
2:30						
3:00			Arrive Kansas City	Contingency Time	Meet w/Texas delegates	
3:30			Welcome Rally Crown Center			
4:00					Speech Preparation	
4:30			Mtg with State Whips			
5:00						
5:30			Mtg w/Pol. & Floor Oper Grps			
6:00			DC			
VE.		Return to the White House	6:30-Dinner w/ family in suite	6:30-Dinner w/family at local restaurant Watch TV	6:30-Dinner w/family in suite	9:00- arrive Kemper for acceptance speech
NEWS MENT			TV in suite Visits by selected VIPs	10:00-Visit Reagans at Alameda	10:30-private party	
ERS CRD						

T  
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B  
E



July 30, 1976

MEMORANDUM FOR: DAVE GERGEN

FROM: GEORGE VAN CLEVE

SUBJECT: EFFECT OF NATIONAL PARTY CON-  
VENTION ON ELECTION OUTCOME

During the four days of the convention, you not only nominate a candidate, you also either elect or don't elect the next President, because the impact of the media is so overpowering.

When you blanket the airwaves, you cast an almost indelible impression that sticks with the voters all the way through election day. There is a direct correlation between successful conventions and Presidents being elected.

--Al Vecchione, 1976 DNC TV  
consultant

You asked me to give you an opinion on the accuracy of Vecchione's statement. In my opinion, the statement exaggerates the impact of a convention -- but not very much. Carter's people clearly believed Vecchione was right -- and the available data supports their belief.

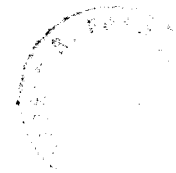
For much of the 60% (on the average) of the national TV audience which watches prime-time coverage of a convention, the convention is the beginning of the campaign. It serves to position the candidates at the starting line. The data tell us that a good convention means a move up in the polls, while a bad convention means a move down or a slower move up. In our case, a downward move might put us far enough back to make recovery extremely difficult.

1968\*

In 1968, the GOP convention was held August 3-8.

<u>Pre-GOP Convention</u>	<u>Post-GOP Convention</u>
RMN: 40	RMN: 45
HHH: 38	HHH: 29

\*All data is Gallup data, except 1976 post-DEM convention, which is Harris. All data was obtained shortly before or shortly after each convention.



1968

In 1968, the Democratic Convention was held August 26-29.

Pre-DEM Convention

RMN: 45  
HHH: 29

Post-DEM Convention

RMN: 43  
HHH: 31

1972

In 1972, the Democratic Convention was held July 12-14.

Pre-DEM Convention

RMN: 53  
McG: 37

Post-DEM Convention

RMN: 56  
McG: 37

In 1972, the GOP Convention was held August 21-23.

Pre-GOP Convention

RMN: 57  
McG: 31

Post-GOP Convention

RMN: 64  
McG: 30

1976

Pre-DEM Convention

Ford: 39  
Carter: 53

Post-DEM Convention

Ford: 27  
Carter: 66



T  
A  
B  
F



CANDIDATES FOR PRESIDENTIAL NOMINATING SPEECHES

John Connally

Mayor Cianci of Providence

Audrey Colum (young black woman now head of Women's  
caucus)

Head of Future Farmers of America

Clarke Reed

Dale Lewis

Mrs. Ford

Labor Representative

Rita Hauser

Senator Griffin

Peggy Heckles


Millicent Fenwick

Pete Wilson



August 9, 1976

MEMORANDUM FOR:                   RON NESSEN

FROM:                                JERRY H. JONES 

SUBJECT:                            Republican National Convention  
                                      Kansas City, Missouri

You will accompany the President on board Air Force One to Kansas City, Missouri on Sunday, August 15, 1976. Detailed information regarding departure and baggage call will follow later this week.

A staff manual will be available for you before your departure with detailed convention arrangements, general information about Kansas City, and your identification pass. If you do not have a pass, it may be obtained at the President Ford Convention Committee headquarters in the Crown Center, Second Floor, from August 12-20.

Because the PFC has virtually reached its expenditure limits, funds available for convention activities are extremely tight. We therefore must ask you to pay for your personal room and meal expenses while in Kansas City. Your room expenses will be \$232.00 for the period August 15-20. Please make a check payable to The Convention Account and send it to my office by cob, August 10.

For meals the PFC has arranged for a staff mess at the Crown Center. You may purchase tickets for each meal, or for the entire convention period.

The PFC will pay for your transportation costs to and from Kansas City.

Each senior staff member (Counsellor to the President and Assistant to the President) has been assigned a single room. Wives are welcome. However, each senior staff member must make transportation arrangements for his wife and arrange for meals. Wives may purchase tickets to eat in the staff mess. If your wife accompanies you to Kansas City, hotel costs will be \$143.00 per person for the period August 15-20.



Attire for the convention period should include typical clothing for both business and casual activities. There are no formal activities scheduled during the convention. The temperature is in the 90s and humid. There are swimming, tennis and health facilities located in the Crown Center.

Any questions should be directed to this office - ext. 7052.



7/31  
THE WHITE HOUSE  
WASHINGTON

NOTE FOR:

Levy Jones.

FROM

:

RON NESSEN

Should the  
President send  
send a letter?

RAN

UNITED STATES DISTRICT COURT  
DISTRICT OF COLORADO  
UNITED STATES COURTHOUSE  
DENVER, COLORADO 80202

FRED M. WINNER  
JUDGE

August 26, 1976

Mr. Ron Nessen  
The Whitehouse  
Washington, D.C.

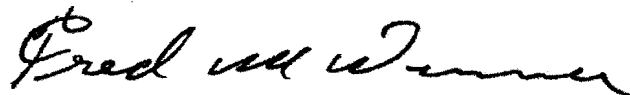
Dear Mr. Nessen:

In accordance with our visit of last evening at Pepi and Sheika Gramshammer's picnic at Vail, I write this letter concerning Pepi's forthcoming naturalization.

The ceremony will be on Citizenship Day, September 16, 1976, at Phipps Auditorium in Denver. Pepi's class will be the largest in Colorado's history, and our court will sit en banc together with the Chief Justice of the Colorado Supreme Court.

It is my hope that a letter from the President mentioning his friendship with Pepi and Sheika and welcoming the newly naturalized citizens could be read during the ceremony. A copy of the letter would then be furnished each new citizen.

Sincerely,



Fred M. Winner

FMW:mls





THE WHITE HOUSE  
WASHINGTON

9/2

NOTE FOR:

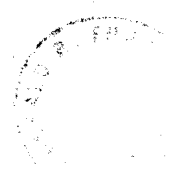
Levy Jones

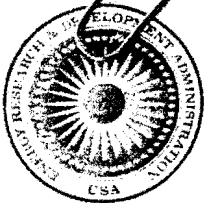
FROM:

RON NESSEN

Do we have  
any interest  
in this for the  
President?

RAN





UNITED STATES  
ENERGY RESEARCH AND DEVELOPMENT ADMINISTRATION  
WASHINGTON, D.C. 20545

September 1, 1976

MEMORANDUM FOR: Ron Nessen  
Press Secretary  
The White House

FROM: John W. King, Director  
Office of Public Affairs

A handwritten signature in cursive script, reading "John W. King", is written over the typed name of the Director of Public Affairs.

SUBJECT: PRESS TOUR/PROJECT DEDICATION CEREMONY: MINIMUM  
ENERGY DWELLING, MISSION VIEJO, CALIFORNIA

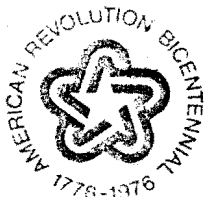
In late September or early October (exact date yet to be determined) the Energy Research and Development Administration intends to hold a dedication ceremony for an energy conservation house in South California. Dr. Gene Mannella, Deputy Assistant Administrator for Conservation will probably represent the agency at this event.

The attached press release, issued at the time of the contract award, describes this project in some detail. Just prior to the dedication ceremony we plan a press tour of the site. We're bringing it to your attention in case the President might be interested in taking part in the dedication.

We will provide dates as soon as possible. Meanwhile, we'd appreciate knowing whether there is any White House interest in the event.

Attachment:  
ERDA Press Release 76-111

cc: William F. Rhatican  
Deputy Director  
Office of Communications  
The White House



THE WHITE HOUSE  
WASHINGTON

*To Jerry Jones 10/20*

October 19, 1976

To: Ron Nessen  
From: Bill Rhatican *WR*  
Subject: Aircraft Press Interviews

Bill Nicholson informs me that the President has agreed to do a certain number of interviews while on the aircraft during the last stops in the campaign. Outlined below are my recommendations for your approval. When you have reviewed this proposal, please pass it along to Jerry Jones or Bill Nicholson for their implementation on your recommendations.

<u>Date</u>	<u>From</u>	<u>To</u>	<u>Recommendation</u>	<u>Yes</u>	<u>No</u>
October 23	Richmond Raleigh Columbia	Raleigh Columbia Los Angeles —	None None L.A. Times		<i>RHN too tired</i>
25	San Diego Seattle Portland	Seattle Portland Pittsburgh	Post-Intelligencer KATU-Portland KDKA-TV-(Pitt.)	<i>RHN RHN</i>	<i>RHN too tired</i>
26	Pittsburgh	Chicago	WTTW-Chicago		<i>RHN</i>
27	Chicago Milwaukee	Milwaukee Philadelphia	None Milwaukee Sentinel Journal		<i>RHN</i>
28	Philadelphia Cincinnati	Cincinnati Cleveland	Cincinnati Enquirer Plain-Dealer	<i>RHN RHN</i>	<del>    </del>
29	Cleveland Indianapolis	Indianapolis St. Louis	AP UPI		<i>Decide later</i>

None of the newspapers mentioned above has endorsed either candidate.

cc: Greener  
Gergen  
Nicholson

THE WHITE HOUSE  
WASHINGTON

10/20/76

WTMG - T. V.  
Milwaukee  
414/332-5532

Karen Mawhinney

from Bill Rhatigan

*Yes*

*on Milwaukee-  
Philadelphia  
blight if  
it is next at  
the end of a  
long, hard  
day.*

*RDN*

THE WHITE HOUSE

WASHINGTON

October 21, 1976

MEMORANDUM TO:

JERRY JONES ✓  
BILL NICHOLSON

FROM:

RON NESSEN RAN

U. S. News and World Report has traditionally run an on-the-record interview with the new President-elect the week after each election.

Attached find copies of the interviews with Johnson in 1964 and Nixon in 1968.

U. S. News and World Report is asking for a chance to interview President Ford, on the assumption he wins the election. Because of deadline problems and the desire of U. S. News and World Report that we check the transcript before they print it, they would like to do the interview on November 3rd, the day after the election.

I recommend that this interview be scheduled for 30 minutes on November 3rd.

If approved, I will make the necessary arrangements and do the briefing paper when you notify me.

Attachments



*Exclusive Interview With*

**THE PRESIDENT  
OF THE UNITED STATES**





—USN&WR Photo

*Exclusive Interview With*  
**PRESIDENT-ELECT**  
**NIXON**

THE WHITE HOUSE  
WASHINGTON

October 20, 1976

MEMORANDUM FOR:       BILL NICHOLSON  
  
FROM:                    RON NESSEN  
  
SUBJECT:                U. S. News and  
                          World Report

As you can see from the attached U. S. News and World Report wants to do an interview sometime on November 3 (the day after the election). I think we should plan to do this interview if the President wins. Their request will be withdrawn if the President does not win.



YES

October 14, 1976

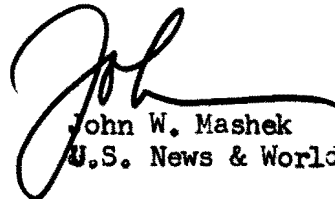
Ron:

I believe Mike Wright mentioned to you our interest in a short IVU with the President if the election goes the way you're assuring me from time to time.

I recognize there will be a rush for this kind of interview on November 2, 3 and down the line. For our deadline purposes, and because we have the clearance system for which time must be allowed, we'd like to have one sometime on November 3rd (the day after the election.)

I'm attaching similar interviews with LBJ in 1964 (I think you were in Texas on election day, too) and with President-elect Nixon in 1968. In 1972, we had statements from Nixon and McGovern. We would like our own interview this year and don't believe it would take more than 20 to 30 minutes at most with me doing a one-on-one IVU.

Thanks.



John W. Mashek  
U.S. News & World Report

THE WHITE HOUSE  
WASHINGTON

10/20/76

NOTE FOR: *Jerry Jones*  
FROM : RON NESSEN

*Press recommendations  
for AFI  
interviews.*

*RAN*

THE WHITE HOUSE  
WASHINGTON

October 19, 1976

To: Ron Nessen  
From: Bill Rhatican *WR*  
Subject: Aircraft Press Interviews

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<u>Date</u>	<u>From</u>	<u>To</u>	<u>Recommendation</u>	<u>Yes</u>	<u>No</u>
October 23	Richmond	Raleigh	None		
	Raleigh	Columbia	None		
	Columbia	Los Angeles	L.A. Times		RHN too tired
25	San Diego	Seattle	Post-Intelligencer	RHN	
	Seattle	Portland	KATU-Portland	RHN	
	Portland	Pittsburgh	KDKA-TV-(Pitt.)		RHN too tired
26	Pittsburgh	Chicago	WTTW-Chicago		RHN
27	Chicago	Milwaukee	None		
	Milwaukee	Philadelphia	Milwaukee Sentinel Journal		RHN
28	Philadelphia	Cincinnati	Cincinnati Enquirer	RHN	<del>    </del>
	Cincinnati	Cleveland	Plain-Dealer	RHN	
29	Cleveland	Indianapolis	AP		
	Indianapolis	St. Louis	UPI		Decide later

None of the newspapers mentioned above has endorsed either candidate.

cc:Greener  
Gergen  
Nicholson

THE WHITE HOUSE  
WASHINGTON

10/20/76

*Yes*

WTMG - T. V.  
Milwaukee  
414/332-5532

Karen Mawhinney

from Bill Rhatigan

*on Milwaukee-  
Philadelphia  
bleight it  
it is not at  
the end of a  
long, hard  
day.*

*RDN*

October 31, 1976

**MEMORANDUM TO:** DICK CHENEY  
JERRY JONES  
BILL RHATICAN  
RED CAVANEY

**FROM:** RON NESSEN

As we travel through the final ten days you might want to keep in mind that we have the following outstanding interview requests which we can accept at any time it is to our benefit to do so:

The Today Show  
Good Morning America  
Walter Cronkite - CBS Evening News  
Issues and Answers (one hour) Sunday, October 31.

In addition, we have a sizeable number of interview requests from leading newspapers and television stations in almost all the cities we are visiting. I am taking with me on the trip a file of the major requests and we can review them should any time open up on the President's schedule for press interviews.

RN/mcb



November 26, 1976

**MEMORANDUM FOR JERRY JONES**

**FROM: RON NESSEN**

**You may get some pressure from people outside the Press Office or even outside the White House for the President to do an interview with Ranan Lurie.**

**Such an interview should be resisted strongly. This is the guy who did the interview that got General Brown in such great trouble. The guy is a pre-Israeli lobbyist and will do the President no good at all.**

**I am totally opposed to any interview with Lurie and will fight strongly against it.**

**RN/cg**



THE WHITE HOUSE

WASHINGTON

November 22, 1976

MEMORANDUM FOR: CONNIE GERRARD

FROM: KATHIE BERGER *K*

Connie, I received a call from Dick Rosenbaum, New York GOP State Chairman, indicating that Ranar Lurie, Newsweek International, would like to have a one-on-one interview with the President before January 20th.

As you may recall, Lurie wrote the General Brown piece.

I told Rosenbaum I would pass this request along to Ron Nessen who would get back to Lurie. Lurie's address is 444 Madison Avenue, New York, New York. His phone number is 203/869-8985.

Thanks.

*Don -  
Kathy said she  
talked to you about  
this. You were going  
to write a note saying  
no thank.*

*C. D.*

