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T.O'D.

May 5, 1976

10 THINGS WE CAN DO IN NEBRASKA

There are two primaries on Tuesday, May 11: West Virginia and Nebraska. West Virginia is a crossover State and we can expect a Texas and Indiana-type problem with Wallace crossovers.

Nebraska is a closed primary with Republicans only and therefore gives us a reasonable chance. We must win Nebraska.

1. Jim Shuman and Jim Cavanaugh should initiate an in-depth study of Nebraska today to pinpoint the issues and concerns in the State for the President's Q and A book.
2. Get Congressman McCallister to endorse. He has been fence-sitting out there and he has as much or more influence as Curtis or Hruska.
3. Have Curtis, Hruska, McCallister and any other key people issue statements to the effect that the Wallace voters stole the Texas and Indiana primaries away from the President and will be the disbalancing force in Kansas City unless the Republicans from Nebraska (and other primary States) turn out in numbers and vote for the President.
4. Buy the Goldwater statement from the networks, turn it into a political spot and play it all over Nebraska.
5. Have Rog Morton, Warren Hendriks, Max Friedersdorf, and Jerry Jones designate a dozen key members of the House and Senate to campaign in Nebraska for the President Thursday through Monday. They should be provided talking points prepared by Gergen.
6. In addition to any that may already be scheduled, get five of our Cabinet Members out there before Monday even if they have to speak at Scott's Bluff to the Jaycees.
7. Lay on radio, TV and newspaper appointments with the President during his visit to Nebraska Friday and Saturday.



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8. Consider having the President cut a one-minute or five-minute film clip for replay in Nebraska.

9. Step up the rate of advertising throughout the State and consider a new ad for Nebraska.

10. Get 10 or 15 letters to the editor written by tomorrow emphasizing key positive points about the President and the negative points about the Wallace influence on the Republican nomination. Stu can get these letters placed in Nebraska newspapers between now and Tuesday.



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Book at 5:30



Terry
Thank this
a good idea
He should do
the live speech
from office
+ take
+ for replay
+ cuttin
MIK
cc to Jerry

May 7, 1976

MEMORANDUM FOR: MR. JERRY JONES
FROM: TERRY O'DONNELLI *TOD*
SUBJECT: TV Address

Jerry, rather than go back to Michigan for an extended second trip doing airport rallies and half-baked events in high school gyms, I think we ought to seriously consider a very brief, quality Presidential second trip in combination with a television address by the President of the United States to the people of Michigan.

I would hope that while we are in Nebraska such an address could be written. When the President returns, he could review the address and if it looks good enough, we might even consider going on national TV. If not, we would play it frequently in Michigan prior to the primary and if it does well, expand the concept to use for California and some of the other States.

I recommend this because I think the President - while not an electric speaker - can very sincerely lay out in summary fashion his record, his program, and his plans for the future in such a way that it will convince and persuade many, many of the Republicans who are wandering off the reservation.

Since he has a good record in national security rather than merely rhetoric, I think it will even persuade Democrats who happen to see the show that in cross-over states, this man might be their best bet.



It is the only main campaign tactic that we have failed to use, and when you are losing, I think you must seriously consider doing the things that you are not doing, i. e. using television itself.

As you know, you can buy a half-hour of State TV time for a reasonable price. Reagan did it in North Carolina and has done it since then, and I attribute much of his success to his ability to communicate to millions and millions of people on television while we communicate directly to gym-fulls of people and rely on secondary media for coverage of the events. I think we need to go directly to the people, eyeball to eyeball, on the tube, and I am afraid it is the only hope that we have.

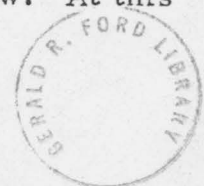
The President's sincerity and trust come through loud and clear in such a speech -- we could do it in studio conditions over again and again until we have it right.

I am not suggesting that we back off travel; quite the contrary, we need to make quality Presidential trips to all the States that are important to us. I am suggesting, however, that in conjunction with these trips and an active advertising program, we serious consider using television as the medium of persuasion.

We have often said of the President, if the people can just see and hear the President talk about his programs and his plans for the future, they would be won over. ~~Well~~, we have a chance to do it and it might be a last chance.

I would hope that in the speech the President could mention some of the DeBolt ideas, i. e. that I may not be the flashiest of campaigners but I am a darned, good, solid and honest President and what is right for the country will always dominate over what is political. I recall vividly the motorcade in Florida when the President stood on a small platform in the rain and stated, "Aristocracy is not of the cloth, but of the soul and while I may not look that good, I am a darned good President".

I don't think any of us can be sure without a doubt if this tactic will work, but I am confident that it will persuade many. We can be sure that it will reach thousands more than we are reaching now. At this



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stage in the game, can we really afford not to try it?

On the production schedule, I would assume that a speech could be written by Sunday sometime. The President could review it Sunday night... it could be polished Monday and on Tuesday we could block out a large segment of the day to tape it. If we are pleased with the product, we go with it in Michigan on Thursday, Friday, Saturday and Sunday --and Monday. If it works, we carry it on into California.

