

Ford defeat laid to Dole, black vote

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BOSTON — Republicans lost the White House because they ignored the black vote and because the GOP vice presidential candidate, Sen. Bob Dole, was a liability to President Ford's campaign, says the man responsible for much of the Ford campaign's advertising.

"Blacks were taken for granted, written off," Boston advertising executive Malcolm MacDougall said.

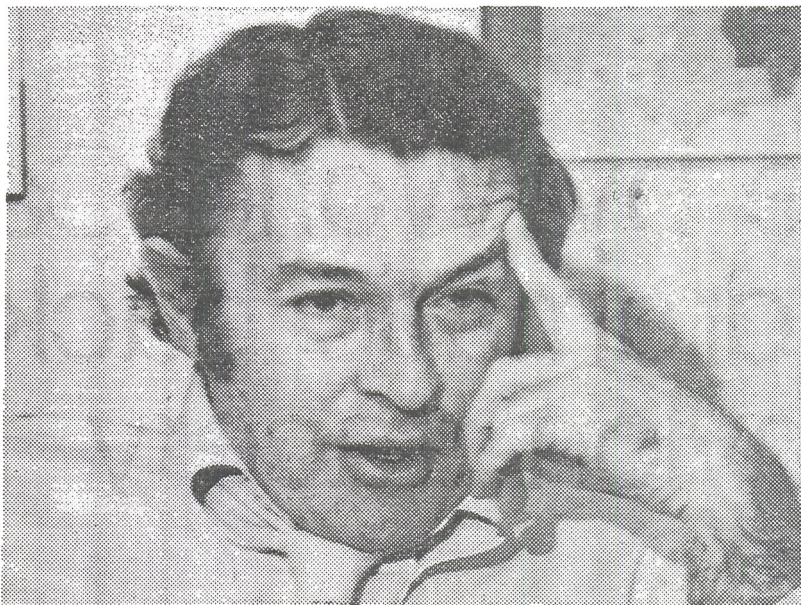
"It was a terrible mistake, a total disaster."

Post-election polls indicated President-elect Carter got 80 to 90 per cent of the black vote.

MacDougall said Dole was too closely associated with Midwestern interests. Of the senator from Kansas, MacDougall said:

"We didn't think he fit into our strategy of presenting Ford as a leader. Carter thought Sen. Walter Mondale would help him, but we thought Dole wouldn't add anything . . . you'll notice we didn't use him in any ads, and that speaks for itself."

He said if Ford had won even a



GOP ADMAN MALCOLM MacDOUGALL
'Writing off blacks was a terrible mistake'

modest percentage of the black vote, he would have won New York, Pennsylvania and Ohio.

MacDougall said he created 130 radio and TV ads for Ford. The pitch, he said, was to portray Ford as a national leader, but Ford failed to present a program for the future.

"To get an issue-oriented speech on the network news was almost impossible . . . All you get is the goofs," MacDougall said.

The loss of Texas, a key state, was blamed by MacDougall on Ronald Reagan, who lost the GOP nomination to Ford.

Ford's pardon of Richard Nixon, MacDougall said, "should have been addressed at the outset. We never confronted it. He (Ford) should have pointed out that it was very wise to pardon Nixon because, if he hadn't, the trial would be just starting and the issue still would be hanging over the country."

Some factors, however, were beyond Ford's control, MacDougall said, citing Carter's religion.

"It was a tremendous advantage for him," he said, "because reborn Christians and the evangelical movement is the strongest force in the country today."