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MEMO FROM:

Mary Louise Smith

- ① ✓
- ② ✓
- ③ ✓
- ④ →

~~COMMUNITY~~  
CREDIBILITY

~~Institutional~~  
Channels

Jan 1 - names  
targeted districts  
M. ER.

~~Finance~~

Can AAF  
form  
men 608(b)  
+ 591 (d)  
unauthorized  
+ support  
as a  
citizens'  
committee?





MEMO FROM:

Mary Louise Smith

Allocation - Ford & Local  
Candidates

Where show  
president & candidate

Corporate - get out  
vote  
- absentee  
travels

Delegate allocation  
Opportunity

Nov. 10  
- Monday 5:00





MEMO FROM:

Mary Louise Smith

coord  
w/ S  
car party

Louise w/ Fed  
in Liming

\$3.3m Pres

① -20,000 spending \$9m S  
Separate from committee?

② Jan. 1. - cash in advance Louis

③ AP PLAN

Monthly thru - previous  
burden effects

Touch 15 min radio show -

Congressional info

MEDIA

Carved ads - (add on)

④ 10 field men - coordinate local  
& state races

eventually  
35

(award Chairman  
resp.?)





MEMO FROM:

Mary Louise Smith

(5) Field man allocable? <sup>Changeable</sup>  
If in for one race, allocable? <sup>to card dist?</sup>  
Lay off allocation?

(6) Can local committees spend under 609(f) other than on a candidate?

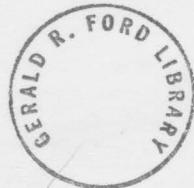
(7) Phone banks - bonding nationally

(8) Corporate employee calling - associate cost?

(9) Identify unrecorded on phone bank - available to any candidate -

(10) Targeted district -

Voter numbers  $\left\{ \begin{array}{l} \text{or } 60\% + \text{ done locally} \\ \text{Safe Demo} \end{array} \right.$





MEMO FROM:

Mary Louise Smith

- ⑪ Sentimental research - Targeted districts  
 A - Montoya  
 B - Mason  
 C - Lewis (HJ)

⑫ \$75m phone list

⑬ Precinct analysis - census

⑭ answer deck - 800 lines

⑮ American Action Forum

3 primaries

Separate



Notes  
 Convention  
 impact -  
 Job  
 Co - mingling  
 of private +  
 public funds

mean no job commission  
 non-60% committee  
 by candidate

Volunteer Leadership  
 Structure  
 Identify groups  
 Women  
 Youth  
 Boys  
 Blacks  
 Teachers  
 Groups work

National only

Program  
 Recruit  
 Volunteer  
 work  
 comp. districts  
 forums  
 on groups  
 1000 indiv. etc. - independent



MEMO FROM:

Mary Louise Smith

~~John B. ...~~  
AOR



Cost individual ads, etc  
\$1,000

Indiv. Independent  
Exp. schedule  
of \$1,000

RNC Telephone work - use in Cong. districts

A. Res. August - before (Blending)

- 1- Exchange of availability + avoid duplication
- 2- Personal
- 3- Theme thrust

~~B. WINNING~~ + Credibility

Party is valuable instrument in Community Organization & GET OUT VOTE

~~Unit~~ ~~Part~~ ~~in~~ ~~win~~ ~~3~~

Allocation - 4m

Liaison  
Coordinate Legal (Privacy & Com.)

1974 WHITE HOUSE ACCT. ANALYSIS

WRITE	1	2	3	4
	EXPENDITURES	REIMBURSEMENTS	TOTAL EXPENDED	ACTIVITY TOTAL
1	ACTIVITY I (FIRST FAMILY)			
2	1. TRAVEL	21011153	6403432	14607721
3	2. ADVANCEMEN	5874241	83482	5790759
4	3. RECEPTIONS	788158	—	788158
5	4. MISC. EXP.	2716914	1350	2715564
6	5. GIFTS	2961808	—	2961808
7	PENS	1557559		
8	CUFF LINKS	625509		
9	TIE BARS	479337		
10	BRACELETS/CHARMS	132400		
11	LAPEL PINS	22578		
12	BOOKMARKS	56925		
13	EASTER EGG ROLL			
14	CERTIFICATES	37500		
15	CABINET CHAIR	50000		
16				26864010
17	ACTIVITY II (W.H. STAFF)			
18	1. STAFF POLITICAL	1044737	179520	865217
19	2. RECEPTIONS	2177445	—	2177445
20	3. TELEGRAPH	117929	—	117929
21	4. OPINION POLLS	3427000	—	3427000
22	5. MISC. EXP	6153	—	6153
23				6593744
24	ACTIVITY III (P.R. OPERATIONS)			
25	1. PRINTING	737079	—	737079
26	2. DATA PROCESSING	479138	—	479138
27	3. POSTAGE	1638200	—	1638200
28	4. MAILING LIST/SERV	908828	—	908828
29	5. FILM, PHOTO, ETC	2027500	13000	2014500
30	6. RNC PRINTING	1608696	—	1608696
31	7. MISC. EXP.	10301	—	10301
32				7396742
33	ACTIVITY IV (VICE PRES.)			
34	1. TRAVEL	23639024	41654	23597370
35	2. ADVANCEMEN	2765618	—	2765618
36	3. MISC. EXP.	671769	—	671769
37	4. GIFTS	2709308	—	2709308
38	PENS	756858		
39	CUFF LINKS	496680		
40	TIE BARS	432523		
41	BRACELETS/CHARMS	430000		
42	PINS	366020		
43	MISC. JEWELRY	283537		
44	5. REIMBURSEMENTS (V.P. TRAVEL)	—	7730198	—
45	Vesp Expenditures (NED)			22013867
46				29744065
47				7730198
48				22013867
49	ACTIVITY V (OLD BILLS)	159148	—	159148
50	TOTALS	77480147	14152626	63027511
51				63027511





File

December 8, 1975

Mrs. H. P. Keith  
2011 Australia Way W., Apt. 4  
Clearwater, Florida 33515

Dear Marion:

Glad to hear from you after such a long period of time. Thanks for your thoughts. Please keep me informed. I trust things will be looking up for President Ford in the future.

Your friend,

William G. Cramer

WCC:dw



Nov, 27, 1975

Dear Bill:

Haven't had a visit with you for some time. Now that Douglas is out of the Supreme Court, and there is a chance to get another Conservative, what are the chances of ~~the~~ getting Capital punishment back?

It burns me to think of supporting Manson and his gang and Speck et al, for the rest of their lives. A kidnapper down here, holding a hostage, said he would give up if they promised not to send him to the chair. It is a deterrent, to crime to say nothing of the expense of keeping them in jail.

Another thing, I know so many people here not only in Top of the World, but outside, and 90% of them are Republicans. I always talk politics, and up to date I find that I am the only Republican who would vote for President Ford. They are all for Reagan or waiting to see who the Dem. put up and they may switch. Many are changing to Independents, and you can be sure the Dem are not going to vote Rep%. this year, no matter who runs.

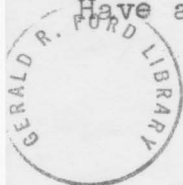
This is all food for thought. I wonder if Ford knows this. I doubt that he will get one vote in New York, City or State. I agreed with him 100% on New York, but people who live there, and have the high taxes blame him. Friends have told me Cary had to raise the taxes to please Ford. so no matter what he says, they are "Ford Taxes". I've also been told by life long Republicans, that if Ford gets the nomination, they will vote Democratic or not vote at all. 1

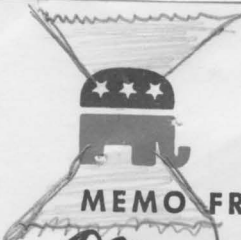
I'm distressed by all of this but felt you would want to know. Hope to hear from you soon. Have a happy holiday.

As ever,

*Marion*

*Excuse typing but my typewriter sticks.*





MEMO FROM:

Mary Louise Smith

12/25/75

- ① What do new? Changes
- ② Merger after (How) Nomination?

28% + other voters  
Will be major committee?

- 1) Funds Information
- 2) Boss
- 3)

- 1) 9003(b)(2) funds
- 2) 432(f) RMC can be principal committee

Ch-gangy/S  
President

President 75 many - 20

How affect merger?

How do +5 - 5

Identify who do?  
Who do?

How coordinate?

Coordinate



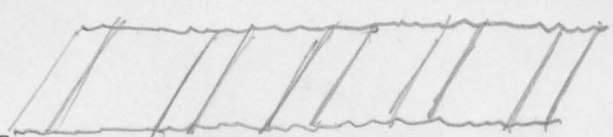
Time

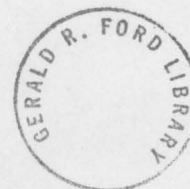
Summary

Nov 24	7:00	Dec 8	7:00
Dec 3rd	3:00		

MEMORANDUM

November 5, 1975

  
To: Hon. Mary Louise Smith  
From: Richard M. Rosenbaum  
Subject: Agenda for the Future (National Campaign)



Accentuate the RNC

1. Emphasize at an early date -- at the next Republican National Committee meeting, if one is due shortly -- that RNC will be in charge of the Republican campaign in the 1976 general election, and that all matters pertaining to the Republican Fall campaign should go through RNC. The purpose of this move is to assure an effective political chain of command, and optimum order and responsibility in campaign planning and execution.

2. Produce a monthly or, initially, bi-monthly newsletter geared exclusively to Fall campaign planning to keep RNC members and perhaps others informed of activities and progress toward preparing for the general election, to advance and exchange campaign plans and ideas, and to provide early warning of special problems or needs as they arise.

3. Establish an RNC clearing house to which all special inquiries, problems or complaints may be directed from the outside -- by RNC members, including State chairmen, and others involved in planning for the Fall campaign.

Special Need #1: Coordinating Committee

To prevent possible overlapping or conflict in many areas, such as fund-raising activity, polling and research, media use, etc., the RNC and President Ford Committees should designate a special committee to coordinate their efforts. This group also should have close and active liaison with the White House and the Republican Congressional and Senatorial campaign committees.

Inasmuch as RNC is prohibited from participating in primary campaigns, its coordinating effort must be limited to (1) avoiding conflicts in campaign planning; (2) averting duplication of plans and effort, and (3) preparing for the post-Convention campaign beginning in August.

Caution must be taken to assure that the coordinating activity does not impinge upon nor interfere with the important operations and functions of the Ford Committee. (As noted in earlier memos, the Ford Committee and RNC each has its own objectives: the former seeks to assure nomination of the President by the Party; RNC must prepare the Party organization and auxiliaries for the general election and get into position to merge with elements of the Ford Committee and assume overall direction of the post-nomination campaign).

The coordinating body should be required to report regularly to officers of its parent Committees and the White House so that any questions regarding its actions or decisions may be raised in a timely manner (i.e., before implementation).

See last section of this report for six suggested areas for coordination.

#### Special Need #2: Merger Committee

Merger is related to but in many ways distinct from coordination of RNC and Ford Committee activities.

I suggest that a merger committee be established by those Committees as a subsidiary of the coordinating body cited above. The merger group's main responsibility would be to ascertain the most efficient means of effectuating a marriage of the RNC and Ford Committees in time for the post-Convention campaign.

Since this committee would be involved primarily in planning and creating the final campaign organization, its members should be chosen on the basis of their expertise in this area.

#### Merger Timetable

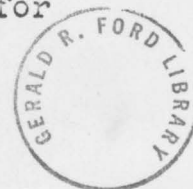
The coordinating and merger committees jointly should prepare a timetable indicating when additions or assignments of staff should be made to the final campaign organization, and when various other elements of such organization should be in place to effect full campaign readiness by mid-August. To avoid complications, such a schedule must take into account the fact that RNC and the Ford Committee are working within different time frames.

The timetable should be based on the assumption that President Ford will be opposed for the nomination by Governor Reagan -- as seems likely -- but should contain contingency provisions (perhaps for slower merger) in the event the Reagan drive collapses by early Spring 1976.

(Reports indicate Governor Reagan will run in New Hampshire on February 24, Florida on March 9, and a number of other primaries, concluding with the California primary June 8. If he fails in the early primaries, however, he may decide to forego his ambition).

In fulfilling its functions, the merger committee -- together or in consultation with the coordinating committee -- should:

1. Survey needs in all campaign areas and determine what kind and how many personnel will be needed to assure victory in November 1976;
2. Prepare an organization chart -- a blueprint for campaign staffing and operations -- for presentation to and approval of the RNC and Ford Committees and the White House;





3. Designate key individuals who would be capable of directing campaign operations;
4. Notify such individuals of their prospective roles and secure assurances that they will be ready for their assignments when needed. (This assumes, of course, that such individuals have been found acceptable by the parent Committees and the White House).
5. Make certain the merger timetable for phasing in of personnel and operations is maintained through the year;
6. Secure and prepare adequate space for the final campaign organization (if not already available).

#### Reagan Candidacy Complication

Merging of the RNC and Ford Committee organizations would be a fairly simple endeavor if Governor Reagan did not run, or if he were eliminated in the early primaries. The RNC and Ford Committees, working through the coordinating committee, could cooperate so closely on an informal basis that it might be difficult to perceive precisely when a formal merger took place. Indeed, much of the Fall campaign planning could be carried out before the Kansas City Convention, and staff additions and payroll transfers -- from Ford Committee to RNC campaign organization -- could be postponed until summer. This also would simplify the maintenance of a suitable balance in payroll and other costs in the pre- and post-Convention periods.

The luxury of an easy transition from the primary to the general election campaigns may not be possible, however. RNC may therefore find it advisable to consider how much the coordination of campaign planning and the proposed merger with Ford Committee would be complicated by a Reagan candidacy if the Governor proves successful in the primaries. Possible choices open to RNC include:

1. Ignore the Reagan candidacy in pre-Convention planning and activities and continue coordinating with the Ford Committee.
2. Invite Reagan forces to participate in planning and coordination for the Fall campaign on a limited scale (and keep some Reagan personnel in the Fall campaign organization).
3. Move ahead with campaign planning without coordinating with either the Ford or Reagan committees, but continue maintaining close liaison with the White House and Congressional campaign committees.

One problem with the last option is that RNC will have to work harder than ever to prepare for the Fall campaign and heal the divisions in the Party if the Ford-Reagan battle goes down to the wire. Lack of joint planning in the pre-Convention period could hamper the final election drive appreciably.

### RNC Timetable

A separate timetable should be established for RNC functions which must be carried forward independent of the coordinating and merger requirements. These include such things as planning for the general election campaign; designating State campaign committees and advisory bodies; checking on Party organizations; planning and conduct of training, registration and other drives and programs; selection of advertising agencies and materials, and purchase of space and time; research of the Democratic opposition; publicity and public relations planning, etc.

The RNC schedule should give an element of priority to campaign organization on a State and regional basis so that the basic components are in place by Spring.

The State Republican committees are, of course, the mainstay of this type of organization in many States.



### APPENDIX

#### Six Categories for Coordination

As indicated above, it appears to me that coordination of plans and activities between the RNC and Ford Committee may be carried out under six major categories. They are:

1. Financial Planning - Mutual agreement on selection of prospects and events; planning and timing of direct mail and other campaigns in order to avoid duplication or conflict of efforts; preparation of budgets with a view toward post- as well as pre-nomination campaigns, etc.
2. Organization Planning - Coordination of establishment of field operations (including scheduling and advance work); planning of regional and other Party meetings to avoid conflict; fair division of personnel in State-level or regional organizations, etc.
3. Research and Public Relations - Planning image and issue surveys to determine major concerns of constituency and candidate strengths and weaknesses; avoid duplication in compiling research materials, preparation of fact sheets, and purchasing of campaign giveaways; cooperation with Congressional campaign committees in selecting major issues, etc.

4. Campaign Planning and Strategy - Avert conflict in organizing idea cells and in conducting issues seminars and other events; fix positions on issues in cooperation with White House; prevent duplication in contracting for surveys of voting history and collecting precinct data such as voting maps; establish non-conflicting dates for all pre-Convention drives and activities, etc.
5. Media Planning - Evaluate effectiveness of media campaigns; assure consistency in approach to media use and themes; consultation on selection of advertising (and perhaps public relations) agencies; determine possibility of using some film, ads or approaches through Fall for effectiveness and to cut costs, etc.
6. Get Out Vote Planning - Gather and analyze voter census and other data cooperatively; fair apportionment of campaign workers; avoid conflict in organizing appeals to young voters, seniors, ethnics, minorities; share use of material needed for campaign planning, establishing district vote quotas, etc.

