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Seventy-Six

Ideas to help you Communicate and Campaign

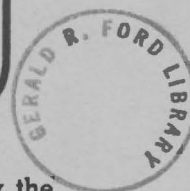
What's Inside

REPUBLICAN CONGRESSIONAL NEWS BUREAU

512 HOUSE OFFICE BUILDING ANNEX, WASHINGTON, D.C., 20515 PHONE 225-1800

- ABOVE is part of the logotype of the Republican Congressional News Bureau -- a service that gets good results with weekly newspapers and the smaller dailies. Are you using it this election year? For why you should, see From the Chairman 1
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No. 1 -- January 19, 1976



Seventy-Six is published for GOP Members of Congress and Candidates for Congress by the National Republican Congressional Committee's Public Relations Division, 512 House Office Building Annex, Washington, D.C. 20515. For further information on items, call (202) 225-1800.

From the Chairman *A Message of Importance*

Dear Colleague:

Election year 1976 has arrived! At the Republican Congressional Committee, our planning is well along on how to give major assistance to your reelection and to the campaigns of our challengers to Democrat-held seats. Part of that assistance is publicity.

The best publicity of all to a member is that obtained back in the district, where the voters are. One of the vehicles for getting such attention is the Republican Congressional News Bureau, operated by Public Relations of the RCC.

Press releases it issues are particularly useful for news items which, coming from your office, might seem too self-serving. The releases do get generally good results, especially with weekly newspapers and smaller dailies.

Some of the subjects of attention-getting releases have been:

-- News of a member who participated in all, or nearly all, recorded votes during a session.

-- Legislative action that was outstanding, such as sponsorship of an important amendment or key action in defeating a poor bill.

-- Receipt of an honor from colleagues, such as being elected to office in the Ninety-Fourth Club.

-- Appointment or election to a leadership or task-force assignment.

Public Relations asks that you do only two things:

1. Make a rough draft of the release and bring it to Room 512, House Office Building Annex.

2. Address RCC envelopes to your press list while the release is being processed.

Public Relations will do everything else -- editing and running off the release, mailing it and paying the postage!

Are you and your press secretary using this service? If not, you are missing a bet in an election year. To get a release in the works, simply call Public Relations on 5-1800.

Sincerely,



Guy Vander Jagt, M. C.
Chairman

CAMPAIGN WORKERS IN '76 WILL BE MOSTLY YOUNG

Did you know that 60 percent of the 1976 campaign workers will be under age 35?

Recognizing this force as the nucleus of Republican campaign victory, the Young Republican National Federation has planned an intensive youth leadership training program for 1976. The kickoff will be a Young Republican Leadership Conference in Washington's Shoreham Americana Hotel, January 28 to 31, attended by over 1,000 young Republican leaders from across the U. S.

The object, declared YRNF National Chairman Jack Mueller, is to give them "inspiration and encouragement . . . the intangibles which provide the drive for dynamic, winning campaigns."

Mueller said that this year, as for the past 18 years, top GOP officials are to participate in the leadership seminars and speeches. They are to include: President Ford; former California Governor Ronald Reagan; Governor James Edwards of South Carolina; Secretary of the Treasury William Simon; Commerce Secretary-designate Elliot Richardson; and Senators Helms, Buckley, Thurmond, Laxalt, McClure, Garn and Mathias. GOP Representatives Sam Steiger, Steve Symms and Paul McCloskey will address seminars on land use, the U. S. economy, and broadening the party's base, respectively.

Howard "Bo" Callaway, President Ford's campaign manager, will be on hand to pit his advice against that of John Sears and Lyn Nofzinger, Reagan strategists.

The Conference offers each "under 40" YR the opportunity to tap high level expertise in such critical areas as campaign management, press relations, foreign policy and defense, economics, campaign laws, polling and fund raising. At no other time do so many rank-and-file young get to talk directly to GOP national leaders.

"This alone," said Mueller, "makes the Leadership Conference noteworthy."

Financial sponsors are being sought to help shoulder costs of the event. A full sponsorship of \$100, according to YRNF, "will provide the proportionate share of the national organizational and follow-through costs for one Young Republican."

FISCAL IRRESPONSIBILITY: DEMOCRATS SHOW IT AGAIN

The fiscal irresponsibility of the Democrat leadership in Congress was in evidence as the first session of the 94th Congress adjourned last December 19. As of that date, Presidentially proposed budget rescissions totaled \$6.6 billion for fiscal years 1975 and 1976. But Congress had only approved \$453 million or 6.9 percent of that total.

The point is this: How can the Democrats talk about fiscal integrity when they fail to practice it? These were legitimate proposals made by the President for the purpose of returning to the Federal Treasury unneeded or unused funds for various Government programs. When the Congress was asked to economize, the Democratic response would



indicate that the agencies must spend the money whether or not they need it.

This is another clear example of the unwillingness of the Democrats to place a lid on Federal spending as witnessed during the debate last month on the Tax Reform Act of 1975. On two separate occasions they refused to consider proposals by House Republicans to establish a ceiling of \$395 billion on Federal expenditures during fiscal year 1977.

Democrats put themselves squarely on record on the spending issue and clearly demonstrated the low regard which they have for the already overburdened taxpayer.

In-House

What your Colleagues are Doing/Saying

15 OF GOP WILL LEAVE THE HOUSE

The number of Republican members planning to leave House seats has risen to 15. One of them, Rep. James F. Hastings of New York, is leaving this month. The rest will serve through this second session, 94th Congress.

The figure, which had stood at 12, rose to 15, with announcements by Reps. Edward G. Biester of Pennsylvania and Gilbert Gude of Maryland that they will quit after this session, and the decision by Rep. Sam Steiger of Arizona to seek the Senate seat being vacated by Sen. Paul Fannin. An announcement by Rep. John Conlan that he will seek the Senate seat from Arizona is believed likely.

Steiger brings to seven the number of GOP members seeking Senate seats. The others are Reps. Alphonzo Bell of California, Marvin L. Esch of Michigan, H. John Heinz III of Pennsylvania, John Y. McCollister of Nebraska, Peter A. Peyser of New York and Alan Steelman of Texas.

Rep. Pierre S. du Pont of Delaware is seeking the Governorship of that State.

Not seeking reelection, in addition to Biester, Gude and Hastings, will be Reps. Edwin D. Eshleman of Pennsylvania, John Jarman of Oklahoma, Charles A. Mosher of Ohio and Herman T. Schneebeli of Pennsylvania.

GRASSLEY, THONE PARTICIPATED IN EVERY RECORDED VOTE

Two Republicans, Reps. Charles E. Grassley of Iowa and Charles Thone of Nebraska, voted in every recorded vote cast in the U. S. House during 1975.

Both were praised for the achievement by Rep. John J. Rhodes, House Republican Leader, and Rep. Guy Vander Jagt, Chairman of the Republican Congressional Committee which released the voting data.

Grassley was one of only three freshmen members to have the 100 percent voting record during the first session, 94th Congress.

The perfect record was a first for Thone, but during five years in the House he has participated in 97 percent of all recorded votes.

CALKINS GETS REPUBLICAN NOMINATION FOR VACANT HOUSE SEAT

John T. (Jack) Calkins, 50, a native of Elmira, N. Y., an attorney and recently a deputy counsellor to President Ford, received the Republican nomination for the coming special election for the 39th Congressional District seat in New York. The seat was left open by the resignation of Rep. James F. Hastings, who announced that the resignation would be submitted for official approval when the House of Representatives reconvenes on January 19.

Republican delegates, representing each of the six counties in the district, met in convention January 9 and 10. The convention used a weighted voting system based on the last Congressional election statistics. There were ten separate balloting sessions during the two-day period, before Calkins received a majority vote. The 39th Congressional District is the State's third largest in area, and shows the Republicans with a 60-40 margin over Democrats in voter registration.

Calkins is a graduate of Syracuse University and the Georgetown law school. In Washington he served as administrative assistant to two New York members before serving as executive assistant to Rep. Howard Robison of that State from 1958 to 1970. He then became Executive Director of the Republican Congressional Committee, where he headed a professional staff of as many as 50 people during three Congressional elections. For the past year he has been a deputy counsellor for President Ford, dealing with relations between Congress and the White House.

Calkins will face the mayor of Jamestown, N. Y., Stanley N. Lundine, a graduate of Duke University and New York University law school. Lundine was the only candidate the Democrats seemed to consider for the ticket.

The Governor of New York, after the seat is officially vacant, will have 30 days in which to decide on a date for the new election.

Correct Phone Numbers for RCC Divisions . . .

Many calls to divisions of the RCC are placed to wrong numbers -- delaying the caller and creating unnecessary phone traffic. Following are the numbers for all divisions when calling through the Capitol board:

Executive Director	5-1832	Finance Division	5-1826
Art Department	5-1813	Legal	5-1812
Boosters Club	5-1810	Photo Lab (B-304 Rayburn)	5-7121
Broadcast Services	5-1806	Public Relations	5-1800
Campaign Division	5-1816	Research	5-1820
Distribution Service	5-1809	Statistics	5-1829

HERE'S INFORMATION YOU NEED IF YOU'RE A CANDIDATE

By Jan Baran
Staff Attorney, RCC
(phone 5-1812)

If you're running for Federal office in 1976, following is miscellaneous information that can be important to your campaign.

REPORTING DEADLINE

The next regularly scheduled campaign reports are due Jan. 31, 1976. This report must include all contributions received and expenditures made between Oct. 1, 1975, and Dec. 31, 1975, inclusively. Candidates for the House of Representatives and committees which solely support House candidates must file with the Clerk of the House.

FREE LONG DISTANCE CALLS TO FEC

For those of you who are piling up long distance telephone bills because of numerous calls to the Federal Election Commission, relief is here. The Commission has installed a free incoming WATS line for out-of-towners who have questions about the election law. For toll-free information dial 800-424-9531.

FEC REGULATIONS

There are presently three FEC regulations before Congress waiting for the 30-legislative-day period to expire in order that they become effective. Regulations on place of filing reports, office accounts and disclosure were submitted to both chambers during the first week of December. All three have been referred to the House Administration Committee, where Chairman Wayne Hays has already conducted one day of hearings. More hearings are expected when Congress returns from the Christmas recess.

The first regulation, place of filing reports (also known as "point-of-entry"), was generally acceptable to Committee members who did not indicate any desire to introduce a resolution of rejection. Approval of the "point-of-entry" regulation would allow candidates for the House and committees which support them to continue filing with the Clerk of the House rather than the Federal Election Commission. The only other regulation discussed during Committee hearings, i. e., office accounts, is encountering many of the same objections which earlier versions elicited in the Senate last fall. This document regulates the reporting and limitation of contributions received and expenditures made by an incumbent officeholder. The Committee has not yet voted on the regulation, but the issuance of a resolution to disapprove is likely and would mean debate and a vote on the floor of the House. Legislative assistants are strongly encouraged to familiarize themselves with this regulation in the event of such a vote. It may very well develop into an extremely sensitive political decision.

The third item before Congress is the disclosure regulation. This detailed and extensive set of rules deals with all aspects of reporting and registration. It directly relates to other FEC projects such as the new forms which are being held up pending passage of the regulations. The House Administration Committee will scrutinize these regulations at

its next hearings.

In addition to the three regulations already before Congress, three more will be submitted next Monday when the second session convenes. The new rules will concern procedures for compliance actions, allocation of candidate and committee activities and procedures for obtaining Federal matching funds for Presidential primary candidates.

ADVISORY OPINIONS -- HIGHLIGHTS

Honorariums -- Several opinions have been handed down by the FEC over the past six weeks dealing with honorariums:

1. Agent fees (AO 1975-84): "Any percentage of an honorarium, which is paid as a fee to an agency or speaker's bureau in consideration for arranging a speaking engagement or other appearance for the member, is part of the honorarium." This amount may not be deducted from the \$1,000 per event, or \$15,000 annual limit on honorariums.
2. Charitable gifts (AO 1975-55): Under AO 1975-8 the Commission ruled that a member of Congress may not direct an organization before which he speaks to pay to a designated charity any honorarium which was due him for his appearance. Now, under this more recent ruling, the FEC states that the organization may make such a charitable donation so long as (a) the speech or appearance is before a group which ordinarily pays an honorarium under similar circumstances, (b) the member expressly informs the group that payment of an honorarium is not a condition for his or her speech, and (c) subsequent to the speech, the group makes a gift to a charity to which the member has previously contributed or otherwise endorsed. The donation must be made in the name of the group and not in that of the speaker.
3. Speech before forum outside district (AO 1975-63): An honorarium is not a political contribution when the speech or appearance is before an audience that is not part of the electorate with respect to the office for which the person is a candidate. Therefore, a speaker may appear before a group outside the district or State and accept an honorarium without incurring a campaign contribution so long as the audience is not made up of actual or potential constituents.
4. When honorarium received (AO 1975-89 and AO 1975-93): An honorarium is considered received when the speech has been delivered, the appearance made or the article published. The date of actual payment is not necessarily the date of receipt.
5. Awards not honorarium (AO 1975-85): A bona fide religious, charitable, scientific, educational, artistic, literary or civic award does not constitute an honorarium to the recipient if he or she happens to be a Federal officeholder. This opinion sets out specific guidelines which distinguish an award from an honorarium.

Candidate's immediate family (AO 1975-65) -- Section 608(a) of Title 18 permits a candidate and his immediate family to contribute up to \$25,000 to a House campaign. Because this statute suspends the \$1,000 individual contribution limit for these persons, it is important to know who exactly qualifies as a member of the "immediate family." The FEC held that this term includes "a candidate's spouse, and any child, parent, grandparent, brother or sister of the candidate, and the spouses of such persons" (emphasis added). Consequently, the spouse of a candidate's brother is part of the immediate family, but the brother of the candidate's



spouse is not. (Anyone who can repeat this correctly 10 times may apply to the FEC for a position as a Commissioner.)

Surplus primary election funds (AO 1975-53) -- "The Commission is of the opinion that surplus funds remaining from a primary or petition campaign may be carried over and used in the general election so long as the general election limits on spending . . . are not exceeded."

Effect on contribution limit of retired loan (AO 1975-69) -- Under the election law, a loan to a candidate or political committee is a contribution. So what happens when the person loaning the money is paid back by the candidate or his committee? AO 1975-69 states that a loan is a contribution only to the extent of the unpaid balance. Therefore, an individual may loan candidate X his limit of \$1,000. If the contributor is paid back his loan before the election, the same person may either loan another \$1,000 or make an outright \$1,000 contribution.

FEC TO HOLD REGIONAL SEMINARS ON CAMPAIGN ACT

The Federal Election Commission has announced that it will hold seminars in 16 cities across the U. S. during January, February and March. The first four will be in Washington. The one-day seminars will explain the new Federal campaign finance laws to candidates and political committees.

For times and places within cities, you should contact the FEC. Its phone is (202) 382-4733, and its address is 1325 K Street, N. W., Washington, D. C. 20463.

The seminars are to be conducted by FEC Commissioners, auditors and lawyers. Additional ones are to be announced in the spring.

The schedule:

Monday, January 26	Washington, D. C.
Wednesday, January 28	Washington, D. C.
Friday, January 30	Washington, D. C.
Monday, February 2	Washington, D. C.
Wednesday, February 4	Baltimore, Md.
Saturday, February 7	Richmond, Va.
Friday, February 13	Chicago, Ill.
Saturday, February 14	Cincinnati, Ohio
Tuesday, February 17	Philadelphia, Pa.
Friday, February 20	Salt Lake City, Utah
Saturday, February 21	San Francisco, Calif.
Monday, February 23	Los Angeles, Calif.
Wednesday, February 25	Dallas, Texas
Monday, March 1	St. Louis, Mo.
Tuesday, March 2	Detroit, Mich.
Saturday, March 6	Memphis, Tenn.
Monday, March 8	Atlanta, Ga.
Friday, March 12	New York, N. Y.
Saturday, March 13	Boston, Mass.

RAISING CAMPAIGN MONEY: HOW SOME MEMBERS DO IT NOW

"Money is the mother's milk of politics," sages say, and how to go about getting it is on everyone's mind these days.

The new Federal campaign law limits each U. S. Congressional candidate to expenditures of \$70,000 in the primary and \$70,000 in the general race, with an additional \$14,000 permitted in each for fund-raising purposes. The Republican National Committee and the candidate's GOP State central committee may also separately contribute no more than \$10,000 each (toward general election expenses only). An individual may not contribute more than \$1,000 to a Federal candidate in each election, which covers the primary, the general, and any run-off election called. That \$1,000 must then be subtracted from the individual's new legal ceiling of \$25,000 per calendar year for donations to Federal candidates and political committees that support them. All of this complicates the task of pulling together a campaign kitty. The job may be harder, but several among the GOP have risen to the challenge with ingenuity. Here's what your colleagues are doing:

Rep. Pierre S. du Pont, off and running for the Governorship of Delaware, plans to revitalize a campaign tactic that was enormously successful in 1974. His staff raised over \$90,000 in contributions of \$100 or less in scarcely two months during that campaign, largely due to the popularity of "Pete's 3,000" club. The idea was to market sequentially numbered buttons and bumper stickers ("I'm number _____ of Pete's 3,000"). The fire generated -- by pooling a popular candidate with a computerized voter list and a hot idea -- finally had to be put out after 5,400 requests and no more bumper stickers.

"People so got into the thing," remembers Glenn Kenton, now gubernatorial campaign manager, "that they started ordering their house and license plate numbers. We cut it off because we just didn't need the funds anymore."

Rep. Bill Archer of Texas, though presently undecided on 1976 fund-raising strategy, could scarcely do better than his 1974 performance. He grossed over \$85,000 and paid for his entire campaign expenses in a single event: a tennis match. Archer hit upon a novel idea: Stage a \$15-per-head, \$25-per-couple, or \$125-with-reception tennis meet with national champions John Newcombe and Tony Roche. The then-RNC Chairman, George Bush, joined in to make a foursome, producing what the newspapers called "some accidentally fantastic tennis shots" by the unlikely contestants. Administrative Assistant Lloyd Pierson says the idea not only served to effectively broaden his contributor base, but dovetailed neatly with the Congressman's belief that a fund raiser should not only be profitable but enjoyable for all who participate. It was for the 2,500 who came: Archer not only won the match with partner Newcombe, 4-6, 6-4, 6-3, but swept the election with the highest percentage of the vote won by any Republican in the House that year, 79.2 percent.

Rep. Bob Michel of Illinois, House GOP Whip, who has in the past successfully relied upon direct-mail appeals to supporters, party workers, and former contributors, plans a new twist in 1976. On the drawing boards is a "Michel for Congress Golf Tournament". For a \$50 contribution, each player will receive a handicap, 18 holes of golf, and a follow-up dinner. And, if you beat the Congressman, you get a prize. The event will be staged in Peoria, Ill., sometime this summer, combining fun with fund raising.

Rep. Guy Vander Jagt of Michigan, Chairman of the Republican Congressional Committee, favors a similar approach. Two summer events pay his entire campaign expenses. His wife and district workers throw a "Fry for Guy," an informal family picnic affair, for

700 paying guests. At \$25 a ticket per adult (children free), the outdoor events have proved so successful that Vander Jagt has been able to skirt the more traditional and time-consuming routes of direct-mail or dinner-circuit solicitation. Like a growing number of his Republican colleagues, Vander Jagt has set a contribution limit per source (at \$250, below that required by law) and has not found the change restrictive.

Interestingly, statistics from the 1974 races show that the average contribution sent to GOP House members who limited contributions in that year ran very close to those received by Congressmen who specified no donation limit. The facts indicate that the difficulties of fund raising foreseen under the new campaign law may be less than previously believed.

Reps. du Pont, Charles Thone of Nebraska, Edward Biester of Pennsylvania and Gilbert Gude of Maryland, all of whom clamped on self-imposed limits of \$100 per contributor in 1974 to prove that broad-based campaigns are possible, reported "no problems" encountered in amassing their war chests. Biester and Gude are retiring from public office after 1976, but both Thone and du Pont plan to continue the practice in the forthcoming campaign.

"The idea," said Gude's press secretary Bill Grigg, "really took hold with the public."

Rep. Sam Steiger of Arizona outfunded them all. In 1974 he sent out one fund-raising letter to previous contributors and to a national list of donors to conservative causes. Signed by Sen. Barry Goldwater, the letter brought in 10,209 separate contributions of \$100 or less and 70 above \$100 for a whopping net total of \$156,836.73. He plans a similar effort this year over a different signature.

"My advice to candidates trying to raise money," said the satisfied Steiger, "is to work hard, study, tell the truth -- and get the most popular politician in the country to write a fund-raising letter for you."

SOME BASICS OF PUTTING TOGETHER A POLITICAL CAMPAIGN

Organizing and launching a political campaign involves consideration of a myriad of complex differences in State and local election laws, availability of funds, demographic characteristics of the electorate, availability of volunteers, and thousands of other variables affecting the thrust of a candidate's competitive appeal. Veteran campaign workers at the Republican Congressional Committee admit there is no one "best" organization scheme; each must be tailored to the needs of a particular locale. But down through the years some tried-and-tested procedures have emerged as those most conducive to organizing a first-rate campaign machine.

"If a staff follows this advice early," affirmed RCC Incumbent Relations Director Jack Stewart, "a candidate can avoid ramming his organization structure together when the campaign gets hotter -- and everyone involved has less time to think."

These are some, not all, of the key steps which should be taken now to put a campaign house in order:

1. Make your campaign committee assignments. The first positions to be named are those required by law: a campaign chairman and a campaign treasurer. The former is usually selected as an honorary in order to help lend stature to the candidate, but the latter should be a working member of the staff with some knowledge of accounting and of Federal, State and local election laws. Follow their appointments with those of campaign manager, finance



chairman, finance committee members, volunteer chairman and research chairman. This is minimum staffing necessary for a successful campaign team.

2. Pull together a campaign plan. State your basic research, organizational and publicity goals; chart a realistic timetable for each and stick with it. You will win more elections if you plan your work, then work your plan. Expenditure limitations imposed by the new campaign law heighten the importance of planning; it is absolutely required. The value of "thinking ahead" can't be overemphasized -- the end result of neglect here could be closing your campaign doors in the last two weeks of the race!

3. Draw up not one but several budgets. A candidate for Federal office is limited to expenditures of \$70,000 in the primary and \$70,000 in the general election, with an extra \$14,000 allowable in each for fund-raising purposes. That definitively sets an upper limit, but it's more than possible the candidate may not be able to raise that much. Plot a second, bare-bones budget to fall back on in case he doesn't. And, as common sense dictates, both budgets should project reliable cost estimates for each project planned throughout the campaign.

4. Be discriminating in your site choice for campaign headquarters; you need more than just adequate space in an office building. Look for a spot in the downtown area or near a busy intersection. Seek visibility where many people pass by. Also consider traffic patterns and parking facilities -- lack of them will annoy not only your paid staff and volunteers, but potential voting visitors.

5. Get started updating those all-important voter registration lists, a job for the person heading up your volunteers. Now that it costs 13 mailing cents to contact a person for money and votes, doesn't it make sense to eliminate the waste of "deceased" or "moved" from your master list? The preparation will also prove useful when it comes time to organize the candidate's VIP (Voter Identification Program) telephone bank, another smart operational technique. A how-to publication, "Boiler Room Operation", by Mary Ellen Miller, is available from the RCC and has complete details. You'll spend less time calling wrong numbers at the right time -- when you want to stimulate registration, increase voter turnout, or grasp public opinion.

6. Plan a series of coffees, perhaps one a month between now and election day (district attendance is easier for incumbent Congressmen on weekend days). The idea is to mix VIP potential contributors with a couple of hours of "getting to know you" time. Fund-raising appeals may be raised in these relaxed sessions -- at the candidate's discretion.

"We hope you accept the principle," states the Republican National Committee's comprehensive "Campaign Seminars" manual, "that sound advance planning can enable you to come up with a blueprint that will help you recruit more people, give them logical assignments, raise more money, coordinate campaign communications, and prevent your activities from degenerating into the state of mass confusion that is so prevalent in political campaigns."

There is an alternative to campaign by crisis. Act now by calling the RCC's campaign division, (202) 225-1816, for further details.

PRIMARY DATES -- PRESIDENTIAL AND CONGRESSIONAL -- FOR 1976

For the convenience of readers, here is a table showing dates of primaries for Presidential and Congressional nominations for the 50 States and the District of Columbia. It was produced by the Research Division of the RCC.

Changes still are possible. Where dashes are shown under "Presidential," they indicate the State nominates by convention rather than by primary. Where an asterisk is shown under "Congressional," it indicates the date for a primary runoff if required.

<u>STATES</u>	<u>PRESIDENTIAL</u>	<u>CONGRESSIONAL</u>
Alabama	May 4	May 4; May 25*
Alaska	-----	August 24
Arizona	-----	September 7
Arkansas	June 8	May 25; June 8*
California	June 8	June 8
Colorado	-----	September 14
Connecticut	-----	September 7
Delaware	-----	September 11
D. C.	May 4	May 4
Florida	March 9	Sept. 7; Sept. 28
Georgia	May 4	August 10
Hawaii	-----	October 2
Idaho	May 25	August 3
Illinois	March 16	March 16
Indiana	May 4	May 4
Iowa	-----	June 8
Kansas	-----	August 3
Kentucky	May 25	May 25
Louisiana	-----	August 14; Sept. 25*
Maine	-----	June 8
Maryland	May 18	May 18
Massachusetts	March 2	September 14
Michigan	May 18	August 3
Minnesota	-----	September 14
Mississippi	-----	June 1; June 22*
Missouri	-----	August 3
Montana	June 1	June 1
Nebraska	May 11	May 11
Nevada	May 25	September 14
New Hampshire	February 24	September 14
New Jersey	June 8	June 8
New Mexico	-----	June 1
New York	April 6	September 14
North Carolina	March 23	August 17
North Dakota	-----	September 7
Ohio	June 8	June 8
Oklahoma	-----	August 24
Oregon	May 25	May 25
Pennsylvania	April 27	April 27
Rhode Island	June 1	September 14

STATESPRESIDENTIALCONGRESSIONAL

South Carolina	-----	June 8
South Dakota	June 1	June 1
Tennessee	May 6	August 5
Texas	May 1	May 1; June 5*
Utah	-----	September 14
Vermont	March 2	September 14
Virginia	-----	June 8
Washington	-----	September 21
West Virginia	May 11	May 11
Wisconsin	April 6	September 14
Wyoming	-----	September 14

Rhodes on the Presidency and the Congress

House GOP Leader John Rhodes, in Arizona speeches in Phoenix and Mesa, looks, respectively, at the U. S. Presidency and the need to change Congress.

Americans, he says, have "an ambivalent attitude toward the office of President." The man in office is regarded "as a king one day and a public punching bag the next." The speech is entitled: "The Presidency: Just What Do We Want?"

The speech on Congress is labeled: "1976: Let's Get the Votes In -- and the Democrats Out." Rhodes looks at Democrat-spawned inflation, Democrats' "lust for Federal power" and adds: "I cannot overemphasize the need for a rousing campaign this year -- from every one of us" to win Republican seats.

Both speeches contain good campaign ammunition and are available by calling 5-1800.

COMPLYING WITH THE CAMPAIGN LAW'S RESTRICTIONS . . .

That dreadful year is finally upon us. The year of the law. Everything's up in the air -- the next issue of Seventy-Six may be published in Allenwood, and you might be reading it there! But the law is with us and we must press on.

Under section 434(d) of Title 2 U.S.C., recording services furnished to a member or paid by the Republican Congressional Committee must be reported in an election year. Therefore, as of Jan. 1, 1976, and for the remainder of this year, these items must be reported by both the Committee and the Congressman.

In the broadcasting area, we are complying with the Federal election law in this manner: A dollar value has been placed on our time spent in performing an activity as well as our usual material charges. The Congressional Committee will be contacting you to explain further the details of our Committee's relationship with you under this law. For now, we will list some of the time costs that will be charged against your spending limit. The following time costs will not be billed to you as receivable accounts. The value of these services will be reported by the Congressional Committee as a campaign contribution to the member, and the member must in turn report any such services as in-kind contributions to him or his campaign committee. Furthermore, these amounts will have to be applied to our \$5,000 contribution limit and to the member's \$70,000 expenditure limit.

Radio actualities	\$.90 per call per station
Motion picture filming	\$3.30 per 15 minutes
Film editing	\$2.10 per 15 minutes
Sound services: recording, mixing, announcing, etc.	\$1.20 per 15 minutes

If you have any questions regarding these charges, call Ed Blakely at 51806.

PLANNING YOUR TV AND RADIO CAMPAIGN SPOTS

If you haven't yet done so, now is the time to start planning for your radio and TV campaign spots for use in the upcoming election. The following are two areas in which Broadcast Services can aid you in preparing your spots.

1. THE ENTIRE PACKAGE:

Broadcast Services will help in preparing your entire package of radio and television spots. For television, you supply us with a script for your campaign spot(s) and we will advise you on how best to transfer the script to a visual presentation. We will shoot the film in the Washington area and advise you on where to acquire a camera crew to film any shots you will need in the district.

We will provide recording facilities for sound work and a narrator if your sound track requires one. Our Art Department can assist in the preparation of any graphics you might need. We will edit the film and have the necessary lab work done through and including the completed spots.

For radio, we will provide recording facilities to prepare the radio spots, an announcer if needed, and provide and mix any music, sound effects, etc., that may be needed. We will also perform any audio tape editing that is needed. We will provide you with a finished master tape that you can have duplicated at House Recording, or we can have them reproduce it at a commercial lab.

2. SELECTIVE REQUIREMENTS:

If you don't need help in preparing an entire radio and television package, we can assist you in any one of the following specific areas:

1. Filming
2. Film and audio tape editing
3. Sound mixing
4. Announcing
5. Recording
6. Duplication

The only one of the above services we will be limiting is the in-house film and audio-tape editing. This is a very time-consuming procedure and in order to serve more candidates and members we will be limiting you to seven radio and seven television spots. If you plan on more than seven spots, we will farm out the editing; however, the cost to you will be higher due to the commercial rates. All the other services related to the preparation of your radio and television spots are unlimited and will be provided on our usual first-come, first-served basis.

HERO Hours Rise to 207,944

It's time to salute our HEROes again -- those working to Help Elected Republican Officials. Chairman Rusty Michaux tabulated a total of 7,944 hours of time donated by all HERO volunteers during 1975. The women answered 501 calls for office help from 98 House offices, 4 Senate staffs, 2 committees and the White House.

"This brings our total effort for the Republican Party to 207,944 hours since our founding in 1967," notes Mrs. Michaux, who now divides her own days between volunteer supervision of HEROes and volunteer work in Mrs. Ford's press office at 1600 Pennsylvania Avenue.

On the job, both Mrs. Michaux and her sought-after team of volunteers perform essentially the same service: a little bit of everything. The women may be called upon to type, stuff envelopes, tabulate, photocopy, answer telephones, or run a variety of office machines. More are urgently needed to meet the crunch of the election months ahead.

Chairman Michaux's phone number is 544-4376. Volunteers from all walks of life, with a steady time donation to spare and a sincere interest in helping the Republican cause, will be welcomed.

A SPEECH TO MAKE SOON? THESE TEXTS MAY HELP

All the following are available by calling 5-1800.

"Rediscovering Fiscal Responsibility" -- L. William Seidman, Assistant to the President for Economic Affairs, looks back on a "rugged year": 1975. He untangles the "moral of the Big Apple" for the Detroit Economic Club in an in-depth review of New York City's fiscal crisis and the subsequent steps taken by the city fathers to trim \$4 billion from their lopsided budget -- after Mr. Ford took a hard line toward Federal bailout procedures. Seidman then describes the plan Congress accepted -- seasonal-assistance Federal loans, to be repaid by the end of each fiscal year -- and why the action was necessary.

"Bountiful Harvest: The Hope for Peace" -- Secretary of Agriculture Earl Butz spoke on a favorite topic, food production, before the Economic Club of Chicago. Butz labeled food "perhaps the most potentially explosive factor in the internal politics of over half the nations of the world today," and emphasized that the United States alone cannot feed the world. But it is to our door that nation after nation will beat a path for food, he said, and to the extent that America can respond to those needs, "we will lay the foundations of peace." Butz outlined the main avenues for agricultural gains as (1) continued emphasis on research and development and application of new farming techniques (2) strengthening incentive systems for "the man on the land."

"State Regulatory Reform: A Federal Perspective" -- Jonathan C. Rose, Deputy Assistant Attorney General, Antitrust Division, describes current Federal regulatory reform efforts -- approaches and results -- and their effect upon the laws of the 50 States. He clinches the lecture with a seven-point comprehensive program outlining what State attorneys general can do to promote competition and regulatory reform. Reestablishment of competition is a national goal not to be underemphasized, he warned the National Association of Attorneys General in Scotsdale, Ariz.; in dollar terms, we are talking about stemming practices that cost the public "as much as \$80 billion a year."

American Participation in East-West Trade -- Secretary of the Treasury William E. Simon, testifying before the Senate Commerce Committee, spells out the duties of the East-West Foreign Trade Board, the current status of East-West trade, and the impact of the Trade Act of 1974. The potential for U. S. exports to the East remains great, he told Senators, with agricultural products remaining "significant" but manufactured goods expanding in the future. The Secretary struck a positive blow for granting most-favored-nation status to the Soviets, East Europeans, and the Chinese, together with increased Eximbank credit. Finally, he attacked the "misconception" posturing technological exchange as militarily injurious to the West; since the Communists can often acquire the desired technology from other sources, he said, "excluding ourselves from this trade represents foregone economic opportunities and commercial gain for America for no real purpose."

Political Punchlines

Humor to Spice Up Your Speeches

Have you noticed how big mobile homes are getting? They have one model called The Congress. Sleeps 535.

The way Congress is spending, there really must have been a lid shortage.

They just opened the first Women's Lib casino in Las Vegas -- and it's rather heart-warming to see so many of them trying to hit the Jillpot.

So few people wear crew cuts these days, they've all banded together to form a very exclusive organization. Maybe you heard of it -- The Crew Cuts Clan.

On New Year's Eve there's only one trouble with kissing the one you love best -- some of those mirrors are cold.

Let the post office handle inflation. If they don't slow it up, nobody can.

Most kids take the same approach to Christmas presents. It's called Shake and Break!

I was talking to our friendly neighborhood anesthetist -- the bartender down at Mike's Place.

I wish they wouldn't call them leading economic indicators. What does that mean -- a leading indicator? It always sounds like something that's compiled by Arthur Murray.

Have you tried the perfect drink for cold weather? Vodka and hot chocolate -- a Muddy Mary!

Try to convince New York City there's no longer capital punishment.

Have you seen that new bumper sticker? HELP PRESERVE AMERICA'S WILDLIFE -- SAVE NEW YORK CITY!

I'm glad they solved New York's problem. It was really getting ridiculous. One day I went into a bar, ordered a Manhattan, and they made me pay for it in advance.

Did you hear about the women's rights group that went into the tea business? Their tea is okay but their motto is great: GIVE ME LIBBER TEA OR GIVE ME DEATH!

I just figured out why so many oil sheikhs have Cadillacs. How do you air-condition a camel?

When you climb the ladder of success, it never hurts to have a rich father steadyng it.

Seventy-Six

MAR 16 1976

Ideas to help you Communicate and Campaign

What's Inside

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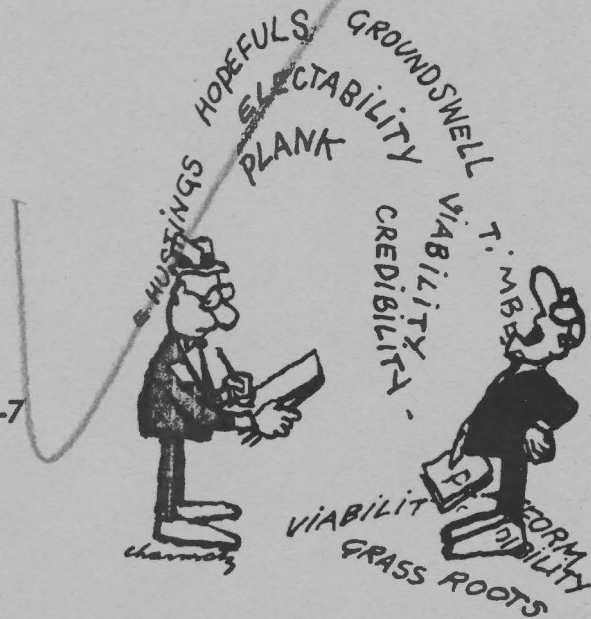
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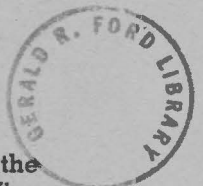
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EDITOR'S NOTE: Seventy-Six is an internal communication intended only for GOP House members, candidates and staffs. You are urged to retain copies for reference.

No. 4 -- March 15, 1976



-- Columbia Journalism Review



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CONDUCTING "OFFICE HOURS" TOURS OF A DISTRICT . . .

Editor's note: "Office hours" tours of a Congressional district constitute a proven, effective means of reaching constituents. Following is the way one GOP Congressional office plans and conducts its tour. The plan is an actual one -- nothing has been changed except names. Does your office have additional ideas on the subject? If so, how about jotting them down and sending them to: Editor, Seventy-Six, 512 HOB Annex, for publication? Nonincumbents may find the scheduling portions of this plan useful in their campaigns.

THE PLAN

Assisting constituents with problems with Federal agencies and maintaining close contact with their opinions on issues facing the Congress are important tasks that are increasingly difficult in light of rising population and increasing demands on Congressional offices.

One effective method for coping with this situation is the annual district "office hours" tour. These allow face-to-face meetings with constituents and community leaders who find it inconvenient to visit Congressional offices in Washington or in other parts of the Congressional district. Congressmen who have made this a regular practice are enthusiastic about the results it achieves.

Organizing the Tour

One of the first considerations in organizing the tour is to decide where constituents can meet with their Congressman. Many Congressmen find it convenient to hold the meetings in the various county seats in their districts since rooms are usually available in public buildings there. County clerks or other local governmental offices can help schedule these rooms.

Where this is not possible, alternatives such as school auditoriums, churches or the halls of fraternal organizations are frequently used alternatives. The important point is to check, double check and confirm the meeting date and time. This confirmation should be in writing.

Scheduling

Where a Congressional district is primarily in a concentrated urban area, the logistical problems of getting from one meeting hall to another are minimal. However, for rural districts covering a half dozen or a dozen counties (particularly in the West where counties are huge) logistics can be a major undertaking. Factors to be considered include how much time should be devoted to the constituent meetings, how much time is demanded by local radio, television and newspapers for interviews, traveling time and distance from one meeting to another and allowances for meals and comfort stops. These become particularly important when it is necessary to visit all or most of the counties in one swing within, say, a week. To avoid this, many Congressmen prefer to use recess periods for their tours.

The first step in proper scheduling is to locate on a district map each place to be visited

and then mark the shortest circuit that will connect all of the stops. Variations in the ideal will often result from speeches or other appointments whose dates and times are inflexible. In most cases it is inconvenient to stop and hold these district "office hours" in more than two counties per day. To attempt to do more usually means that insufficient time will be available to all who desire it.

After you have agreed upon your tentative schedule, the next step is to telephone the administrator of your meeting facility and set up the date and time. You may have to try more than one type of facility to fit your schedule -- the county courthouse meeting rooms may be filled in one county and you might have to use a school auditorium instead. Follow up the telephone conversation with a letter.

After confirming the meetings, overnight lodging usually needs to be arranged. In areas where there are commercial accommodations available, there is usually no problem, but in many rural areas, there are none to be found. In these cases, you need to arrange quarters with friends or supporters -- especially when it is inconvenient or inefficient to return home and begin again the next day.

Once this schedule framework is confirmed, you can begin to fill in the available time with news interviews. It is usually an appreciated gesture for the Congressman to drop in at the station or newsroom for a pre-scheduled interview.

Publicity

Constituent visits are no good if the constituents don't know about them. Therefore a coordinated effort should be made to inform people in the district of the upcoming tour.

News releases, tailored to the media in each county, should be sent twice -- one about a month before the tour and the second the week before. These releases should give the dates and times of each meeting. In addition, radio tapes should be sent to district stations the week prior to the tour. For Congressmen with regularly scheduled tapes, this offers an ideal opportunity to discuss the role of the member in serving the electorate, remaining current on their opinions in order to better represent their interests and serving to help them in their battles with the ever-expanding Federal bureaucracy.

An equally effective method, especially for informing private citizens of your visit, is a postal-patron card, tailored to each county, giving times and places and inviting the person to come and chat. Even though this postcard is a "Dear Friend" card, many people appreciate the personal nature of its message.

Once the schedule is set and announced, you must make sure the schedule is adhered to -- otherwise, a carefully balanced plan can be overturned at the wave of a watch hand.

Resources

It is a good idea to have two or three staff members, preferably from the district offices, accompany the Congressman. A stenographer who can take notes while a constituent describes a problem is a must.

As each person finishes his session with the Congressman, notes concerning their conversation, documents to support a casework claim and other material necessary to continue

work or to issue a follow-up letter should be labeled and catalogue . .

It is also helpful to have staff specialists -- on VA claims, Social Security problems, military affairs -- at the meetings so that people can be referred to them after a short talk with the Congressman.

An important member of the "office hours" tour is a person who can serve as a schedule coordinator, to help end meetings and conversations, get people up from meals and otherwise keep the Congressman moving.

Follow-Up

This is perhaps the most important part of the tour, and it takes place after the tour is done. Casework brought in by the tour must be assigned to the proper staff members to work on, letters should be written to all of the people who met with the Congressman, and "thank-you" sent out to those with whom the entourage stayed and dined. A follow-up news release on the most pressing problems that were expressed in the conversations, and a radio tape concerning them, are also useful follow-up devices.

Because government has grown so large and distant from the people it is supposed to serve, the district "office hours" tours serve a dual purpose: they keep a Congressman in touch with the people he must represent and they help build the people's confidence in government by making it readily accessible and visibly responsive.

* * * * *

THE PRESS RELEASE

Bringing government back to the people will be the aim of Congressman John Doe, who will be making his second annual tour of the district August 26-30, holding office hours at the courthouses in 10 counties.

"Although my Centerville and Jonesboro offices are open year round to aid constituents," Doe said, "these district tours allow me to personally visit with the people in the district so I can hear their opinions on issues of importance to them or aid them with problems they may have with any Federal agency."

"The Centerville and Jonesboro offices are inaccessible to some people. The office hours in the county courthouses allow me to serve many more people," Doe said.

Doe will visit every county in the district before the end of the Congressional recess, September 11.

In addition, Doe will speak to a public affairs meeting sponsored by the Smithville Civitan Club on August 27 and to the Hillsboro Rotary Club on August 29.

* * * * *

(from preceding page)

THE STOP SHEET

PURPOSE: _____

PLACE: _____

CONTACT: _____

ARRIVAL TIME: _____

TIME SPENT HERE: _____

DEPARTURE TIME: _____

TRANSIT TIME TO NEXT STOP: _____

DISTANCE _____ MILES

NEXT STOP: _____

ADDITIONAL PEOPLE INVOLVED:

ADVANCE NOTIFICATION MADE: _____ YES

_____ NO

FORM OF NOTIFICATION: _____ PRESS RELEASE

_____ PHONE CALL

_____ OTHER

COMMENTS: _____



THE POSTAL PATRON POSTCARD

Dear Friend:

On _____ it will be my pleasure to visit
_____ County. I will be holding office hours at the court-
house in _____ between the hours of _____
and _____. I would welcome the opportunity to visit with you to discuss
legislative matters before the Congress or personal problems involving Federal
agencies.

Sincerely,

John Doe

CAMPAIGN COLLEGE GRADUATES 70; FIVE MORE SESSIONS

The 1976 Campaign Management College in Washington has graduated more than 70 students in the five weeks it has been in operation. Five more of the week-long sessions are planned -- beginning March 14, March 28, April 4, April 25 and May 2.

The college is being operated by the Republican National Committee. The 22 teachers come from the RNC, the Republican Congressional Committee (which also helped design the courses), Congressional offices and independent consulting firms.

The RCC strongly urges members and challengers, especially those in marginal situations, to enroll their campaign managers now.

Enrollment to all classes is limited. First priority is given to managers of GOP House and Senate campaigns, with others considered on a space-available basis.

The classes are held at the Twin Bridges Marriott Hotel, U. S. Routes 1 and 95, Washington, D. C. They begin on Sunday evenings and run through Friday nights. Instruction is intensive and hours are long.

Full-tuition scholarships will cover most costs for those who are accepted.

To enroll or for other information, call Joe Gaylord, RNC, at (202) 484-6500.

COMING IN TEXAS: TWO SPECIAL ELECTIONS TO HOUSE

Special elections to fill vacancies are coming up for two House seats from Texas.

Republicans have the best chance ever to score a significant victory in a run-off election between Republican Ron Paul and Democrat Bob Gammage to fill the vacancy caused by the resignation of Rep. Bob Casey of Houston (22nd Congressional district). The date of the run-off election is Saturday, April 3.

Ron Paul, the 40-year old gynecologist from Lake Jackson, who had received only 28.4 percent of the vote as the Republican nominee against Democrat Casey in 1974, came in second in the election -- barely 900 votes behind Gammage. Since Gammage was a State senator and represented much of the district already, he was the favorite. But Paul ran very strongly in the 1976 first contest and garnered 39.6 percent of the vote, the highest percentage that any Republican candidate had achieved in this district since 1962. The district was first carved out in 1958.

A further reason for optimism is the fact that Ron Paul is perceived by many voters in the district to be closer to the conservative philosophy as portrayed by Casey over the past nine terms. Gammage, on the other hand, is perceived as a moderate liberal and will be hard-pressed to count on the votes of conservative Democrats in the district. He is opposed by the Committee for the Survival of a Free Congress and the National Right to Work Committee. Texas is a right-to-work State and COPE's interference in the race for Gammage could backfire.

In addition, the district has a history of voting for Republicans in statewide elections. It voted for Republican Sen. John Tower in 1966 and 1972; for two unsuccessful Republican gubernatorial candidates statewide in 1970 and 1972; and Richard Nixon carried the district in 1968 while Hubert Humphrey wound up placing the State in his electoral vote column.

Texas's second special election will probably be scheduled for Saturday, May 1, the date of the State's regular Congressional primary election, to fill the vacancy left by the death of Rep. Wright Patman (D., Texarkana), the dean of the House, on March 7 of pneumonia. The Republican side will field at least one candidate, while the Democrats will have a crowded field. The GOP candidate there in Texas' First Congressional District got 31.4 percent of the vote in 1974 -- the greatest percentage achieved in that northeast Texas area in recent times.

Republicans lost a House seat in upstate New York (39th Congressional district) March 2 when Democrat Stan Lundine defeated Republican Jack Calkins. The district has been eroding in terms of enrolled Republican Party registrants over the last few years, and the force of organized labor, namely COPE, contributed greatly to the Democrat's campaign -- furnishing more than half of the cash reported by his committee. In addition, labor unions were reported to have spent in excess of \$100,000 for "in-kind" contributions to the Democrat. These included paid media advertisements; literature drops; and telephone-bank get-out-the-vote operations to "educate" their union members as to the impending election.

FORD OF TENNESSEE VS. ANTI-NEPOTISM LAW

When the new Democratic freshman class rolled into Washington in 1974, media commentators hailed it as a new era in ethical, idealistic, altruistic politics. But at least one member of that class, Rep. Harold Ford (D., Tenn.) seems determined to revive the spoils system and has flaunted the anti-nepotism statute and several other Federal laws in the process. According to several newspaper reports and the Memphis Congressman's own admissions, he used Federal job-training funds to hire his sister and several substantial campaign contributors to work in his district office.

"Three federally paid employees supplied by Shelby County continued to work in the local district office of (Ford) for almost six months after the Labor Department said the practice was illegal," said a bylined article by A. B. Albritton in the Feb. 20, 1976, issue of the Memphis Commercial Appeal. Three other employees in the program, funded by the Federal Comprehensive Employment Training Act (CETA), were assigned by the city of Memphis. One of the employees, according to the newspaper story, was the Congressman's sister, Mrs. Joyce Miller.

Ford, according to his own statement in the same issue of the paper, said that he requested an opinion from the Library of Congress on the legality of his use of the CETA employees.

The Library told him that the practice was illegal, but he continued the practice after the Shelby County attorney told him it was legal. According to columnist Jack Anderson, "The Labor Department also warned Ford that he was acting illegally. And he ignored this warning too."

Of the people Ford hired using CETA funds, three were substantial contributors to his campaign.

According to Anderson, "In unmistakable language the Library informed him last September that he was violating two Federal laws. Yet he kept the manpower trainees in his office until we disclosed the malfeasances last month."

When asked about his violation of House nepotism laws, Ford said according to Anderson, "I didn't know she (his sister) worked in the office."

Columnist Anderson also reported on other actions of Ford's which he considered inappropriate including unpaid hotel bills and campaign debts, possible abuse of the frank and misrepresentation of his academic credentials.

According to Anderson in a second column, "The story was no sooner off the press than the Congressman began screaming to the skies that we had singled him out for attack because he was black.

"We have now learned, unhappily, that this is his hallmark. In the past, he has called newsmen who disclosed his wrongdoings racists, hotel men who wanted their bills paid racists, and businessmen who complained of his bad checks racists.

"We think," Anderson continued, "his constituents are too intelligent to believe his continued wolf! wolf! cries."



OPPOSITION RESEARCH OFTEN THE KEY TO VICTORY

The principal job of a campaign's research director is to find areas of contrast between the Republican candidate and his opponent. If proper information can be collected regarding the opposition's personality, family life, business career, political history, attitudes and voting record, a complete picture of the candidate can be developed. His weaknesses can be assessed and, if handled adroitly, can be exploited to your Republican's advantage.

To maximize effectiveness, opposition research should be an on-going process. If your organization is a State or county committee, research should become a year-round function of your headquarters. If yours is a campaign organization, then the time to get started is right now. A long lead time is imperative if a thorough job is expected. It goes without saying that all information should be documented accurately in order to prevent embarrassing situations for your candidate during the heat of the campaign.

Among the topics you'll need to compile are the following:

1. District information, specifically demographic characteristics, voting statistics and personnel information. Demographic data should include voting-age population, senior-citizen population, income and education levels, racial and national origins, occupations and other social and economic materials. Statistics on voting should be accompanied by precinct maps and election returns by precinct for recent key elections, including the last three Congressional races and the last senatorial, gubernatorial and presidential races. Personnel info should incorporate a complete list of the Republican committeemen and local party workers in the district; lists of former workers now inactive or semi-active; and lists of the candidate's personal supporters. Other good ideas: consult the nearest copy of Ayer Directory of Publications for the newspapers and publications circulating in your area, and Standard Rate and Data for a listing of local radio and TV stations. Subscribe to a newspaper clipping service as soon as possible to monitor the major political activities of your opponent as well as your candidate.
2. Candidate information. The research director should also assemble data on his candidate's business, civic, religious and fraternal activities, his family and political record -- anything that will be useful in a published biography or campaign brochure. On a more confidential level, information might be compiled on the candidate's weak points so that constructive research and publicity can be prepared in case of need to counteract any opponent's eleventh-hour attack against him.
3. Opponent information. Knowledge of your opponent's public and private records should be sought, with emphasis on discovering weak points that may be considered for campaign use. To save time, be sure to check in with the Republican State committee, past candidates and others who may have at one time researched the career of the person involved. Research staffers should be set to work collecting speeches, press releases, newsletters and questionnaires circulated by the opposition (the latter two if your opponent is an incumbent). Look for inconsistencies in statements and votes. They can be crucial during a campaign -- if they can be documented accurately.

(Remember, when taking on an incumbent, that it may be profitable to examine such things as attendance ratings, key votes during a session for several years, and information regarding his payroll, foreign trips, campaign spending and financial reports.)

4. Issue information. Two excellent sources should be subscribed to or frequently consulted: the Congressional Record, for recorded votes and debate preceding them, and the Congressional Quarterly Weekly Report, for a summary of Congressional action and political material in depth.

Many research teams set up a series of issue folders -- clippings from newspapers and news magazines -- on topics of broad-based interest (such as energy, inflation, crime) supplemented with "quote books" which summarize and trace the development of an opponent's stance on the issues. Others have formed "research advisory groups" from business, labor, consumer and farm blocs to advise the candidate on the issues and positions taken by their various constituencies. Experience suggests that it's better to settle on one, two, or three issues during a campaign, for seldom do more than three make any real impact. Pick subjects you know concern the electorate -- a campaign of a few months is often not enough time to educate a constituency to an issue in which they are not already interested.

The RCC's Research Division, headed by Dan Mattoon, can provide direction and assistance in collecting much of the data listed above. Their files are available to candidates in "open seat" situations as well as to Republican challengers to Democratic incumbents. Telephone (202) 225-1820 for more information. Don't delay!

THINGS THAT INFLUENCE VOTERS ABOUT CANDIDATES . . .

What kinds of character traits are important to voters in making up their minds about candidates? Which traits impress them most favorably -- which seem less important?

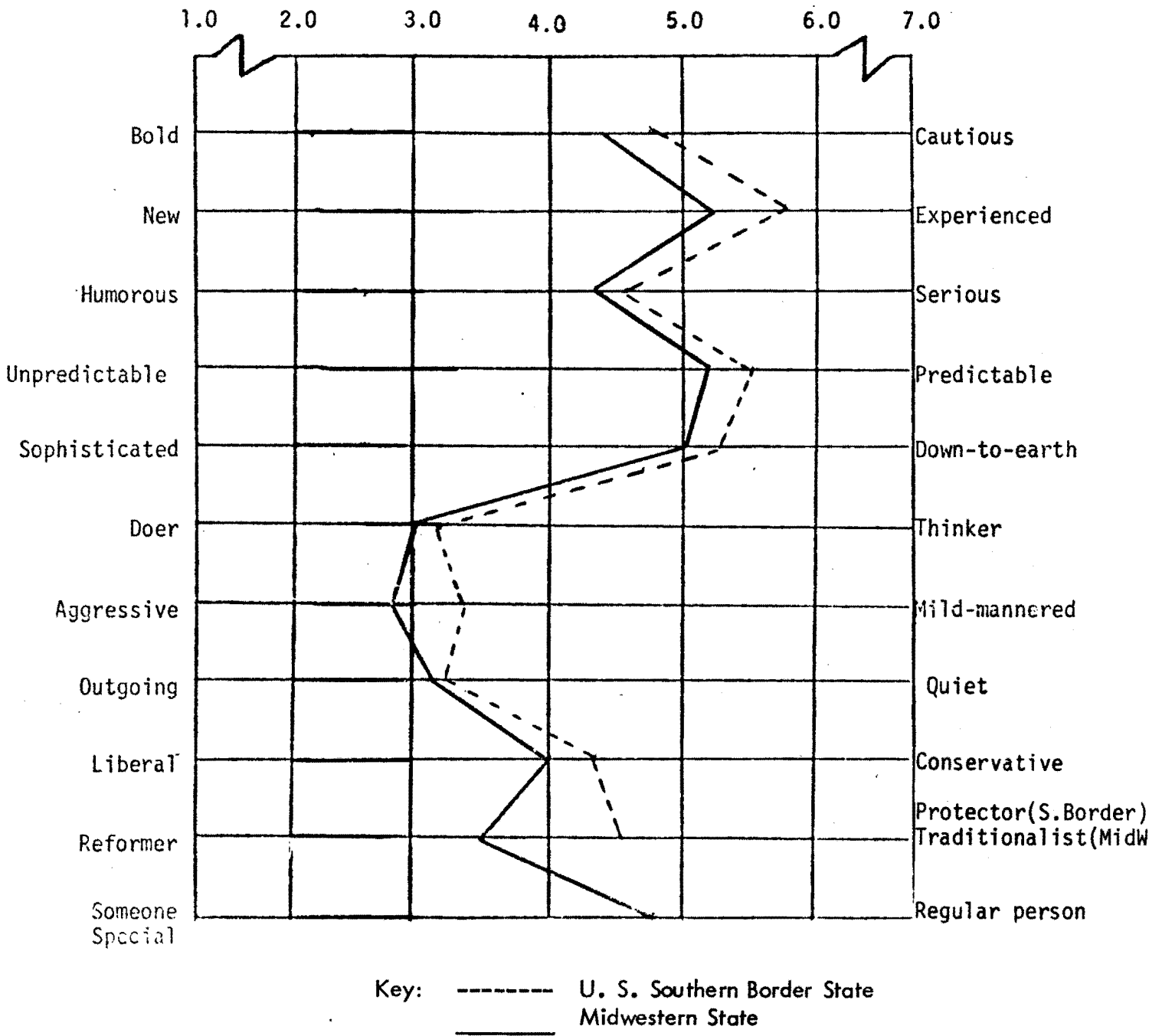
In trying to determine answers to these questions, survey researchers often use a technique known as "scaling" or the "semantic differential." A pair of traits which are sometimes opposites or at least offer the opportunity for comparison are presented to a respondent in a poll. Each trait is assigned a series of numbers on a linear scale (1-7, 1-5, etc.). The respondent picks the number which comes closest to his or her assessment of that trait for "the ideal Congressman" or is asked which one best describes a particular candidate and the candidate's opposition.

Over the years the combinations of opposing traits have been modified and refined many times from the experience of professional pollsters and academicians. The pairs of traits are used to determine broader concepts vital to assessments of candidates, such as trustworthiness, leadership, and the value or disadvantage of experience.

Fred Steeper, political analyst at Market Opinion Research, has done some comparative studies on these scales and we show his findings here. The profile on the next page compares the perceptions, of registered voters in two U. S. States, of the ideal Congressman.

Semantic Profile of Ideal Congressman/Senator

NOTE: 1.0 represents the adjective on the left; 7.0 represents the adjective on the right.



Courtesy of Market Opinion Research

These traits have also been analyzed by voter type (Republican, Democrat, independent) and a series of demographics such as age, income, sex, etc. As we at the Congressional Committee work with you on your campaigns, we hope to be able to share these kinds of findings with you. In coming issues of Seventy-Six we plan to have more information from our leading Republican pollsters and consultants on candidate traits, issues and communication techniques



OUR UPDATED ACTUALITY SERVICE -- WHAT'S BEEN IMPROVED

Our remodeling of the actuality service (the Republican Radio Network) has been completed. We are now able to reach into all of the continental United States with all our WATS lines. This will mean better utilization of our WATS lines and no more backups on West Coast feeds.

We have also installed card-dialer telephones. Each of your stations will be programmed on a small plastic card. This card is inserted into the telephone, a button pushed and, in a flash, the number is dialed. This will mean we can contact your entire radio list in even a shorter time period than before.

In the past our operators have had trouble with some stations in contacting the newsmen to record the actuality. On many small stations, virtually the entire operation is handled by one man who may not have the time when we call to record the actuality. It also means we are kept on "hold" for long periods of time, slowing down our efficiency. To correct this problem we have installed an incoming WATS line. When a newsmen is unavailable, we give him our toll-free number and at his convenience he can call us to request the actuality.

And now some money-saving news for you: We are also able to record, as well as play back, over our toll-free, incoming WATS line. This means that when you are in the district and you have an actuality, you can call us toll-free to record your statement. The toll-free number is in operation only from 8 a.m. to 6 p.m., EST, Monday thru Friday. At some point in the future we hope to have this number equipped with an auto-record device so that we can record you anytime, day or night.

For now, if you have a statement to release after our normal business hours and you are away from Washington, you can still call us, at your expense, on (202) 488-1905 and record your statement automatically. During business hours if you are out of town call us toll-free at (800) 424-0215. Please note this along with our other local beeper numbers: 488-1905 (24 hours) and 488-1986 (business hours only).

For those of you that have not given us a list of your stations because you call them directly, we strongly urge you to keep a list of your stations on file with us. The time will come when you will be unable to call all your stations to comment on a breaking news story. By placing just one call to us you can reach all your stations quicker than you could do it yourself.

A Press Secretary Needed?

Public Relations of the RCC has an extensive file of resumé's of men and women who desire to become press secretaries to GOP members of the House. Some of them are highly qualified. To examine the resumé's, come to Room 512, HOB Annex.

A SPEECH TO MAKE? THESE TEXTS MAY BE HELPFUL

(Complete texts may be had by calling 5-1800.)

"Do Water Resource Programs Face a Budget Crunch?" -- House GOP Leader John Rhodes took a sharp look at one aspect of national water policy, desalination, at a meeting of a water panel in Washington, D. C. Salinity control programs, he said, face a bleak funding future, squeezed by competing demands from welfare, defense and the national debt. The Arizonan defended a cooperative program of Federal and private investment in this industry since "the future fresh water supply of much of the Southwestern U. S., and many countries of the world . . . will depend on the development of large-scale desalting equipment Unless we can impress on Congress the need for steady progress in all our water programs, we will lose irreplaceable time, cause unneeded disruption of our economy, and discomfort for our people in the future."

"Government Regulation of Business -- What's Ahead?" -- Joe Sims, Deputy Assistant Attorney General in the Justice Department's Antitrust Division, had "good news and bad news" for a conference at Southern Methodist University in Dallas. The good news is that a considerable number of people in government today are devoting their best efforts toward reevaluation of the goals of business regulation and its cost. The bad news is that there exist "elements in the Congress and elsewhere who continue to look back down the road of the last four decades" -- advocates of national economic plans and massive new regulatory systems in the energy area, for instance. The public is caught in a paradox: belief in the system but distrust of its participants. Unless this paradox is met and dealt with, Sims warned, "we will face a continuing menace of efforts to shackle the marketplace."

"Agriculture -- 200 Years After" -- Secretary of Agriculture Earl L. Butz, before the National Council of Farmer Cooperatives in Washington, D. C., predicted cooperatives will continue to have a "sizable role" in assuring that the farmer has a competitive marketplace in which to buy agricultural supplies. The biggest opportunity for successful farmer cooperatives in the future, he said, lies right where it always has: in the field of innovative processing and marketing, in cutting away the fat between the farmer and consumer. Butz declared it is time to reappraise and strengthen the institutions for which we are responsible: "The public will demand it."

Employment and The Prevention of Crime -- U. S. Attorney General Edward Levi, addressing the Governor's Conference in Milwaukee, Wis., explored the problem of crime and the attendant, inseparable problem of reuniting ex-offenders with society. The idea of a sweeping restructuring of the sentencing system he dubbed "consistent" with President Ford's recent proposals for mandatory minimum sentences. Together they constitute "an important and necessary first step" in the drive to deter crime and to overcome the "perceived unfairness of accidental justice" in the criminal system of the United States.

"America's Destiny: the Global Context" -- Secretary of State Henry Kissinger, speaking to a University of Wyoming audience in Laramie, delivered a strong pitch for domestic unity. Kissinger echoed a prevailing Republican belief when he said that the U. S. must "speak with one voice" when dealing with other nations. "It is time to recognize that, increasingly, our difficulties abroad are largely of our own making," he declared, and called for an end to the dismantling and demoralizing of U. S. intelligence agencies, as well as support for a strong defense establishment. "Our branches of government, special interests and ordinary citizens," he concluded, "must pursue their legitimate concerns with an understanding that there are basic overriding national interests which, if neglected, will render pointless all else we do."

Seventy-Six

Ideas to help you Communicate and Campaign

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SECRETARY OF AGRICULTURE EARL BUTZ will be in our offices April 1 for member interviews. Please call as soon as possible to schedule times. "Dear Colleague" letter of March 26 contains more details.

EDITOR'S NOTE: Seventy-Six is an internal communication intended only for GOP House members, candidates and their staffs. You are urged to retain copies for reference.

No. 5 -- March 29, 1976



Seventy-Six is published for GOP Members of Congress and Candidates for Congress by the National Republican Congressional Committee's Public Relations Division, 512 House Office Building Annex, Washington, D.C. 20515. For further information on items, call (202) 225-1800.

From the Chairman *A Message of Importance*

Dear Colleagues and Candidates:

Contrary to what you may have been reading in the news media recently, 1976 is looking better and better for Republican House races. We have a large number of outstandingly qualified candidates running against Democratic incumbents and even a few members who are unopposed. Congressmen Bill Archer of Texas and John Anderson of Illinois both have no opposition. They may be joined by other members as filing deadlines pass.

Our exceptional group of candidates includes a host of fresh faces -- doctors, mayors, business executives and farmers -- as well as a dynamic contingent of second-time challengers whose 1974 campaigns were barely thwarted by massive infusions of special-interest contributions and the jaundiced atmosphere of Watergate.

In addition, re-election campaigns seem to be developing well for most of our members. The past two years have brought fiscal responsibility to the fore in the minds of the public. Our long identification with this most important issue is helping the electorate to realize the wisdom of supporting those members who support wise spending and taxing policies.

We're not out of the woods by any means. Most of us will face tough opposition backed with millions of dollars in powerful special-interest support. But I believe we are up to the challenge this year, and will not only hold our ground, but will gain those extra seats that are steps along the road to becoming the majority party.

Sincerely,



Guy Vander Jagt, M. C.
Chairman

TIME TO WATCH OUT FOR "MASS MAILINGS" UNDER THE FRANK

The time is at hand when members of Congress must be concerned about the deadlines for franked mass mailings. Generally, the cutoffs are 28 days before primaries or general elections. In addition, the deadlines also apply to members who are on ballots as convention delegates. Because of frequent delivery delays within the U. S. Postal Service, mail may be received on election days or shortly before. To counter opposition criticism over abuse of the frank, you are advised to get dated receipts for every mass mailing from the House Folding Room, or the Post Office if delivered directly.

In addition, it is a prudent action to submit every mailing to the Commission on Congressional Mailing Standards for an opinion of its frankability. A section of a pamphlet by the Commission dealing with franking deadlines is reprinted below. Copies are available in Room 309, Cannon House Office Building.

1. Statutory Basis

Section 3210(a)(5)(D) states:

"(5) It is the intent of the Congress that a Member of or Member-elect to Congress may not mail as franked mail—

"(D) any mass mailing when the same is mailed at or delivered to any postal facility less than 28 days immediately before the date of any primary or general election (whether regular, special, or runoff) in which such Member or Member-elect is a candidate for public office. For the purpose of this clause (D) the term 'mass mailing' shall mean newsletters and similar mailings of more than 500 pieces in which the content of the matter mailed is substantially identical but shall not apply to mailings—

"(i) which are in direct response to inquiries or requests from persons to whom the matter is mailed;

"(ii) to colleagues in Congress or to government officials (whether Federal, State, or local); or

"(iii) of news releases to the communications media."

2. Definitions

(a) *Candidate*.—For the purposes of the subject statutes and these regulations, a Member of or a Member-elect to the House of Representatives, shall be deemed to be a candidate for public office at any election as hereinabove set forth if his or her name appears anywhere on any official ballot to be used in such election.

(b) *Mass mailing*.—For the purposes of the subject statute and these regulations, "newsletters and similar mailings" means, in addition to newsletters, any planned or anticipated mailing of identical or substantially identical mail matter in quantity of more than 500 pieces. Such mail matter will be deemed to fall within the prohibition of the subject statute when the total of such pieces of mail matter exceeds 500, whether in cumulative mailings or a single mailing during the 28-day period of the subject statute.

Federal publications, publications purchased with Federal funds, publications containing items of general information, when individually ad-

dressed and not included in a planned mailing or one which can be reasonably anticipated, shall not be deemed "similar mailings" for the purpose of the subject statute or these regulations, unless such a mailing exceeds 500 pieces in a single mailing.

For example, baby books and information to new home owners would be frankable during the 28-day period, but certificates to high school graduates would not be frankable since such a mailing would be considered planned or reasonably anticipated.

3. Exceptions

The subject statutes provide three exceptions to the mass mail prohibition prior to elections, as follows:

- (i) (mailings) which are in direct response to inquiries or requests from the persons to whom the matter is mailed;
- (ii) (mailings) to colleagues in Congress or to government officials (whether Federal, State, or local); or
- (iii) (mailings) of news releases to the communications media.

The Commission believes the last two exceptions are self-explanatory.

In application of the first exception, the Commission stresses the phrase "*direct* response to inquiries or requests."¹ Therefore, response to a signed petition with a form or identical letter individually addressed to each of the signers of the petition is frankable. However, a follow-up letter to the same list of petitions is not frankable under this section in that it would not be in direct response to an inquiry.

Similarly, follow-up letters to persons who had previously written and had been answered on a particular subject, if such letters by their form and volume constitute a mass mailing, are not frankable during the 28-day period prior to elections.

4. Time of Mailing; Processing by the House Folding Room

(a) Mass mailings as defined under section 3210(a)(5)(D) may not be mailed as franked mail by a Member of or Member-elect to the House of Representatives when the same is mailed at or delivered to any postal facility other than the Publications Distribution Service of the House of Representatives, hereinafter referred to as the House Folding Room, less than 28 days immediately before the date of any primary or general election (whether regular, special, or runoff) in which such Member or Member-elect is a candidate for any public office.

(b) Such mass mailings, if processed through the House Folding Room, shall be deemed to be in compliance with the subject statutes and these regulations, if delivered to the House Folding Room, with instructions for immediate dispatch, not less than 30 days immediately before the date of any such election. In the case of mass mailings delivered to the House Folding Room prior to the 30-day cutoff period provided herein, the requirement of instructions for "immediate dispatch" may be modified to the extent that instructions are given for delivery of the mailing to the addressee not later than the 28th day immediately before the date of such election. The House Folding Room shall issue a receipt, which shall specify the date and time of delivery and a brief description of the matter to be processed, to the Member at the time he or she delivers such mass mailings to the House Folding Room.

¹ Advisory opinion dated Oct. 17, 1974, held as not frankable (during the 28-day period prior to the general election) approximately 2,000 letters to constituents who had completed a questionnaire since the proposed letter embodied an offer to meet with the addressee at some unspecified time and place and was not in direct response to an inquiry.

RESEARCH: DIFFERENT KINDS COME FROM DIFFERENT SOURCES

"Water, water everywhere and all the boards did shrink.
Water, water everywhere nor any drop to drink."

The Ancient Mariner had water problems in the midst of an ocean, and many Republican offices often have information and research droughts in the midst of plenty. The Library of Congress' Congressional Research Service, one of the best in the world, is well known to most offices. But Republican organizations that are lesser-known also offer a variety of services, particularly in political and campaign areas from which the Library of Congress is excluded. The "official" organizations include:

- Republican Conference, 1618 Longworth, 5-5017.
- Republican Research Committee, 1616 Longworth, 5-0871.
- Republican Policy Committee, 1620 Longworth, 5-6168.
- National Republican Congressional Committee, 512 H.O.B. Annex, 5-1820.
- Republican National Committee (Research Division), 310 First Street, S. E.
484-6614.

Ad Hoc committees such as the Republican Study Committee and the Wednesday Group also develop valuable research.

Republican Conference

The Conference's main product is the weekly Legislative Digest, going to all Republican offices. This summarizes legislation that is scheduled for consideration in a given week. The same staff which produces the Digest occasionally publishes a Supplement on substantive issues.

They have produced two this year, on the Law of the Seas and Natural Gas. One of the best of 1975 was a piece on Regulation in the Oil Industry.

In addition, the Conference holds weekly staff briefings primarily for AA's and LA's on a variety of issues. These briefings are usually held on Thursday afternoons. Sometimes the guest speakers at these briefings are Cabinet-level officials.

In addition, the Conference is laying the groundwork to begin a case-worker orientation program.

Other activities include one or two conferences each month for members of Congress, usually dealing with legislation.

Information they have already prepared is also available to Republican candidates.

Research Committee

In addition to staffing and coordinating the various Republican Task Forces, the Research Committee prepares a variety of research and information of four basic types.



a. Basic office aids such as a listing of Federal agency Congressional liaison contacts, veto analyses, categorization of roll call votes by subject and annual packages of pre-prepared questionnaire questions.

b. Backgrounders on key issues. Recent studies include the Hatch Act, Consumer Protection Agency and Revenue Sharing.

c. One page topic spotlights such as those on the Helsinki Accord and voting rights.

d. A weekly fact sheet of a more partisan nature focusing on floor action or recent political trends.

The Committee coordinates its activities with the Conference to avoid duplication of efforts. The Research Committee maintains files on dozens of subjects that are available for inspection by members and their staffs.

Policy Committee

The information available from the Policy Committee, which acts as an advisory committee to Republican House members, is a weekly pro or con position paper on one or more issues or pieces of legislation due for consideration in the same week. It does not take a position on every piece of legislation, and usually meets only when the House is in session.

The Committee tries to focus on the Republican position on upcoming issues or legislation.

Congressional Committee

In addition to the widely used technical services offered by the Committee, we offer in-depth opposition research, demographic and voter statistical information, personal information about candidates, and their opponents, advice on public opinion surveys, direct mail and fund raising activities, publicity, public relations, radio and television, promotion design, Federal Election Commission opinions, art, bumper sticker and newsletter design, campaign techniques, phone banks, use of voter lists and information on special-interest rating groups.

National Committee

The RNC has a library containing a variety of books, newspapers and reference materials. In addition, it maintains detailed files on special interest groups and rating organizations and has an office that specializes in fielding queries and requests concerning the national convention, delegate selection and other material, primarily oriented to national races.

It has a computerized, microfilm information-retrieval system that contains information fed to it from more than 70 newspapers from every State in the Union. This system is indexed in a variety of ways -- including by issue, by person, by columnist or paper, by geographic region and many other ways. Their most extensive data files are concerned with national figures or races, though a substantial amount of interest to House members also is maintained.

All committees subscribe to Congressional Quarterly. The National Journal Reports is available from the Conference and the RNC.

BILLING FOR STILL PHOTOS IS BEING RESUMED

The RCC's Photo Lab in the Rayburn Building is resuming billing to members' offices for pictures taken. Procedures and policies remain unchanged from 1975.

THE WAY YOU COMMUNICATE CAN BE CRUCIAL

In any political race, it makes little difference how bright or well informed your candidate is if the voters don't come to recognize those qualities. Your candidate's public image is largely the domain of the campaign's public relations director, the person responsible for both free news coverage and the strategy of paid commercial advertising.

Ideally, the two are used in concert to tell your candidate's story -- and shape what the public perceives -- in the most favorable way.

The following are but a few of the guidelines to keep in mind when formulating effective campaign communications in the news arena. A more complete analysis will be found in Campaign Seminars: Media Relations, a Republican National Committee campaign manual. The Republican Congressional Committee's public relations staff, headed by Dave LeRoy, can also be tapped for practical assistance.

1. Once the public relations director is chosen -- and he should preferably be a full-time professional -- all campaign releases should show his or her name as the contact for further information, and all person-to-person contact with working newsmen (with the exception of candidate interviews) should be made by the PR director. Giving media authority to more than one person in a campaign organization often leads to confusion and embarrassing mistakes.
2. Get the public relations staff started on a thorough inventory of your candidate and his opponent. Look for strong and weak points in educational accomplishments, job experience, personality traits, family life, personal habits, financial affairs, speaking ability and attitudes on the issues. Inventory the issues as well -- the party platforms, your candidate's announced positions and the opponent's announced positions. Monitor the local and national news media to learn which issues are receiving frequent attention.
3. To determine which side of the issues is the politically correct side, it is essential to become familiar with the district, its history, people and customs. Study voting patterns to discover how citizens have voted in the past, particularly in connection with contests for offices the same or similar to the one that your candidate is seeking. Study district demographics and public opinion polls and surveys. The latter can be invaluable in getting your candidate off on the right foot, as they can be extremely accurate measures of people's current attitudes and an accurate predictor of their intended behavior at the polling place.
4. Inventory the media by drawing up a list of every news outlet in the district. List all the newspapers, daily and weekly, as well as trade and professional journals. Determine how many radio and television stations there are, the geographic range of the listeners, the size and type of audience at various times of the day. Schedule face-to-face get-acquainted sessions with local editors, news directors and political reporters; try to learn all you can about practical aspects that will enable you to submit news in the manner and time desired by each outlet. One of the most important points to determine is what topics will be considered newsworthy -- and which ones not. Working newsmen are very busy people, so the easier you make their jobs, the more likely they are to print and/or air your submitted material.

5. Supplement your media visits with press kits containing background and other relevant information on your candidate. A typical kit would contain these items: 8 x 10 glossy photographs of the candidate, his spouse and family; factual biographies of the candidate and his spouse; a list of the top campaign personnel and brief biographies of each; a copy of the news release announcing the candidacy; a map of the district, and sample advertising items, such as brochures and bumper stickers.

6. News releases should be written in a simple, clear and accurate style. Don't make editors wade through a smokescreen of adjectives to find the facts! The most important items should be summarized in the first paragraph (the old "who, what, where, when, why and how" tradition). Middle paragraphs should amplify the lead paragraph, and less important facts (including attempts to insert propaganda) should be reserved for the final paragraphs. Be sure the letterhead indicates the name of your candidate and the office he is seeking -- there's nothing like clarification to clear up confusion.

7. When staging a news conference, remember the following: a "news conference" is accurately named only when attended by radio and television newsmen, otherwise, you have a "press conference" on your hands (some members of the electronic media take offense when these titles are not observed). Your news conference should be held in a room large enough to accommodate cameras, tape recorders and other paraphernalia accompanying the electronic media. They will need plenty of electrical wall outlets. Be aware of timing problems, too -- a time best for local television stations may be too late for afternoon newspapers and relatively early for morning issues. The best compromise is to share the goodies by varying the time from conference to conference so that each type of media has its chance to reach the public first with your news item. A sharp, concise release quoting the candidate's opening statement should be distributed to all newsmen who attend.

8. Be creative. There are many ways to grab the public's attention. You might try "on-site" news conferences for variety, or sidebar newspaper feature stories of a human interest nature, slated for "non-political" sections such as society, business or sports. Certainly invite the media to cover on-the-scene personal appearances, such as rallies, speeches before civic or service organizations, and at least one episode in which the candidate and his supporters are out knocking on doors and mingling with the voters. You are limited only by your imagination -- but as with most other facets of politics, research and sound advance planning will multiply your chances of success!

"Politics 1976: Time to Put Some Starch in Business"

House GOP Leader John Rhodes unleashed a few puns for the Linen Supply Association in Washington, D. C. before getting down to serious business in this inspirational Republican speech. In this Bicentennial election year, said Rhodes, we have a chance to change the direction of Congress toward fiscal sanity and efficiency, away from unnecessary programs and over-spending, "before income redistribution kills off the economic goose that is laying government's golden eggs." Business must get on the stick if it wants to avoid being manhandled by Congresses that are in the back pocket of big labor, he warned. "To do the job -- get government out of business -- business must get into government:" organize politically, tout the benefits of free enterprise, and fight public apathy. (For text, call 5-1800.)



A TAMMANY HALL AWARD FOR HENRY HELSTOSKI

The Tammany Hall of the Month Award, featuring Democrats of special interest to Republicans, is a new regular feature of the RCC's monthly Newsletter. The feature, when space permits, will preview in Seventy-Six. Your comments and nominations for awards are invited.

* This month's award goes to New Jersey Democratic *
* Rep. Henry Helstoski *

Helstoski, who is currently being investigated by a Federal grand jury, has admitted to meeting with underworld crime figures in an effort to discredit a witness who figured in the criminal conviction of the Congressman's former administrative assistant, Albert DeFalco. The underworld figure, Franklin Peroff who is currently in jail in Alexandria, Va., just outside Washington, D. C., told the Washington Post in an article on March 12 that Helstoski asked him if he could arrange for the murder of the witness. Helstoski denied the charge.

In addition, two of Helstoski's personal attorneys, both of whom are awaiting trials after being indicted by grand juries, are also on his Congressional payroll. Vincent Verdiramo, who is paid \$10,000 by Helstoski, has represented several organized crime figures, according to the Post, and is awaiting trial on charges of insurance fraud and conspiracy to obstruct justice. The other aide-personal attorney is Alfred Porro, who receives \$21,000 per year as a district representative, and is awaiting a trial on criminal charges in Bergen County. According to Helstoski's district office, Porro spends most of his time in his law office but drops by daily, the Post reported.

According to the Post, "Helstoski and members of his staff have been under investigation for some time by Federal prosecutors in New Jersey in connection with an alleged pattern of obtaining payment from illegal aliens for the private Congressional bills that allow them to stay in the country " -- the same charge of which DeFalco was convicted.

The article did not state whether the witness in question, and four other people whom Helstoski wanted discredited, were currently giving testimony against the Congressman and his staff.

According to both Helstoski and Peroff, the two men met twice at Dulles Airport to discuss the development of derogatory information about the witnesses. Peroff wanted \$50,000 plus expenses for his services.

According to both accounts, Helstoski said he would check with "his people" about the amount and get back in touch. Helstoski said that the group considered the amount too high. At the second meeting Peroff lowered his price to \$25,000 plus expenses. Peroff claims that it was at the second meeting that Helstoski asked him about the murder.

DR. SEAMANS, ERDA CHIEF, AVAILABLE FOR INTERVIEWS

Dr. Robert C. Seamans, Jr., Administrator of the Energy Research and Development Administration (ERDA) will be available for radio and television interviews in our office, Room 509, HOB Annex, on Wednesday, April 7, from 1 to 3:30 p.m. For those of you who have a weekly radio program this is a topical issue that may land you on your local newscasts as well as running in your regular public service air time. ERDA is working up a set of suggested questions which you may obtain from our office when you call for an appointment. If you have an energy question which is related specifically to your district, please call John Guthrie, ERDA Congressional Relations, at 376-4036, and give him your specific question so he can research it for Dr. Seamans prior to the recording date. If you want radio, please bring a tape. We will record the master for you and duplicates can be made at the House Recording Studio. We will also film the interview for you at our normal low charge of \$5.40 a film minute for processed color film. Videotape or film duplicates may be obtained from the House Recording Studio. For an appointment, call Broadcast Services at 5-1806.

About Dr. Seamans: Dr. Robert C. Seamans, Jr., took office as Administrator of the new Energy Research and Development Administration on Dec. 30, 1974. As ERDA's first Administrator, he is responsible for consolidating and administering Federal energy R&D programs formerly handled by the Atomic Energy Commission, the Department of the Interior, the National Science Foundation and the Environmental Protection Agency. ERDA has the central responsibility in the Federal Government for planning, coordinating, encouraging and conducting R&D aimed at advancing all energy source and utilization technologies, including fossil, nuclear, solar, geothermal and other energy-related programs.

* * *

FCC UPHOLDS RIGHT OF POLITICAL ACCESS TO BRIEF MESSAGES

The Federal Communication Commission has ruled that broadcasters may not limit political advertising to periods of at least five minutes' duration. As reported in the March 15 issue of Broadcasting magazine, the case grew out of the attempt by President Ford's campaign committee to buy 30- and 60-second spots on WGN radio and television to promote the President in the March 16 primary in Illinois. Broadcasting said that the FCC ". . . did not believe that Congress, in requiring broadcasters to give candidates reasonable access to their facilities, either on a free or paid basis, intended to allow broadcasters to overrule a candidate's determination that his political interests would be better served by spot announcements than by five-minute broadcasts."

* * *

BE SEEN OR HEARD AND PAY LESS

Did you know that, by law, radio and television are required to give you their lowest rate that they give to their most favored commercial advertiser? The only requirement is that your picture or voice must be readily identifiable somewhere within the spot. If need be, you can just do the disclaimer as long as you are identifiable as the candidate or incumbent. For

example, you might say: "This time was paid for to help elect (re-elect) me by the Smith for Congress Committee, Sam Jones, Treasurer."

* * *

BOSTON TV STATION NEEDS SLIDES

WCVB-TV is increasing its collection of slides used as illustrations on its news programs. They would appreciate a head shot of each Republican Congressman. If a color slide is unavailable, a color photograph would be fine. Send slide or photograph to: Jacqueling Calnan, Assistant to the News Director, WCVB-TV, 5 TV Place, Needham, Mass. 02192.

* * *

DO YOU HAVE SLIDES WITH YOUR LOCAL TV STATIONS?

If you don't have slides on file with your own local television station, now is the time to get that chore out of the way. With the election approaching you will find yourself in the news more often, and a file slide of you in each TV station is invaluable. We suggest you have three different shots taken and send each station a set of three. The set should include: a centered head shot of you, a head shot with you in the right-hand side of the frame, a head shot with you in the left-hand side of the frame. The right and left shots will allow the news director to use your picture on the screen at the same time as the anchorman. The Republican Photographers will shoot these slides for you and the House Recording Studio can make duplicates. Call 5-7121 for an appointment.

Dates Reset for Election-Law Seminar

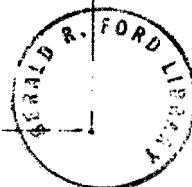
A seminar in the Washington area on Federal campaign law, originally set for March 18-19, has been rescheduled for Monday and Tuesday, March 29-30.

The date change is "due to the inability of the Democratic Congress to pass a law" to meet the situation created by the Supreme Court decision on campaign law, the sponsoring Republican National Committee said in a bulletin.

Registration fee for the seminar is \$35, which covers all sessions for two days and provides two luncheons. The seminar for the D. C. area will be held at the Dulles Marriott at Dulles Airport in Virginia. The seminar will also be given April 1-2 at the Brown Palace Hotel in Denver, Colo.

"If you have mailed in your registration," the RNC told applicants from the Washington area, "we will process it for the new dates unless we hear from you. If you have not registered, we urge you to do so."

Information and registration forms may be obtained from Ms. Joy Price, RNC, 310 First Street, S. E., Washington, D. C. 20003. The phone number is (202) 484-6500.



SOME GOP IDEAS ON WHAT TO DO ABOUT JOBLESSNESS

Wide-ranging comments on how to reduce the unemployment rate were given by Republicans at a two-day "National Conference on Full Employment" held on the Hill March 18-19.

The conference was sponsored by the Joint Economic Committee. The conference coincided with the 30th anniversary of the Full Employment Act of 1946.

The Joint Economic Committee, in its annual report for 1976, had noted: "This Nation enters its Bicentennial year with 7 million people out of work. The unemployment rate is over 7½ percent. When discouraged workers who have dropped out of the labor force and part-time workers who want full-time jobs are included, the rate is above 10 percent."

The Conference was opened with remarks by Vice President Nelson Rockefeller, who outlined steps he said could help the Nation "regain our economic strength and vitality" while warning Congress against legislating too much government control over private enterprise. He said labor and management should be encouraged "to develop specific productivity programs" to create new jobs and increase industrial output. He called for a "conscious national commitment to retaining our leadership in science and education" and said the Government's entire regulatory process should be reviewed and "if necessary, overhauled."

Rockefeller also recommended:

1. Reevaluation of tax laws and necessary tax changes to provide new incentives for capital formation and for an accelerated rate of investment.
2. Government and industry to give high priority to plant modernization.
3. Enactment by the Congress of the Ford Administration's proposed \$100 billion energy independence authority designed to stimulate and assist private enterprise into producing more energy.
4. Action by the government to encourage and protect the investment of public and private funds in housing.

Rep. John H. Rousselot (R., Calif.) said the "lasting solution to the problem of unemployment in this Nation is to be found in the elimination of deficit spending, in tax policies that promote savings and capital formation, and in a re-thinking of our traditional government 'make-work' programs that only camouflage the real problem of the jobless."

From the Senate side, Sen. Robert Taft, Jr. (R., Ohio) remarked: "We sorely need a fresh look at the concept of government control of the economy. We need to give up the preconceived notion that Washington knows best. We need to look at history, and at the examples set by other countries, with an open mind. A little common sense and scientific method, applied to our economic problems, will serve us far better . . ."

Two participants on the second day were Rep. Clarence J. Brown (R., Ohio) and Sen. Jacob K. Javits (R., N.Y.).

Declared Brown: "If this 30th anniversary observance of the Full Employment Act is to mean more than a political show in a Presidential campaign year, we should do more than merely point with pride or view with alarm. We should use the occasion to reassess our objectives and the methods by which we have tried to reach them." He asked: ". . . What goal are we after? . . . We are living in quite a different world today than in 1946." Brown called for (1) consideration of the fact that many Federal, State and local programs have been enacted or achieved by labor and industry to help soften the blow of unemployment -- and that we should be proud of it, (2) a look at the changes in the nature of the work force, (3) notice of the changing nature of "frictional unemployment": those persons unemployed through the technological shifts of whole industries or who are not properly equipped to make transitions from disappearing jobs to new jobs.

Javits said he made "no bones" about his unrest and disappointment in the state of things in the country, but he also questioned the Joint Committee's work as to job production.

"The irony of the situation," he declared, "lies in that we are further away from the promise" of full-employment legislation than when it was enacted. However, he added, "I have not lost sight of our commitment to a full-employment policy. . . The private, not the government sector, is the place where full-employment policies must have real fruition -- that is what our people want -- but with the public sector as a backup, as an employer of last resort."

(For text of any of the above statements, call 5-1800.)

Correct Phone Numbers for RCC Divisions . . .

Many calls to divisions of the RCC are placed to wrong numbers -- delaying the caller and creating unnecessary phone traffic. Following are the numbers for all divisions when calling through the Capitol board:

Executive Director	5-1832	Finance Division	5-1826
Art Department	5-1813	Legal	5-1812
Boosters Club	5-1810	Photo Lab (B-304 Rayburn)	5-7121
Broadcast Services	5-1806	Public Relations	5-1800
Campaign Division	5-1816	Research	5-1820
Distribution Service	5-1809	Statistics	5-1829

A SPEECH COMING UP? THESE TEXTS MAY HELP

(Complete texts may be had by calling 5-1800.)

Our Federal-State System of Government -- Vice President Nelson Rockefeller reviewed the past 40 years' slide toward increased Federal control before the National Governors Conference in Washington, D. C. At one time, said Rockefeller, Federal funds appeared inexhaustible and Federal power to achieve social change, limitless. We know differently today, now that government expenditures have vastly exceeded our ability to pay for them. Rockefeller laid out five recommendations to simplify today's "complicated and inefficient Federal-State-local maze," ideas reflecting his own experience as Governor of New York. "They do not," he reminded, "purport to be Ford Administration policy."

"Economic Development in a Changing World Economy" -- Treasury Secretary William E. Simon journeyed to Israel's Tel Aviv University to accept an honorary doctorate and deliver this address. He issued a call for a commitment to certain fundamental principles: reduction of trade and investment barriers between nations in order to foment a free and open international trading community, and pursuit of better ways to balance the desire for national independence with the reality of growing international interdependence. U. S. economic relations with Israel as well as other nations, he stated, should be "responsive to individual needs and consistent with the preservation of these principles."

"Antitrust and East-West Trade" -- Joel Davidow, head of the Justice Department's Foreign Commerce Section, told the Advisory Committee on East-West Trade that "the trade aspects of détente are alive and well." Questions are arising, however, regarding the extent to which U. S. antitrust laws can or should be applicable to East-West trade. Davidow grappled with four areas in his speech: exchange of information, buying cooperation, selling cooperation, and patent licensing with re-export restrictions. With scrupulous organization of business transactions and careful draftsmanship, he assured the committee, it will be possible to avoid "both the appearance and the reality of injury" to American competition or American consumers.

Big Business -- What the Public Perceives -- Secretary of Commerce Elliot L. Richardson, speaking to the Drug, Chemical and Allied Trade Association in New York City, said it's time for a new beginning -- in reality, a return to the older way of doing business, when "the customer was always right." The new Secretary briefly outlined what he visualizes the role of the Department of Commerce to be in terms of accountability to both business and consumers, and then turned to the possible approaches business might undertake to reconcile the two: cultivate a new executive attitude toward the consumer; include consumers on board of directors; and establish consumer affairs divisions within corporations -- for a start.

National Health Policy -- David Mathews, Secretary of Health, Education, and Welfare, reported on the forces influencing national health policies to the Dade County Medical Association in Miami, Fla. The Secretary said to expect several things: continued emphasis on restructuring to simplify the national health system, a movement to take a host of issues and put them before State rather than Federal Government structures, and a shift away from targeted research back towards broad-based funding. As for national health insurance, Mathews diagnosed it "temporarily checked" by the driving force of cost constraints; at a price of 80 to 90 billion dollars, it would not buy "one additional physician nor even one additional tongue depressor."

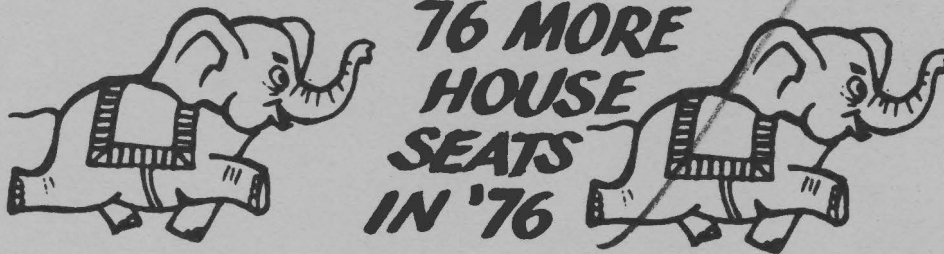


APR 14 1976

Seventy-Six

Ideas to help you Communicate and Campaign

What's Inside



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No. 6 -- April 12, 1976



Seventy-Six is published for GOP Members of Congress and Candidates for Congress by the National Republican Congressional Committee's Public Relations Division, 512 House Office Building Annex, Washington, D.C. 20515. For further information on items, call (202) 225-1800.

From the Chairman *A Message of Importance*

Dear Colleagues and Candidates:

The Republican Party won a significant victory on Saturday, April 3. It is a harbinger not only of Texas politics but national politics as well.

It is with great pleasure that I welcome to the House of Representatives its newest member. He is Dr. Ron Paul, from the 22nd Congressional District. Congressman Paul, age 40, a gynecologist in the Houston area, won a landslide victory against the forces of organized labor and the local Democrat machine. He defeated by more than 8,500 votes a former State Senator who had already represented the bulk of that Congressional district. Paul is the first Republican to represent the 22nd District since its creation in 1958.

Members of the RCC campaign staff joined the excellent Paul team in the district and provided substantial assistance. More than 35,000 phone calls were completed to voters.

Why are the results of this election so important?

First, the margin by which Congressman Paul was elected is key. Out of nearly 69,500 votes cast, Paul garnered 56.2 percent, a true landslide for Republicans in the Lone Star State. Paul had lost by 28,000 votes in the regular 1974 election against the Democratic incumbent who vacated the seat in January of this year - Bob Casey.

Secondly, Ron Paul will represent a part of Texas which has not had a GOP Congressman in modern history -- quite possibly since Reconstruction. This is an indication of further GOP strength in the cities and outlying areas of the South. Republicans in Congress now represent such Deep South cities as Baton Rouge, Dallas, Birmingham, Mobile, Jackson, Biloxi-Gulfport as well as Houston.

Thirdly, the voter interest in this special election was remarkable. Nearly 800 more people voted in the special election than had in the regular 1974 election.

Finally, Ron ran on the issues which could gain the Republicans the House this year. He ran against the free-spending Democrat Congress; against government involvement in all aspects of American life, and for integrity and honesty in politics.

Again, let us all welcome Ron to the Republican ranks. We will seek his counsel and advice on a great variety of issues and decisions which will face this Congress in the coming months.

Sincerely,



Guy Vander Jagt, M. C.
Chairman

Note: The following check list for a public relations program can help in making a self-inventory for your program.

CONGRESSIONAL PUBLIC RELATIONS CHECK LIST

Newspapers -- Newsletters -- Columns

- () Do you send out news releases on a regular basis to the media in your district?
- () In addition to daily and weekly newspapers, do you also send the releases to your radio and television stations?
- () Do you have special press lists to which you mail "tailored" material -- such as foreign language publications, veterans' newspapers, trade and commercial journals, labor organs, church publications, etc.?
- () Do you service the House Press, Radio-TV and Periodical galleries with your releases as well as the Washington bureaus of newspapers from your district and Associated Press and United Press International regional correspondents who cover your office?
- () Are you familiar with the deadlines of your district newspapers so you will know how late in the day a paper can handle a story from you by phone?
- () Do you send out a regular weekly news column about Congress and your activities for use in your district newspapers?
- () Do you send out a regular newsletter reporting on your Congressional activities to constituents?
- () Are you familiar with the Congressional Committee's services and are you aware that the Committee has experienced former newsmen on its staff to help you in the preparation of press and public relations material and to provide general PR advice and counsel, if needed?
- () Have you used the Republican Congressional News Bureau which was established to help you obtain publicity on subjects which might seem too self-serving to be put out from your office? For instance: a release on an award you received; a letter of praise from House GOP Leader John Rhodes on your attendance record or legislative activities; appointment to a task force.

Radio-Television

- () Do you utilize the House GOP Radio Network to record and rapidly transmit news statements to your district stations via WATS lines?

- () Do you tape a regular radio and/or TV program which you send out to your district stations?
- () Have you used the Committee's TV camera unit which is equipped with portable 16 mm sound-on-film color equipment to film you away from the House studios, such as in your office, in the corridor outside your committee rooms, on the Capitol steps, etc.?
- () Have you integrated such film shot "on location" by the Committee into your longer television programs prepared at the House Recording studios, so that you can illustrate the subjects you are discussing?
- () Have you made an appointment for coaching and counseling on television techniques, using the Committee's instant-replay videotape equipment?
- () Are you aware that the Committee has experienced professional newsmen on its staff to work with you in the development of programs for your district stations, in the preparation of news clips and in providing general advice and counsel on your radio-TV problems?

Photographs

- () Do you use the Committee's photographers to shoot still pictures of you and your activities to send to your district news media?
- () Do your TV stations have 35 mm slides of you for use in newscasts which report on your activities? If not, are you aware that the Committee provides this service?

Art Work

- () Do you use the Committee's art facilities for preparation of such material as visual aids, TV name cards, letterhead design, charts and graphs, lettering, as standard heads for your weekly columns, etc.?

Other Activities

- () Do you send out a regular questionnaire to constituents in your district to obtain their views on major issues facing the Congress?
- () Do you mail out baby books, agricultural yearbooks, congratulatory letters and other material to keep you name before your constituents?
- () If you prefer your speeches typed in large-size speech type, are you aware that the Committee has such a speech typewriter available for the use of your staff? (call 5-1800)

MORE THAN 1,000 ATTEND ANNUAL FUND-RAISER DINNER

More than 1,000 people dined, danced and listened to President Gerald Ford and top leaders from the Senate and House at the Republican Senate-House fund-raising dinner on March 31.

The annual event, which was held in the International Ballroom of the Washington Hilton Hotel, was jointly sponsored by the Republican Senatorial Committee, Republican Congressional Committee and the Republican Boosters Club. The three groups share in the proceeds.

Featured speakers included Rep. Guy Vander Jagt of Michigan, Chairman of the National Republican Congressional Committee; House GOP Leader John Rhodes of Arizona; Arizona Sen. Barry Goldwater and Republican Senatorial Committee Chairman Ted Stevens of Alaska.

In addition, honored guests included four Cabinet or Cabinet-level Administration officials: Secretary of Agriculture Earl Butz, HEW Secretary David Mathews, HUD Secretary Carla Hills and OMB Director James Lynn. Also present were North Carolina Gov. James Holshouser and many members of both houses of Congress.

40 PRESS SECRETARIES ATTEND NEWSLETTER SEMINAR

About 40 press secretaries to GOP House members turned out March 25 for a two-hour seminar on how to improve Congressional newsletters to constituents. The session was another joint effort by public relations of the RCC and the Republican Communications Association.

Dave LeRoy, the RCC's PR director, spoke on good writing vs. bad. Lewis Perdue, special assistant to LeRoy, discussed the newsletter allowance, problems involving the frank, and joint printing operations between Congressmen. Lee Wade, head of RCC's art department, commented on use of photos, use of color and points to be watched in makeup. Bill Grigg (Gude, Md.), RCA's president, joined in fielding of questions and reported on a judging of newsletters that is now in progress.

The session was held in room EF-100 of the Capitol. Others will be scheduled later in the year.

NEWSLETTER TIPS -- BASED ON RCA-RCC NEWSLETTER SEMINAR

Good Writing Is Good Communications

-- Avoid gobbledygook, bureaucratese and Congressese. Most people don't know the meaning of many terms we take for granted. Examples: "conference report," "quorum calls," the process of granting rules, etc. Use everyday language to explain these and other terms.

-- Immunize yourself against the Hubert Humphrey syndrome -- a serious speech impediment that takes 100 words to say what could be better understood in 10.

-- Avoid catch phrases. They're a crutch for people who don't know how to express themselves well. An old one that is still with us is "viable alternative" and a current one is



"no panacea," as in "such and such is useful but is no panacea." Other catch phrases abound.

-- Write sparkling leads; put facts and statements first that are likely to arouse interest and the desire to read further. Avoid the "In this newsletter I intend to describe . . ." or the "As always it is my great pleasure and honor to take the opportunity to communicate to you my position . . ." Snooz-z-z-z-z-e.

-- Avoid whenever possible the use of the pronouns "I" and "me." Use "you" and "we" as much as possible. Too many "I's" presents a self-centered image. People like to have their problems spoken to in a way that includes them in the conversation.

-- Always do diligent proofreading. Carelessness is deadly. You will be surprised at the letters a typo or split infinitive can bring in (such as "try to never split infinitives").

-- Bad spelling is also another root of bad impressions. Pick up a copy of "20,000 Words" which is handy and quick, or use a dictionary. Bad spelling comes across as laziness and sloppiness.

-- Bad grammar, unfortunately, abounds not only in Congressional newsletters, but in some of the most well-known national publications. Hopefully it doesn't represent a slide toward national illiteracy. Some common mistakes, gleaned from Congressional newsletters, include:

*Sentence subject doesn't agree in number with the verb. Example: "The leadership and inspiration he brought to the campaign has been very important." or "The past three years has brought us a lot of grief."

*Switching from a plural subject in one sentence to a singular pronoun in the next.

*Use of the wrong conjunction or preposition.

*The use of the wrong word with a spelling similar to the intended one.
Example: "forward" instead of "foreword," "appraise" instead of "advise."

Further references to good writing can be found in most journalism textbooks. For an interesting commentary on the use and misuse of writing, a good source is the book "Strictly Speaking" by Edwin Newman.

A Picture Is Worth a Thousand Words and So Is a Good Layout

-- Avoid blue halftones. Experts say they make people's faces look sick. The same goes for pink, green or other colors. Congressional blue type is fine, but for best effect, use blue type and black pictures.

-- Don't mix a lot of different timesteps -- unless you intend your newsletter to look like a carnival billboard.

-- Use serif type styles. Many people use sans-serif type faces because they think

they look cleaner. Though they may be graphically more pleasing, they are harder to read. We are used to reading type with serifs.

Serif sans serif

The serifs are the little "curlicues" on the letters.

-- For the sake of your reading public and especially for older people who may have a harder time with small print, avoid type smaller than 10 point. Ten point type with two points of leading (called 10/12 or "ten on twelve") is a satisfactory solution. Points and picas are measurements used in printing. A pica is one-sixth of an inch. Picas are most often used to measure column width and depth. Points are used most often to indicate the size of type and headlines. A 72-point headline is one inch tall.

-- Also for the sake of readability, try to keep your column widths in the neighborhood of 13 to 21 picas (2 1/6 to 3 1/2 inches).

-- Use the services and advice of the RCC Art Department for layout and design problems.

Frankly Speaking

-- Be aware of all franking deadlines in this election year. The previous issue of Seventy-Six included an excerpt from the Commission on Congressional Mailing Standards' regulations concerning this. More detailed information about this and other areas of the franking law that pertains to newsletters can be obtained by calling the Commission at 5-0436 or by going to their offices in 309 Cannon HOB. Ask for the most recent of their red-covered pamphlets on franking.

-- Remember there are limitations on how large pictures can be and on their number. There are many types of messages, such as those intended to raise funds or convey holiday greetings, that are not allowed. These are only a few of the rules, of which you will want a complete set.

-- Obtain an advisory opinion from the Commission staff as to the frankability of your newsletter. The staff members are courteous and usually very prompt in their opinions. The opinions are detailed and will point to specific violations if found.

The Prints and the Pauper

The \$5,000 constituent communications allowance was a welcome addition to most Congressional offices which formerly had to rely on surplus campaign funds or private donations to produce newsletters. There are, however, a few methods to stretch the allowance.

-- Form a printing consortium with one, two or three other members. A small offset press can be leased with the electrical equipment allowance and an operator paid from clerk hire. Remember, up to \$250 per month can be transferred from clerk hire to the electrical equipment allowance. More detailed information, including a sample agreement, will be included in the next issue of Seventy-Six.

ERAMERICA FORMS TO PUSH 27TH AMENDMENT RATIFICATION

ERAmerica, six weeks old and probably Washington's newest political campaign organization, has bipartisan plans to revitalize efforts to ratify the Equal Rights Amendment. Fomented by, but independent of, the Equal Rights Committee of the National Commission on the Observance of International Women's Year (established by President Ford's executive order in January, 1975), ERAmerica was formed in response to suggestions from both governmental and nongovernmental groups that a new, independent, national organization would be needed to spearhead a comprehensive ERA ratification program. Accordingly, ERAmerica officially opened its doors in February, 1976, with its stated purpose unequivocal ratification of the Equal Rights Amendment.

Co-Chaired by Elly Peterson, twice assistant chairman of the Republican National Committee and once organizational director of the Michigan Republican Party, and Liz Carpenter, former press secretary to Mrs. Lyndon Johnson and currently vice president of Hill & Knowlton, the group hopes to fulfill requests for leadership at the national level -- to unify existing ERA programs and draw together available legislative resources for "maximum effectiveness."

Rep. Millicent Fenwick (R., N.J.) accurately reflected the beliefs of many Washington ERA supporters in a speech last week to a meeting of Women in Communications.

"I learned one thing in civil rights," she said, "which is that there are different ways of arriving at the same goal, and that we should not criticize those who wish to take another path . . . I think we have to leave room in this movement for a variety of activities that we all know in the long run will produce a result that is going to be better. Not just better for women, but better for the country. Because ERA is truly a part of what this country ought to be."

The Equal Rights Amendment has been endorsed by over 100 national organizations, both national political parties, and every U. S. President since Dwight D. Eisenhower. Thirty-four States have ratified, with four more necessary to enact it as the 27th Amendment. The deadline for legislative action is March 22, 1979.

ERAmerica strategy in each of the 50 States will be determined by continually assessing the political climate in the three areas targeted by political leaders: securing four more States for ratification, defeating rescission attempts, and supporting state ERAs. The office will also work with organizations targeting 1976 legislative races.

Funding for the legislative drive is being augmented by several Washington benefit performances. The first, a concert by singer Helen Reddy, was attended by First Lady Betty Ford and drew \$10,000 to the campaign kitty. The second will be "Eleanor," a play depicting the life of Eleanor Roosevelt, scheduled for May 2 at Ford's Theater; co-chairing the \$15, \$25 and \$50 ticket event will be Mrs. Elliot Richardson and Mrs. Adlai Stevenson III.

Tickets and/or volunteer information may be obtained from ERAmerica, 1525 M Street, N. W., Suite 605, Washington, D. C. 20005, telephone 833-4356.

HERE ARE IMPORTANT POINTS ABOUT FUND-RAISING DINNERS

"But bringing me money, thou shalt be always my welcome guest." — George Barnwell

The following is a composite of ideas on how to plan and conduct successful fund-raising dinners. A logical logistical sequence would be selection of a speaker and site, choice of a theme, handling physical arrangements, proper promotion of ticket sales, maximum favorable publicity and boosting the morale of the party faithful. To execute these tasks, you will need to recruit large numbers of people, delegate authority and responsibility, and constantly follow up to see that your well-laid plans don't "gang aft a-gley." We haven't described every single detail relating to fund-raising dinners, but perhaps a few of these ideas will help your function run a little more smoothly -- and raise a lot more money!

1. Appoint a Dinner Chairman, who in turn should select a Ticket Chairman. The latter individual should be in charge of organizing teams of ticket sellers, preferably composed of people who have a common bond, such as the same occupation or membership in the same trade association. Each team member should be required to make a weekly report to his "team captain," who should make a weekly report to the Ticket Chairman, and so on up, to keep track of over-all progress.
2. A good prospect list is essential. Names should be compiled from past purchasers of tickets, party campaign organizations, lists of friends and relatives of members of your finance committee, officeholders, appointed government officials and ranking employees (where not prohibited by the Hatch Act), officers and members of Republican clubs, and any other prospect that comes to mind. The complete list should be assembled into groups of peers, and a ticket-selling team assigned to each.
3. Consider the practical aspects of date, site, and price. Try to choose a date that conflicts with a minimum of other political, civic, sports or vacation functions; occasionally, it may be dictated by the availability of the speaker. Book a room that is neither too large nor too small for the event (remember, transportation facilities and overnight accommodations will be a factor to consider in a large district). If your main purpose is to raise funds, you should probably price the tickets at a level as high as the traffic will bear. On the other hand, if generating favorable publicity or raising morale are more important, you may decide upon a lower-priced ticket that will help produce larger crowds. The RNC's "Fund Raising Dinners" campaign manual contains, on page 23, a chart of rough figures illustrating profits that can be expected from tickets of different denominations.
4. Send a preliminary mailing to prospective ticket buyers. A few days later a personal visit should be made by a member of the finance team. If, however, you don't have enough salesmen to make all of the necessary visits, confine the personal visits to the best prospects on the list and supplement by calling the remainder by telephone.

5. The speaker should be solicited months before the event. Ideally, he or she will be a person whose reputation or position will stimulate ticket sales. When talking to a prospective speaker or member of his staff, be sure to identify the organization you represent, the exact nature of the event, the price per ticket, and the exact time, date and place. Outline also the highlights of your campaign, the issues that are prominent, and even topics that would be appropriate to mention in the guest's speech. One of the first monetary points to establish is whether a fee or honorarium will be charged and, if so, the amount. Determine whether the speaker will pay his own travel expenses or whether he expects your organization to reimburse him for this; also, seek a head count as to how many people will be traveling with the speaker and whether your organization will be responsible for their expenses. Reach agreement as to which extras at the hotel are your responsibility and which are the responsibility of the speaker and his party. Once a speaker has said he will appear, send a prompt, written confirmation recapping the vital details. Be sure you receive a written acceptance back -- it's pretty embarrassing to discover on the evening of your dinner that your speaker went to Kalamazoo, while your guests are waiting in Lansing.

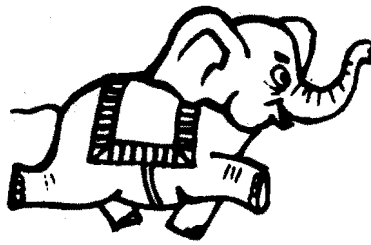
6. In addition to many press releases regarding various stages of the event, the editor or news director of each media outlet in your area should be sent an invitation and one or two complimentary tickets. Several days before the dinner, a follow-up telephone call should be made to remind them of the event, to determine whether anyone will be sent to cover it, and in connection with radio and television outlets, to learn whether they have any specific needs relating to wiring and lighting. Depending upon the number of newsmen who are expected to attend, one or more media tables should be reserved close to the podium for good vantage point and acoustical quality. If available, advance copies of the speech should be ready for media release; they frequently result in more quotes being used and are highly recommended.

7. No detail is too small to overlook: directional signs, table signs, parking considerations, music, building and lobby marquees, table decorations, a check-in table, usher escorts. Such essentials are usually the purview of the Arrangements Chairman (if the Dinner Chairman is lucky enough to find one), a role as important to the success of the dinner as that of the Ticket Chairman.

8. Vital, too, to the success of the evening is the Master of Ceremonies. Political considerations frequently will indicate that he should be the State chairman, county chairman, or another party dignitary. Fine, if he is an appropriate choice for the job -- a lively and entertaining speaker. But the fact should be faced if he isn't, and another choice made so the success of the function is not impaired and sales to future events are not prejudiced.

Our suggestions for the inevitable head-table seating dilemma: seat the Master of Ceremonies immediately to the left of the podium (his left) as he faces the audience, while the main speaker should be seated to the immediate right of the podium. If there will be more than one featured speaker, the secondary person should occupy the second chair to the left of the podium. If the State Governor is not the main speaker but is present for the event, he should be seated in the second chair to the right of the podium. For protocol purposes the only persons who outrank the Governor of the home State are the President and Vice President of the United States.

Good luck!



EVANS HEADS CAMPAIGN STAFF, PERDUE JOINS PUBLIC RELATIONS

Two more key positions have been filled at the Republican Congressional Committee as it moves into the faster tempo of a Presidential-Congressional election year.

Heading the Campaign Division is Lloyd R. (Russ) Evans, Jr., 29, of Connecticut, who reported April 1.

Evans has served continuously in politics and political campaigns since he graduated from Wesleyan University, Middletown, Conn., in 1969.

In 1970 he was in the successful campaign of Rep. Robert H. Steele to the House. He managed Steele's reelection campaign of 1972, which resulted in a landslide victory, and also managed Steele's unsuccessful gubernatorial bid of 1974.

He was administrative assistant to Steele from 1970 to 1974, and was the youngest AA, of either party, in the 91st Congress.

Since 1974 he has been a campaign management consultant and with his partner, Bob Jenkins, has worked on 1976 Congressional campaigns in Georgia, Illinois, Connecticut and Pennsylvania.

Evans is a native of Danbury, Conn., and in 1975-76 was a member of the Republican State Central Committee of Connecticut. In 1968 he did graduate work at the University of Maryland, studying political ideologies and diplomatic history. He has been active in many civic and alumni groups.

W. Lewis (Lew) Perdue joined the staff March 1, as special assistant to Dave LeRoy, PR director. He is 26, a native of Mississippi, a former newsman and former Congressional press secretary.

He graduated from Cornell University, Ithaca, N. Y., in 1972. From June, 1970, to July, 1973, he was a reporter, columnist, consumer editor and investigative reporter for the Ithaca Journal, a daily newspaper of the Gannett chain. The position was a part-time one while he was a student and became full-time after graduation.

In December, 1972, he filled a one-semester appointment to teach a course in magazine writing at Cornell. The appointment was based on his experience -- Cornell waiving the normal requirement of a master's degree.

From July, 1973, to August, 1974, he was director of tourism for the State of Mississippi. The job entailed total responsibility for tourism development and handling of a \$2 million per year promotion budget.

Perdue was press secretary to Rep. Thad Cochran of Mississippi from August, 1974, to October, 1975, when he joined the Washington staff of J. Walter Thompson advertising agency.

BERNARD R. F.

SORTING OUT DEMOCRATS FOR PRESIDENT . . .

Since the Democrats have more candidates than Carter has peanuts, how do you keep them sorted out? Herewith is a thumbnail guide -- in the form of questions that arise from past primaries and those yet to be answered as the herd gallops around the country in search of stray delegates.

Can Scoop regroup?

Is Carter getting tarter?

Does anyone know which way Mo will go?

Is there solace for Wallace?

Will Frank be left waiting at the Church?

Is Teddy ready?

Why, oh, why did Birch go bye?

Who zapped Shapp?

Why has Lloyd cloyed?

What does it take to embarrass Harris?

What made Terry tarry?

Jerry Brown, sage or clown?

Has anyone heard from Robert C. Byrd?

Is Sarge through, relatively speaking?

Will H.H.H. just wait--wait--wait?

Ode to a Goober-nor

Jimmie Carter sat on the inside track
his heart was all aflutter,

The Meany machine came around the bend,

Toot! Toot! Peanut butter.

TWO MINUTES OF YOUR TIME THAT MAY SAVE A LIFE

Broadcast Services, in cooperation with the Citizens for Highway Safety, which is the coordinator of the National Bicentennial Highway Safety Year, has prepared two 60-second public service announcements (PSA's) that you may record for use by your radio or television stations. The end of each PSA asks the listeners to write to you for more information. You in turn can forward your constituents' letters to: Citizens for Highway Safety, 1001 Connecticut Ave., N. W., Washington, D. C. 20036. If for any reason you don't want your constituents to write you on this matter, substitute the above address for yours in the PSA. You may record these PSA's either at the House Recording Studio or in our studio at the RCC.

HIGHWAY SAFETY PSA #1 (60 secs.)

I'm Congressman _____ from _____'s _____ district. I'd like to take a moment to talk to you about a national tragedy which has already claimed the lives of over two million men, women and children, and has injured or crippled many times that number -- highway traffic accidents.

Nearly as many Americans are killed each month on our highways as were during our entire war for independence. With millions of Americans making additional trips to participate in Bicentennial activities, 1976 could become the worst year on record for accidents.

However, something is being done to avert this grim possibility. The National Bicentennial Highway Safety Year, being coordinated by Citizens for Highway Safety, has launched specific programs to make our highways safer and thus reduce the highway carnage in 1976 and beyond.

For more information on how you can join with me in this life-saving effort, write to me, Congressman _____, Washington, D. C.

HIGHWAY SAFETY PSA #2 (60 secs.)

I'm Congressman _____ from _____'s _____ district. I'd like to discuss with you a growing concern many Americans share about our Bicentennial celebration. Because it is our Nation's 200th birthday, millions of Americans will be making additional trips this



year to participate in a variety of Bicentennial activities throughout the land. Some of these people will be needlessly slaughtered on our highways. This could turn our year for celebration into a year of tragedy.

In recognizing this possibility, I am supporting the programs of the National Bicentennial Highway Safety Year, a twelve-month campaign conceived and coordinated by Citizens for Highway Safety. During each month, the Safety Year program will focus on a different aspect of highway safety that will involve all of us in an effort to insure safety on our highways for this Bicentennial Year and the years to come.

For information about how you can become involved in this life-saving program with me, write to me, Congressman _____, Washington, D. C.

The Advantages of Taping Ad-Lib Talks

Some members -- perhaps many -- are losing valuable second-stage publicity because they prefer to speak extemporaneously. They use no text, and if newspaper accounts of their talk interest broadcasters or other editors -- such as those of weeklies or monthlies -- there is often nothing to go by except a newspaper clipping.

The modern-day tape recorder is an inexpensive, light, portable instrument. Most of them operate on either batteries or house current. They are simple to learn to operate.

A tape recording is proof-positive of what was said, and can be valuable against being misquoted. A typescript of the as-delivered talk can be made from it by an average typist. The tape can also be used to provide "cuts" for radio or TV stations that may contact you about your speech.

Have you considered taping your more important talks?

SPEECHES ON DEFENSE, POLITICS, SPENDING, TRANSPORTATION, LABOR

(For copies, call 5-1800.)

"ROTC: Backbone of National Defense" -- House GOP Leader John Rhodes praised ROTC programs as the "key to success for our voluntary armed services concept" before plunging into a broad-ranging discussion of the defense share of the national budget. We are now spending 25 percent of the U. S. national budget on defense, said Rhodes, but in terms of what those inflated dollars will buy, we are actually operating at a level 14 percent below that of the pre-Vietnam War era. In contrast, Federal income support payments have gone up sixfold in a decade and now take 44 percent of the entire Federal budget. The GOP Leader called for a rededication to keeping the U. S. strong and free. "Our Nation cannot afford to withdraw -- unilaterally disarm -- and attempt to soft-soap its way past threats to its interests around the world," he told the Pershing Rifles in Phoenix, Ariz. To another Arizona audience, the American Mining Congress, Rhodes spoke on "Mining and Politics: Time to Get the Lead Out." He flatly declared that, to a large degree, the business community has made its own "bed of government thorns" by falling down in two areas: information and organization. We have to let the people know who has been jamming the gears of government and disrupting the Nation's financial system -- the Democrats -- and organize more and better political action committees to counter the massive efforts of big labor through COPE, he said. "It boils down to the fact," Rhodes concluded, "that only a Republican-run Congress will do the job -- balance the budget, curb Federal overkill and stimulate capital investment."

The Budget -- OMB Director James T. Lynn, addressing the Rotary Club in Chicago, put the Federal budget in broader context. Human-resource programs in the U. S. have gone up 500 percent in the last two years, Lynn said, showing "a nation that cares." The problem is that we can't continue to have the kind of increases we have enjoyed over the last 10 years if we want to keep taxes constant, he added. Lynn defended the President's request for both increased defense commitments and tax relief, as well as reform of the dizzying number of Federal health, education and welfare programs. Change won't be easy, he admitted, for though the President proposes the budget, it is ultimately Congress that has the final word on spending appropriations, and Congress still has a foot in the "old politics": spend, spend, spend; tax, tax, tax; and reelect, reelect, reelect.

The Nation's Transportation Needs -- Secretary of Transportation William T. Coleman, speaking to the National Press Club in Washington, D. C., reported on progress and problems in the national transportation field, mentioning in turn the rail freight system, regulatory reform of the air and motor carrier industries, and expansion of the U. S. urban mass transportation assistance program. He examined at length an issue of immediate future concern -- the proper level of Federal support for rail passenger service (Amtrak). Concluding his first year's review, Coleman clarified an unspoken question by defining his view of the role of national transportation chief: "It is my responsibility to see that the regulatory process works; it is not my function to intervene in that process or to overrule those responsible for making regulatory decisions."

Some Greater Realities -- Mr. Ford's newest Cabinet member, Secretary of Labor W. J. Usery, turned his attention to the realities that confront American business and the Government today, in a speech delivered at the American Paper Institute in New York City. He catalogued these realities as: a steady climb out of economic recession, an inflation rate less than half the peak of 1974, declining unemployment, and the upcoming 900 major labor-management



contracts to be renegotiated between now and September. The Secretary drew from his own considerable collective bargaining experience in outlining what to expect: average negotiated wage increases of 8 to 9 percent, efforts to gain early retirement benefits on more generous terms, increased health cost protection, and supplementary unemployment benefits. While the general outlook for the year seems favorable, said Usery, "I am well aware that the balance is indeed delicate."

"Maintaining the Balance"--Rep. William Whitehurst of Virginia, holder of a Ph. D. in American diplomatic history and a former member of the history department of Old Dominion University, Norfolk, gave the Order of Ahepa National Banquet, Washington, D. C., perspective on the evolution of democracy. It was in the Golden Age of Greece "that the flame of liberty was first kindled . . . Athens of 376 B.C. was remarkably similar to America of 1976 . . . It was, for example, not Lyndon Johnson but Socrates who first conceived of a war on poverty . . . 24 centuries ago, the Greeks worried about the polarization of wealth and sought to ward off class warfare by welfare and income subsidies." He points out that the Second Athenian Confederacy "literally tore itself apart in an orgy of unrestrained individualism," becoming a paper confederation of city-states. He adds: "Their failure to strike a reasonable balance between individual rights and the general welfare doomed the first great experiment with democracy."

HISTORY OF REPUBLICAN CONGRESSIONAL COMMITTEE AVAILABLE

A booklet published by the National Republican Congressional Committee entitled, "One Hundred Years: a History of the National Republican Congressional Committee," is available at the Committee for those interested in obtaining one or more copies, free.

The informative booklet deals with the evolution of the Committee, covering the 1866 campaign, the Committee's troubled times, its triumphant revival, and concludes with a look at the contemporary Committee of the mid-1960s.

Though published in 1966, one hundred years after the Committee's formation, the booklet has been given a one-page insert which brings the Committee's departments, its staff, and explanation of services up-to-date.

For copies of "One Hundred Years" and its up-date, contact Marguerite Guinta or Gracia Cross at 5-1800.

A totally new booklet on the Committee is planned for publication later this year.

Seventy-Six

MAY 4 1976

Ideas to help you Communicate and Campaign

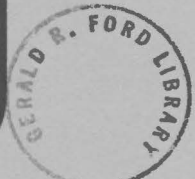
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EDITOR'S NOTE: Seventy-Six is an internal communication
intended only for GOP House members, candidates and
staffs. You are urged to retain copies for reference.

No. 7 -- May 3, 1976



Seventy-Six is published for GOP Members of Congress and Candidates for Congress by the National Republican Congressional Committee's Public Relations Division, 512 House Office Building Annex, Washington, D.C. 20515. For further information on items, call (202) 225-1800.

From the Chairman *A Message of Importance*

Dear Colleagues and Candidates:

I hope you will mark the period from Sunday, June 20, through Thursday, June 24, on your calendar now. Those are the dates when the Republican Candidates' Workshop will be held. The gathering was known as the Republican Candidates' Conference in earlier election years. The location will again be the Marriott Twin Bridges Hotel in Washington, D. C.

We are fortunate, indeed, to have as the Workshop Chairman, as he was in 1974, my friend Rep. John Rousselot of California. John does a vigorous, methodical job. He epitomizes the old adage: "Give me a busy man every time -- it takes one to get something done!"

The format this year will be markedly different from the prior Candidates' Conferences. And we believe you will approve!

As before, there will be lots of expertise on hand. But this time there will be fewer large gatherings and many more small ones. Also new will be the extensive use of videotape and instant-replay equipment, which will permit you to see yourself in action as the voters will see you later this year.

This Workshop will also be for spouses. There will be no separate program for them -- they will have the same course that you will.

We hope all of your campaign managers have attended or signed up for the Campaign Management College -- a one-week intensive course which we now are putting on in Washington in collaboration with the Republican National Committee. A new College begins each week and the last one will be held in June. Just as this College is for managers only, our Candidates' Workshop in late June is for candidates and spouses only. If you need more information about the CMC, contact Joe Gaylord at the RNC.

More details on the Workshop will reach you shortly. Will you make plans now to attend? I think it's vital.

Sincerely,



Guy Vander Jagt, M. C.
Chairman

THE USE OF GRAPHICS, DIRECT MAIL, OUTDOOR ADS . . .

Campaign graphics, direct mailings and outdoor advertising are three highly effective means of "plugging the gaps" left by faster mass media. If well executed and coordinated, they can inject a degree of continuity into your campaign that any opponent will find hard to match. Here's what to keep in mind when preparing your written series:

1. First-rate campaign graphics should attract attention, present a message that is easily read and understood, and make a lasting impression. Selection of the right theme is paramount, and should be made after serious study has been devoted to analyzing the candidate's qualities, the nature of the office he is seeking, the district and the relevant issues. The theme can be reflected in repetitious reference to important issues of the campaign or in the form of a slogan (past winners: "Peace, Progress and Prosperity"; "Experience Counts"; "It's Time for Action"; etc.). The theme or slogan should be repeated with regularity in speeches, radio and television commercials, newspaper ads, brochures and other printed material, coupled with repetitive use of a standard color scheme and design. Color contrast is often the best basis for attention-getting. On billboards, yard signs or bumper stickers, the name should contrast more sharply with the background than any other part of the copy. In no case should pastels that blend into one another be used on any graphic that must be read from a distance of more than 18 inches.

Remember, if you use a color repetitively in a specific design, people will begin to associate that color and design with your candidate. Add a slogan that fits and you will begin solving your candidate's name-identification problem and building a favorable image.

Frequently used graphic materials, in addition to those mentioned above, are letterheads, polling place cards, printed slates, tabloids, doorknob hangers, newspaper inserts, posters, polling place signs, car toppers, window signs, bus cards and matchbook covers.

2. Direct-mail advertising is a beautifully multi-purpose device. It not only improves a candidate's name-identification factor, but also serves to polish his image, raise funds, recruit volunteers and aid registration drives. Direct mailing also carries the distinct advantage of being a high-interest, low-backlash communications vehicle: You can be selective about who receives each mailing, communicating only with those eligible to vote in your district on a subject of considerable interest to them.

Targeting such an audience is a job that should be performed during the early research and planning phases of your campaign. One suggested approach is to study past voting patterns, then rank precincts according to their comparative Republican strength. Ferret out data on ticket splitters -- those who "shop" political parties in search of the right candidate can possibly be persuaded that your man is best. Obtain demographic data from the Bureau of the Census regarding age, sex, type of housing, income levels, race and other sociological factors pertaining to your district. Combined with public opinion poll and survey information revealing present attitudes and probable future voting behavior, this data should be sufficient to enable your campaign's strategists to decide who should receive mailings and on what subjects.

Once preliminary decisions have been made as to what groups are to receive specific information, the campaign's Special Voter Groups Chairman should appoint a chairman for each group in question. This chairman should then try to get an accurate picture of the issues that are important to his group, and the majority's opinion. He should also learn whether a mailing list can be obtained, how current it is, and how difficult it would be to update. If none exists, his immediate job is to compile one from scratch (frequently used mailing list sources: telephone books, voter registration rolls, property tax rolls, automobile registrations, city directories, business directories, membership rosters of local clubs or business organizations, and lists purchased from direct-mail firms).

It is ultimately the Special Voter Groups Chairman, in consultation with the Public Relations Director, who figures the kind of vehicle best suited for message delivery (computer, magnetic tape Selectric typewriter personalized, offset non-personalized, or individually typed letters; endorsement cards, simulated telegrams, brochures, fliers, tabloids or slates. See the RNC's "Campaign Graphics, Direct Mail, and Outdoor Advertising" campaign manual for thorough discussion of each); the quantities needed, printing and postage costs, lead time, and the number of volunteers required. The campaign's Steering Committee then decides acceptability and scope of various mailing projects, together with budget allocations, before turning the projects over to appropriate members of the Campaign Committee for final writing, art work and mailing preparations.

A last word to the wise: It is imperative to give the candidate final veto authority over the wording of all written copy, including direct mail pieces, to avoid shortsighted embarrassments -- such as saddling him with campaign promises he cannot keep.

If you can afford it, send more than one mailing to each household. A favored tactic is to send a brochure depicting the candidate, his family and general platform about two months prior to election day. Follow up one month later with a personalized letter outlining the candidate's stance on an issue important to the recipient. Just prior to Election Day, send either a tabloid featuring pertinent headlines from the campaign, a polling-place postcard, or a simulated telegram informing the voter of the location of his polling place and offering to help him get there.

3. Outdoor advertising is one of the most effective means of building up the name-identification factor of a relatively unknown candidate. It is most effective when the message is brief and maximum use is made of legibility and retention value of contrasting colors. If judiciously placed, outdoor advertising -- billboards, yard signs, bus cards, bumper stickers, etc. -- can be seen by a majority of the people in a community within a very short time.

Allot at least 90 days lead time when contracting for optimum poster space with local outdoor ad companies; seek a strategic location that will maximize the number of viewing people within the district (highway drivers, for example, aren't necessarily the ones who can vote for your candidate). If you have a slogan, use it, but in smaller letters than the candidate's name, and all art work should be of a color that does not stand out as vividly as the name.

As a general rule, lettering should be a straight bold, sans-serif style, in warm colors that always contrast sharply with the background. The name of the political party should appear on billboards and other graphics -- in fact, laws of a few States require it -- unless some circumstance exists in which it makes sense to omit party labels. This usually refers to races

in which a candidate's party is heavily out-registered and consistently loses. It may then be wise just to stress the candidate, his image and platform during the first campaign, leaving mention of party label for his reelection bid after he has compiled a strong record to run on.

Lastly, give conscious thought to what kind of print shop, union or non-union, will be handling your candidate's campaign graphics. It can be a devastating political mistake, in many jurisdictions, not to display the union "bug" on materials intended for general circulation outside party circles.

THE JOB: TO TRANSLATE PUBLIC DISENCHANTMENT INTO REPUBLICAN VOTES

"Public opinion polls show things going our way. Now our job is to translate public disenchantment with the Democrats into Republican votes -- at the only polls that really matter, the ones that are open on November 2." -- Rep. John J. Rhodes, House GOP Leader in a speech to Delaware County, N. Y., Republicans.

* * *

According to two Louis Harris polls, things are looking up for Republicans this year. They reveal widespread public unrest, lowered regard for Congress, and growing cynicism over the election-year posturing of the Democrats.

In a poll that revealed a drop-off of confidence in nearly all major U. S. institutions -- such as the press, clergy, medicine, etc. -- Congress came in dead last with only 9 percent having a great deal of respect for the Legislative Branch. Organized labor was able to scrape up only a 10 percent approval rating. Obviously, the public has had some second thoughts about a Democrat-controlled Congress that is in the back pocket of big labor.

As the issues begin to unfold in the 1976 national campaign, the Democrats are encountering mounting disbelief of their glib promises and slick positions.

Here is what Harris found out:

By 62-26 percent, a sizable majority of the public believes that "the trouble with most liberal Democrats is that they think problems can be solved by throwing money at them, and that is wrong."

By 81-12 percent, an even larger majority feels that "the trouble with your getting special benefits and handouts from the Government these days is that you'll have to pay for them four or five times over in higher taxes."

By 77-14 percent, a majority also believes that "the candidate for President who promises one group something special from Government and another group something else will probably turn out to be a friend of no group if elected."

An identical 77-14 percent majority feels that "a candidate who says he can give the unemployed Government jobs and not increase Federal spending just isn't being honest."

The Harris Poll also revealed that substantial majorities doubt any candidate who

indicates that busing will be stopped -- because of what the Supreme Court may do. Being "soft on Communism" is not a good issue this year, with a 59-26 percent ratio believing that our President will sit down to work out agreements with Peking and Moscow. A "hard line" on crime creates doubts of candidate integrity among 58 percent of those polled.

Perhaps the best news for Republicans is that by a whopping 86-8 percent, the public believes that "the trouble with most candidates for President is that they are afraid to tell it like it is -- that is, tell the public the hard truth about inflation, the recession, energy and other subjects." Double-dealing, evasion and misdirection, the old standard guidelines for Democrat candidates, seem to be meeting resistance by a substantial majority of the American people.

The Democrats will be hard-put this year to weasel-word their way around their record of budget busting, deficit financing, massive Federal programs that are ineffective, waste and abuses in public assistance programs, a no-policy outlook on energy, failure to reform the tax system, a rigged, "big labor" election reform bill, the common-situs attempt at forced unionization of workers, and attempts to inflict a super-consumer agency on the American shopper, the all-WPA approach toward solving unemployment problems, and blind determination to plunge far deeper into debt than revenues and prudence would allow.

In nearly every area, the headstrong, heedless, harassing majority of the 94th Congress appears to be swimming against the tide of public opinion.

NOMINEES NAMED IN MASS SCRAMBLES IN PENNSYLVANIA

The Congressional primary season is now fast upon us. Pennsylvania held its primary April 27, the same day as its Presidential primary. Although there were no big surprises on either side of the political spectrum, there were several interesting races, especially on the Republican side. Three incumbent Republican members are retiring at the end of this Congress, and there were mass scrambles for each of the seats.

In the 8th Congressional District, State Rep. John Renninger, 51, of Newtown, won the GOP nomination to succeed Rep. Edward (Pete) Biester. He will be opposed in November by Peter Kostmayer, formerly the press assistant to Gov. Milton Shapp.

In the 16th Congressional District to be left vacant by retiring Rep. Edwin Eshleman, the Republican nominee is Robert Walker, who for several years has been the top assistant to Eshleman. Walker will be the odds-on-favorite to defeat Democrat Michael Minney in November. Minney lost to Eshleman in 1974 in a lopsided race. Walker won a 12-way primary with approximately 25 percent of the vote.

In the 17th District, Rep. Herman Schneebeli, ranking Republican on the House Ways and Means Committee, is retiring after 16 years in Congress. The GOP nomination was secured in Tuesday's primary by State Rep. Joseph Hepford, 51, of Harrisburg. He will be opposed in November by the Democrat district attorney of Lycoming County (Williamsport), Allen Ertel.

Another opening-up Republican seat in Pennsylvania, the 18th District, is now occupied by Rep. H. John Heinz III who won the GOP nomination for the chance to succeed retiring Sen. Hugh Scott next January. After a close six-way primary, Robert Casey of Pittsburgh was the victor on the Republican ballot. He will face Democrat Doug Waldren, also from Pittsburgh, who ran unsuccessfully for the House in 1970 and 1972.

Although the races for the open seats in the State proved to be hotly contested in most

cases, there were also some interesting developments in the races where incumbents were running for renomination. All incumbents, of both parties, who ran for renomination won on Tuesday.

In the 2nd District, Democrat Rep. Robert N. C. Nix squeaked by with an unofficial plurality of 453 votes in a five-way race. In the 23rd Congressional District, incumbent Rep. Albert Johnson, a Republican, won 53 percent of the vote in a closely fought primary. Johnson is the ranking Republican on the House Banking, Currency and Housing Committee. One of the Democrat nominees, strangely enough, is dead. The late Rep. William Barrett, of Philadelphia, who died of pneumonia on April 12, was renominated by a margin of 3 to 1.

Probably the most spectacular campaign in the State, at least in the Congressional races, transpired in the south-central 9th Congressional District where Rep. Bud Shuster, a two-term Republican, became the first Pennsylvania member in 42 years to win the nominations of both political parties.

47 SEATS IN HOUSE COMING OPEN FOR NOVEMBER RACES

At least 47 House seats are coming open to be filled for the 95th Congress. Republicans now hold 16 of them and Democrats hold 31.

Most recent Republican to seek other office is Rep. John B. Conlan of Arizona, who has announced for GOP nomination for the Senate seat now held by retiring Sen. Paul Fannin. Republican Sam Steiger had earlier announced his candidacy to succeed Fannin. The Arizona primary of September 7 will name the Republican nominee.

The 16 Republican seats break down: running for Senate, 8; running for Governorship, 1; retiring, 7.

The 31 Democratic seats break down: running for Senate, 11; running for President, 1; running for Governorship, 1; retiring, 18.

The figures do not include the 2 House seats currently vacant due to deaths -- 1 in Texas and 1 in Pennsylvania. The Texas seat is to be filled by a special election June 19. The Pennsylvania seat will be filled concurrently with the general election, November 2.

McBREARTY BECOMES ASSISTANT FINANCE DIRECTOR, RCC

Bruce R. McBrearty joined the staff of the Republican Congressional Committee April 19 as its Assistant Director of Finance.

He moves from the Republican National Finance Committee where he had been since November, 1974, as assistant to the Executive Director. His duties there included coordination of the annual Senate-House fund-raising dinner of 1975, directing the RNC fund-raising phone bank and numerous other fund-raising projects.

From November, 1972, through March, 1974, he did fund-raising, organizational and volunteer-recruitment work with the Boy Scouts of America. Later in 1974 he served in the Pennsylvania gubernatorial campaign of the GOP nominee, Drew Lewis.

He is 26 and a 1971 graduate of Grove City College, Grove City, Pa., in business administration. He is in the Army Reserve.



"EQUAL TIME" COMPARED TO "FAIRNESS DOCTRINE"

Like it or not, you are or are about to become what is known as a legally qualified candidate for the office of the U. S. House of Representatives. This can get you anything from a seat in the House to a seat in Federal prison! Your mind is probably already swimming with some of the rules put forth by the FEC -- if, in fact, there is an FEC. There is another Commission in this town -- other than the Federal Election Commission -- that has rules and regulations which apply to you as a candidate: the Federal Communications Commission. Your knowledge in a couple of areas of the Communications Act of 1934 can be of great use to you in your campaign, and can save you money when you go to purchase time on your radio and television stations. The two areas are: Section 315 of the Communications Act, and the "fairness doctrine".

Section 315

Section 315 only applies to one type of animal, a legally qualified candidate for public office. What is a "legally qualified candidate"? He or she is one who has publicly announced, meets the qualifications prescribed by the applicable laws to hold the office so that he or she can be voted for, and who, if elected, will be eligible to serve in the office in question.

Section 315 says that any use of a broadcast facility by a legally qualified candidate obligates the station to give equal opportunities to all other candidates for the same office. There are four exemptions to Section 315: (1) a candidate's appearance on a bona fide newscast (2) on a bona fide news interview (3) on a bona fide news documentary (4) on-the-spot coverage of bona fide news events -- i.e., a political convention. Therefore, if you see or hear your opponent on a newscast, don't call the station demanding equal time -- you won't get it.

Since Section 315 obligates the station to give equal opportunities to all other candidates for the same office, we need to know: Just what are "equal opportunities"? The first thing it means is that if a station gives your opponent 15 minutes of free air time, the station cannot turn around and charge you for 15 minutes of air time. You must also be given the time. All candidates running for a particular office must be treated the same. If the station charged your opponent for the 15 minutes, you cannot demand equal time for free. You must pay to respond.

Next, "equal opportunity" means that a station must consider the desirability of the time segment allotted, as well as the length. In other words, if your opponent bought, or was given, a one-minute spot during "All in the Family," a top-rated show, the station cannot then give or sell you one minute after sign-on on Sunday morning.

Finally, "equal opportunity" prevents you or your opponent from buying up all those choice time spots on radio and TV in September and October -- and leaving the opposition time available only during Howard Cosell re-runs. A station must give you opportunity to buy into the top-rated programs if your opponent has done so.

After you have discovered that your opponent was on a particular station and you want equal time, don't wait for the station to call you; they are not legally required to do so. You must make the request to the station within seven days of the time that your opponent was given air time.

After you have requested equal time and it has been given, a station may in no way censor any material, or direct who or what may appear, during the time provided you. A station may make suggestions as to format and content but it may not direct; it is your time to do with what you want. Because the station is directed not to censor, the station is not liable. If your opponent calls you a dirty so-and-so, don't sue the station -- sue the candidate!

Broadcasters, like other businessmen, are out to make a buck, and politicians, because of their war chests and many contributors, are fair game. The FCC, however, has come to our defense and amended Section 315 to prevent candidates from being "ripped off." Stations must charge you the lowest rate that they charge a sponsor. And that means the lowest rate -- no exceptions. For example, if a station has a favorite client who has been advertising on the station for years and instead of paying \$200 a minute that is charged all other clients, is paying only \$100 a minute, you only pay \$100 a minute.

In order to get the lowest unit charge, two conditions must be met by you: Your use of the broadcast time must occur within 45 days of a primary and 60 days of a general or special election. A recognizable appearance must be made by you using either your voice or your image. You need not have both your picture and your voice on a television spot to get the lowest rate. This is a common misconception. The law states only that your voice or picture must be recognizable. Thus, if you are voicing your disclaimers on your radio spots, the listener must know that it is you giving the disclaimer.

Fairness Doctrine

Section 315 deals strictly with candidates for public office and states the precise formula which stations must follow when giving access to candidates. The fairness doctrine, on the other hand, is not precise and gives each station a wide latitude in interpretation. Essentially, the doctrine says that when a station permits its facilities to be used to air controversial issues, it must afford reasonable opportunity for the presentation of contrasting points of view. You have probably witnessed the fairness doctrine in operation when you saw or heard an editorial reply on a station. The station gives its editorial and then solicits replies that may differ from the editorial.

If you as a candidate were to ask to reply to an editorial, you would most likely be turned down -- because as soon as you appeared the Section 315 cycle would begin. As with Section 315, the fairness doctrine is also not applicable as to bona fide newscasts, news interviews, news documentaries, and on-the-spot coverage of bona fide news events.

There are several ways in which the fairness doctrine can benefit you as a candidate. First, if you are personally attacked on the air during the course of a program presenting controversial issues, you must be notified by the station within one week -- telling you what was said, when it was said, and giving you reasonable opportunity to respond. You may note here that Section 315 does not require a station to notify you if you deserve air time. However, if you are personally attacked, the station, under the fairness doctrine, must notify you. After you have been notified by the station that you have been personally attacked, don't count on

your being able to reply personally. The station is not required to give you time to reply -- only to give you or a spokesman time. (Once again, if the station gave you the time, Section 315 would come into play.)

Second, if a station, in an editorial, endorses your opponent or opposes you, the station must notify you of the day and time the editorial was aired and provide you with a script of the editorial. The station must provide you or a spokesman (probably not you; remember Section 315) a reasonable opportunity to respond. If the editorial is broadcast within 72 hours of the election, the station must give you enough of a warning to allow you to prepare a response.

Lastly, there is an area in the fairness doctrine which deals with "quasi-equal opportunities." Simply put, this means that if a station gives or sells time to supporters or spokesmen of a candidate during a campaign, which urges the candidate's election, discusses the campaign issues, or criticizes an opponent, the station must give or sell comparable time to an opposition spokesman.

These, then, are the differences between Section 315 and the fairness doctrine. An easy way to remember the basic differences between the two is: Anytime (other than in exempted newscasts, etc.) that a legally qualified candidate is seen or heard on a radio or television station, any basis for response is found in Section 315 of the Communication Act of 1934. Anytime someone other than a candidate is seen or heard (except for the mentioned exemptions) any right to reply would derive from the fairness doctrine.

If you have any specific questions about Section 315 or the fairness doctrine, you can call the FCC direct and they will usually give you an immediate answer. Their number in Washington is (202) 632-7586.

Correct Phone Numbers for RCC Divisions . . .

Many calls to divisions of the RCC are placed to wrong numbers -- delaying the caller and creating unnecessary phone traffic. Following are the numbers for all divisions when calling through the Capitol board:

Executive Director	5-1832	Finance Division	5-1826
Art Department	5-1813	Legal	5-1811
Broadcast Services	5-1806	Photo Lab (B-304 Rayburn)	5-7121
Campaign Division	5-1816	Public Relations	5-1800
Distribution Service	5-1809	Research	5-1820

(Off Capitol board, use 225- instead of 5-. The area code is 202.)

NEED SPEECHES FOR IDEAS? HERE ARE MANY, TOPICALLY ARRANGED

Following is a listing of speeches, delivered in late 1975 or 1976, which Public Relations of the RCC now has on file. They are listed in this order: speaker; brief description; date of delivery.

All these are available by calling 5-1800. We urge that you be selective, please. Our photocopying capability has a limit!

Agriculture

Butz, Sec. Earl -- food for peace -- 12/9/75

Butz, Sec. Earl -- farmer cooperatives -- 1/15/76

Rockefeller, Vice Pres. Nelson -- energy independence authority legislation, an aid to farmers -- 1/14/76

Business

Davidow, Joel -- antitrust law and East-West trade -- 3/10/76

Richardson, Sec. Elliot L. -- cures for consumer alientation -- 3/11/76

Simon, Sec. William E. -- U. S. participation in East-West trade -- 12/11/75

Sims, Joe -- government regulation of business -- 2/26/76

Usery, Sec. W. J. -- realities confronting business and government -- 3/16/76

Congress and Politics

Domenici, Sen. Peter -- Democrats stealing Republican thunder -- 1/30/76

Rhodes, Rep. John J. -- the American Presidency -- 1/15/76

Rhodes, Rep. John J. -- Democrats, out! -- 1/13/76

Rhodes, Rep. John J. -- reversing the drift toward socialism -- 2/24/76

Rhodes, Rep. John J. -- business must get into government -- 3/24/76

Rhodes, Rep. John J. -- Republican Congress will do the job -- 4/9/76

Rhodes, Rep. John J. -- why Congress must be changed -- 4/28/76

Vander Jagt, Rep. Guy -- the Democrat track record -- 3/31/76

Vander Jagt, Rep. Guy -- changing Congress in 1976 -- 3/18/76



Crime

Levi, Atty. Gen. Edward -- restructuring the sentencing system;
the problems of crime -- 2/2/76

Rhodes, Rep. John J. -- business, Congress should cooperate on crime -- 4/23/76

Tyler, Harold, Jr. -- the U. S. Federal criminal code -- 12/28/75

Defense

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