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Seventy-Six

Ideas to help you Communicate and Campaign

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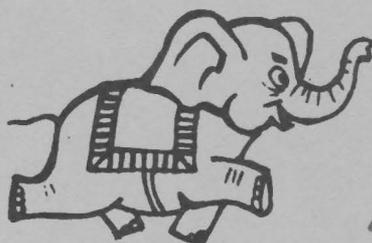
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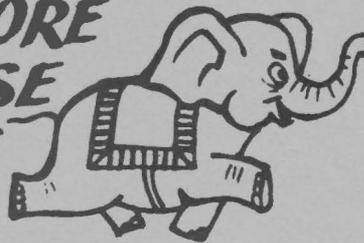
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**76 MORE
HOUSE
SEATS
IN '76**



No. 8 -- May 17, 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:

As you know, President Ford has now signed the Federal Election Campaign Act Amendments of 1976 as passed by Congress in response to the decision of the Supreme Court of January 30. He did so with some serious reservations, especially as to the constitutionality of the provision which enables Congress to veto the regulations issued by the Federal Election Commission. For that he has directed the Attorney General to issue a legal challenge.

This Committee is anxious to keep you abreast of all developments in the area of campaign law -- to enable you to "stay out of trouble" and avoid giving campaign ammunition to your opponents.

Accordingly, we have scheduled a briefing on the new law for Thursday, May 20, from 4 p.m. to about 5:30 p.m. (EDT), in room 135 of the Cannon House Office Building on Capitol Hill. It will be conducted by Jan Baran, the Committee's legal counsel. He will give out written materials on the new act, and will touch on the Supreme Court decision that led to it.

I strongly recommend that you or someone from your staff attend. Reservations are not necessary, but if you need to call Jan in advance of the briefing, his number is 5-1811 (225-1811 if off the Capitol Board and 202 225-1811 if calling from out of town).

A brief explanation of what the new law does begins on page 4 of this issue of Seventy-Six. However, this cannot be as comprehensive as the briefing. I urge you to come or send someone!

Sincerely,



Guy Vander Jagt, M. C.
Chairman

HOW TO LAUNCH YOUR FUND RAISING AND KEEP IT GOING . . .

Fund raising is often looked upon as one of the most necessary jobs in politics. The following suggestions can help you organize your campaign's fund-raising efforts so that participants experience the pleasure of success, and, in turn, your candidate experiences the pleasure of winning.

1. Prepare a realistic budget. It is absolutely essential to know how much money is needed, when it will be needed, and the purposes for which it will be spent. A realistic budget enables management to assign realistic, and therefore attainable, goals. It can also serve as a fund-raising tool to be shown to prospective contributors to illustrate how and where their money will be spent.
2. Choose an aggressive, dynamic Finance Chairman, someone who has had exposure to raising and handling funds (rich veins: businessmen, salesmen, former treasurers of Republican clubs, etc.). One of his first duties will be to recruit additional fund raisers, delegate authority to them, and see to it that they are furnished with the proper tools to do their jobs. The Finance Chairman should meet regularly with the campaign's Steering Committee -- the strategy group -- which consists of the Campaign Manager, Volunteers Chairman, Public Relations Director, Research Director and Legal Counsel, so that they will always be aware of the current cash-flow situation and future fund-raising prospects when making any decision that involves spending.
3. Prepare a prospect list. Past contributors are the best beginning if your candidate is an incumbent or running for the second time. Every member of the Finance team should make a list of his friends, relatives and acquaintances, and add these to the master list. Don't forget classmates and fellow club members of the candidate, as well as the memberships of local Republican clubs. We recommend at least two methods of maintaining your prospect lists, or card file: by alphabetical order for easy reference, and by peer category. The latter approach to fund raising has proved highly successful for the Community Chest, United Fund and similar drives. It basically means that each solicitor contacts persons of similar occupational status to himself (an insurance agent approaching other insurance agents, and so on). This can be further refined by grouping the peer prospects according to their age and probable level of giving. No matter how bright and enthusiastic a 23-year-old campaign worker might be, he will probably not do as well obtaining a substantial contribution from a 55-year-old person as would someone nearer the age of the prospective contributor. Also, a fund raiser who can himself afford to give at the \$15 level may feel very uncomfortable and do an inept job of soliciting a \$1,000 contribution, even from someone who can well afford it.
4. Start direct solicitation. Each fund raiser should be asked to call on 10 to 20 contributors, a small enough number so the task won't overwhelm him (these face-to-face visits can be preceded by a brief letter). The prospect cards he receives should show the name, address, phone number, occupation, past record of contributions and probable level of giving for each of his potential contributors. He should also be supplied with a fund raiser's kit, a simple but effective tool-of-trade, containing: (1) a written copy of the budget, which should include representative media costs for newspaper ads, radio and TV spots, monthly rental on billboards, etc., to impress the contributor with the high cost of campaigning in the 1970s (2) a script outlining the suggested sales pitch, for use by inexperienced fund raisers

(3) receipts that can be issued to every contributor (4) instructions indicating the correct name of the payee as it should appear on checks (5) information regarding Federal campaign law and other relevant laws (6) a biography of the candidate and a copy of the party platform (7) membership cards, buttons, badges or lapel pins, if such tokens are used for contributor presentation and (8) written instructions regarding records that must be kept, goals to be reached and deadlines to be met.

Each fund raiser should be prepared to convince prospective donors that the candidate can be victorious and to explain why winning the seat is important to the area. If a group or individual of a philosophy opposite to the prospective donor's has contributed to the Democrat candidate, that can be mentioned. Has your candidate been "targeted" by a group that the prospective donor disagrees with? Press clippings that show any or all of these things should be at hand.

5. Direct mail solicitation, without the personal follow-up, may be used if you need a broader-based fund-raising effort designed to reach the entire community or district. Past financial supporters, campaign workers, key party members, and members of local clubs and Republican organizations are frequently used sources for direct mailing lists. Be sure you have a good message and that a return envelope is enclosed. After a contribution is received, a thank-you letter should be fired back promptly. At this juncture, you might also enclose another envelope and suggest that the contributor multiply his efforts by asking a friend or relative to contribute to the campaign.

6. A sustaining fund may be considered if you are trying to raise funds for a State or county organization with year-round responsibilities. The heart of a sustaining fund is a regular monthly contribution, such as \$5, \$25 or \$50 a month, from a large number of individuals. To launch this idea, you should first compile a prospect list -- club memberships are a good place to start -- in much the same fashion as for any other fund-raising drive. Follow many of the same procedures, sending a mailing to the people involved and follow up with a personal visit or phone call. Identify the best prospects and contact them first, proceeding to the less promising as time goes on.

Try a combination of fund-raising approaches -- those mentioned above, plus door-to-door solicitation, fund raising dinners and special events. (For a list of imaginative, successful ideas practiced by incumbent Republicans, we refer readers to the Jan. 19, 1976 issue of Seventy-Six "Raising Campaign Money: How Some Members Do It Now".) Don't put all your eggs in one basket!

7. Follow-through. The duties of the Finance Committee do not end on Election Day. The following will require clean-up attention: (1) a receipt must be sent to each contributor who has not previously received one, accompanied by a thank-you letter (2) all workers and members of the Finance Committee should be sent thank-you letters (3) funds should be collected from any outstanding pledges (4) all bills must be paid (5) any remaining funds should be disbursed to the appropriate political organizations (6) a financial report detailing receipts and expenditures must be filed with county, State or Federal agencies, Clerk of the House or Secretary of the Senate, as required (7) special bank accounts must be balanced and closed (8) the finance office must be closed and all rented or borrowed equipment returned, and (9) a list of workers and contributors, and all other politically useful records, should be turned over to the campaign manager or party chairman for use in future campaigns.

Fund-Raising Advice Available to Candidates

For expert fund-raising advice tailored to the needs of your campaign, contact the Republican Congressional Committee's Finance Division (202) 225-1826.

Director Wyatt Stewart is a former executive of a professional mail marketing firm and veteran of many civic and political fund-raising campaigns. Assistant Director Bruce R. McBrearty, a former assistant to the Executive Director of the Republican National Finance Committee, coordinated the annual Senate-House fund-raising dinner of 1975, the RNC's fund-raising phone bank, and numerous other organizational and fund-raising projects.

HERE'S WHAT THE NEW CAMPAIGN ACT PROVIDES . . .

On May 11, 1976, President Ford signed into law S.3065, the Federal Election Campaign Act Amendments of 1976. This bill is popularly referred to as the "FEC bill" in that it provides for the constitutional appointment of the Federal Election Commissioners in the wake of the Supreme Court's decision in Buckley v. Valeo. In the process, the Congress made numerous and some very substantive changes to existing Federal election laws.

What follows is a brief summary of provisions in the new act which most directly affect individual candidates and their committees. Major changes involving advisory opinions, FEC enforcement, and union and corporate political activities are not discussed below but will be covered at the briefing for GOP members and staff Thursday, May 20.

REPORTING

-- Legal and accounting services rendered to a candidate or committee by an individual who is reimbursed by his regular employer are not contributions and therefore not subject to limitations. However, the value of all such services must be reported by the candidate or committee.

-- Honorariums are not contributions. The limits on honorariums have been raised to \$2,000 per event and \$25,000 total annually. Travel reimbursements to the candidate (and an aide or spouse) and agent fees are not included in the limits.

-- A corporate vendor of food or beverages may sell such items to a candidate's committee at a charge less than fair market value, but at least at cost, to the extent of \$500 per election.

-- Independent expenditures are now unlimited but must be reported if in excess of \$100 per year. Any person making an independent expenditure must certify in the report that the expenditure was truly independent and not at the request or suggestion of any candidate or committee.

-- Occasionally, isolated or incidental support of another candidate by a principal campaign committee does not jeopardize the status of that committee.

-- Quarterly reports in a non-election year need not be filed unless the committee has made expenditures and received contributions exceeding \$5,000.



-- Best efforts by a committee in obtaining the information required on reports (e.g., name, address, occupation and place of business of contributors) are sufficient to place the committee in compliance with the reporting requirements of the law.

-- More than a single checking account may be maintained by a committee.

-- The \$10 recording threshold has been raised to \$50. Now, a committee must have the name and address of a contributor only if the contribution is over \$50.

LIMITATIONS

The limits on what may be contributed to a candidate remain the same (i.e., \$1,000 per election from an individual and \$5,000 per election from a qualified multi-candidate committee). However, an "anti-proliferation clause" prohibits multiple committees affiliated with the same national union or corporation from each making a \$5,000 contribution to the same candidate. Consequently, all the political committees set up by a single corporation and its subsidiaries would be treated as one committee for purposes of the contribution limitations, as would all the political committees set up by a single international union and its local unions. Such committees, combined, could not contribute collectively more than \$5,000 per election to the same candidate.

DISCLAIMER

Section 612 of Title 18, U.S.C., which required that the name of the committee and its chairman or treasurer appear on any political advertisement financed by it has been repealed and replaced by the following disclaimer requirements. Any communication expressly advocating the election or defeat of a clearly identified candidate through a broadcasting station, newspaper, magazine, billboard or direct mail piece, or any other type of general public political advertising must display clearly and conspicuously the following information:

(1) If the expenditure for the communication was authorized by the candidate or any of his committees a statement must be made that the communication was authorized (e.g., "The preceding announcement was authorized by the Smith for Congress Committee.")

(2) If the communication was not authorized, a statement must be made that the communication is unauthorized and the identity of the person who financed the communication must be disclosed. If the payer is a political action committee, then the name of the affiliated corporation, trade association or union must also appear. This type of disclaimer would be required on communication which is the result of or part of an independent expenditure.

Examples:

-- Paid by an individual: "This communication has not been authorized by the Smith for Congress Committee or the candidate. Paid for by John Jones."

-- Paid by a committee: "This communication has not been authorized by the Smith for Congress Committee or the candidate. Paid for by Citizens for a Greener America."



-- Paid by a union PAC: "This communication has not been authorized by the Smith for Congress Committee or the candidate. Paid for by V-CAP, a political committee affiliated with the United Auto Workers Union."

DEADLINE NEAR TO REGISTER FOR CANDIDATES' WORKSHOP

The deadline is near to register for the 1976 Republican Candidates' Workshop to be held June 20 to 24 at the Twin Bridges Marriott Hotel in Washington, D. C. The four-and-a-half day Workshop is a key element in the Republican Congressional Committee's strategy seeking to gain 76 seats in the '76 elections. Rep. John Rousselot of California, who chaired the event in 1974, is again the chairman.

The Workshop, which stresses the preparation and groundwork necessary for campaign victories, was developed by the RCC staff with guidance from Chairman Guy Vander Jagt of Michigan, Rousselot and other Republican incumbents.

Much of the program reflects the format developed in the Campaign Management College, sponsored by the RCC and the Republican National Committee, which is the most comprehensive and intense campaign program of its kind. Using the same formula to incorporate every facet of a campaign, the Candidates' Workshop emphasizes the role of the successful candidate in relations with the staff, volunteers, media and family.

For this reason, the Committee is inviting -- and encouraging -- spouses to attend the Workshop and participate in the program. Only candidates and their spouses are eligible for the Workshop since the CMC is designed for campaign managers. The Workshop will consist of sessions in focus groups, panels, lectures and simulated campaign events and will emphasize such campaign skills as speaking techniques, press conferences, debates and personal appearances.

The program has been designed to provide candidates with the maximum exposure to these elements within a relatively short period of time. In addition to the Congressional Committee staff, instructors for this Workshop will include incumbent Congressmen and members of their staffs, media experts, political consultants and regional directors from the RNC.

Every effort is being made to give each participant individual attention to allow the candidates and the Committee the opportunity to become better acquainted. Special emphasis will be given to services available to the candidates by the Committee, and the facilities at their disposal.

Wilma Goldstein, Associate Director of the Campaign Division, is coordinating the program and promises that the curriculum will be stimulating as well as informative.

"We are planning this Workshop to familiarize all of our candidates with the resources we have available to them, and how they can best utilize them," she declared. "The cooperation that we are receiving from our own incumbent Congressmen, as well as the enthusiasm generated by those working on the program, gives us every indication that the Workshop will be a complete success -- from our standpoint, and from the participants'. We have been gratified that our program is so well received by the candidates who have discussed it with us. We expect to have a good response."

Because of the limited number of spaces available in the Workshop, registration must be completed by Monday, May 24. For further information, please contact Jan Gardner at the Republican Congressional Committee, 519 House Office Building Annex, Washington, D. C. 20515. Phone 5-1816 (or 225-1816 if off Capitol Board. Area code is 202).

FEC HOLDING SECOND SERIES OF REGIONAL SEMINARS

The Federal Election Commission, with a new campaign act now signed into law to administer and explain, is holding a second series of one-day regional seminars around the country during May and June.

Candidates for Federal office, as well as campaign workers and the general public, are invited to participate and learn about the law and reporting requirements. There is no charge. The FEC does have a registration card which it will appreciate having filled out in advance. Its address is 1325 K Street, N. W., Washington, D. C. 20463. Its toll-free telephone number is (800) 424-9530.

There are 15 seminars in this series. Each runs from 9:30 a.m. to 4 p.m., with a one-hour lunch break starting at 12:30. The dates, cities and locations are:

DATE	CITY	LOCATION
Mon, May 17	Seattle, Wash.	Sheraton-Renton Inn 800 Ranier Ave., South
Tues., May 18	Sacramento, Calif.	Sheraton Inn 2600 Auburn Blvd.
Wed., May 19	*Los Angeles, Calif.	Sheraton-Los Angeles Airport 9750 Airport Blvd.
Fri., June 11	*Washington, D. C.	Marvin Center George Washington University 800 21st Street, N. W.
Mon., June 14	Indianapolis, Ind.	Indianapolis Airport Hilton Municipal Airport
Tues., June 15	*Chicago, Ill.	O'Hare Hilton O'Hare Airport
Wed., June 16	Minneapolis, Minn.	Sheraton-Ritz Hotel 315 Nicollet Mall
Fri., June 18	Albany, N. Y.	Sheraton-Inn Towne Motor Inn 300 Broadway
Mon., June 21	Denver, Colo.	Sheraton-Denver Airport 3535 Quebec Street
Tues., June 22	Phoenix, Ariz.	Adams Hotel Central and Adams

DATE	CITY	LOCATION
Wed., June 23	Austin, Texas	Hilton Inn 6000 Middle Fiskville Road
Fri., June 25	Cleveland, Ohio	Sheraton-Cleveland 24 Public Square
Mon., June 28	New Orleans, La.	Sheraton-Chateau Le Moyne 301 Rue Dauphine
Tues., June 29	Orlando, Fla.	Sheraton-Towers Kirkman Road & Major Blvd.
Wed., June 30	Raleigh, N. C.	Sheraton-Crabtree Inn 4501 Creedmore Road

* Full program devoted to multi-candidate committees.

REPUBLICAN NATIONAL COMMITTEE TO HOLD ELECTION LAW SEMINARS

The RNC next month will sponsor seminars on the Federal election laws in six major cities across the country. Attorneys from the law firm of Cramer, Haber and Becker, of Washington, D. C., who serve as general counsel to the RNC, along with Jan Baran, legal counsel for the RCC, will conduct these sessions which will include discussions of changes in the law made by the Supreme Court in Buckley v. Valeo, and by Congress in the 1976 amendments. There will be a registration fee of \$25 per person. The locations and tentative dates of the seminars are as follows:

Fri., June 4	Boston
Tues., June 8	Atlanta
Thurs., June 10	Chicago
Sat., June 12	San Francisco
Tues., June 15	St. Louis
Fri., June 18	Fort Worth

Additional information may be obtained by calling Joy Price at the RNC -- (202) 464-6775. The next edition of Seventy-Six will also contain more details on these events.

MRS. KNAUER, SECRETARY COLEMAN TO DO FILMING-TAPING

Many of you who have participated in Broadcast Services' film and radio run-throughs with Cabinet members, and other top officials, will be pleased to know that because participation has been so successful we hope to offer these sessions on a regular basis.

Joining us for TV filming and radio taping on Monday, May 24, from 9 to 11 a.m., will be Virginia H. Knauer, Special Assistant to the President for Consumer Affairs.

Mrs. Knauer was appointed on April 19, 1969. Earlier, she served as an elected member of the Philadelphia city council and subsequently as director of the Pennsylvania Bureau of Consumer Protection.

In her present capacity, she serves as a member on the Energy Resources Council, Agricultural Policy Committee and the Council on Wage and Price Stability.

Mrs. Knauer is now working with 17 Federal agencies to improve consumer representation. Goals include better warranties, consumer credit rights and maximum disclosure of information to consumers, as well as consumer education and energy conservation.

Suggested questions from Mrs. Knauer's office are available. Call Michael Sterlacci, general counsel to consumer affairs, at 245-6933. He can also help in getting specific questions about your district answered.

Secretary of Transportation, William T. Coleman, Jr., will join us for filming-taping Tuesday, June 8, from 10 a.m. to 12 noon.

President Ford nominated Secretary Coleman as the fourth Secretary of Transportation on March 7, 1975.

Among the Secretary's notable advisory and consulting positions, he was special counsel to the Southeastern Pennsylvania Transportation Authority, director of Pan American World Airways, Inc., a member of the board of governors of the American Stock Exchange and a trustee of both the Rand Corporation and the Brookings Institution.

Secretary Coleman has held several national-level public service positions, including: U. S. delegation to the 24th session of the United Nations General Assembly; member of the National Commission on Productivity; consultant to the U. S. Arms Control and Disarmament Agency; senior consultant and assistant counsel to the President's commission on the assassination of President Kennedy, and a member of President Eisenhower's Committee on Government Employment Policy.

Suggested questions from Secretary Coleman's office will be available. For specific questions about your district, call 426-9121.

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.

The available time of these two top officials will limit the number of members that can interview with them. Broadcast Services schedules on a first-come, first-served basis. You should call us on 5-1806 immediately if you want an appointment.

THREE HOUSE REPUBLICANS HAVE NO OPPOSITION!

What can be sweeter for a Congressman than to have such a solid record that no opponent rises in the district to challenge his incumbency? Three GOP Representatives are past their primaries and savoring that enviable position in 1976: Rep. Bill Archer, 7th District, Texas; Rep. John Paul Hammerschmidt, 3rd District, Arkansas; and Rep. Bud Shuster, 9th District, Pennsylvania.

Lack of opposition for the three is a heartening development for "Campaign '76." In 1974, only one House Republican -- Rep. Charles Whalen, Jr. of Ohio -- went unopposed.

The junior in service of those unopposed, second-term Rep. Bud Shuster not only has no opponent, but has won official nomination from both the Republican and Democratic Parties -- the first Congressman to do so in Pennsylvania in 42 years.

He won the Democratic nomination by a write-in campaign and walked away with 71 percent of the vote. His April 28 victory turned out to be a "triple crown": he also won election as delegate to the Republican National Convention this coming August.

"The most significant point," declared Shuster, "is that our support came from all walks of life, including labor, small businessmen, farmers, professionals and senior citizens. It demonstrated that, at least in central Pennsylvania, people's common interests were more important than the things that divided them. And I think that principle might apply more widely across the country than people realize."

"Of course it's a great feeling to be an unopposed Republican in a Presidential year," declared Archer. "I would like to think that it had something to do with my performance as a Congressman -- but I realize that it really shows the kind of backing we as a party have for the programs we have been supporting over the past year and a half. . . . To me, it's an indication that the public truly understands that the problem lies not with a monolithic 'irresponsible Congress,' but rather the 'irresponsible majority in Congress'."

Commented Hammerschmidt, the first Republican to represent Arkansas in Congress since the Civil War: "In a heavily Democrat district such as the one I represent (85 percent registered Democratic), it is extremely encouraging that the constituency seems to be making an independent choice based on the manner in which they have been represented rather than relying on traditional party labels. After weathering one of the 'highest financed and best organized' (quoting the Washington Post) House campaigns in the turbulent political atmosphere of the fall of 1974, to have no opposition at this time is highly gratifying."

As other primaries are held, more unopposed incumbents may emerge.



OPTIMISM IN 1976: WHAT THE PEOPLE WANT

The Harris Survey report of April 15 provides several good omens for the GOP. A nationwide cross section of 1,512 adults were asked to choose the issues of "major concern and priority" for the next President. An overwhelming majority targeted issues that have consistently been identified as those "belonging" or "important to" the Republican Party.

The top issues centered on the economy and the crisis of confidence in government. A striking 94 percent of people interviewed felt that "keeping inflation under control" is the chief priority for the next President.

Close behind as major concerns were "controlling Federal spending," "restoring confidence in government," and "working for peace in the world," each singled out by 88 percent for priority attention.

Far down the list were a series of issues that were much ballyhooed in the early primaries: "school busing to achieve racial balance," cited by only 38 percent; "legalized abortion," mentioned by 34 percent; and "aid to cities," with 43 percent.

-- Close behind concerns about inflation and Federal spending was "finding jobs for the unemployed," ranked as a major Presidential priority by 85 percent of the people. "Not raising Federal taxes" was of major importance to 81 percent.

-- Along with "restoring confidence in government," 84 percent considered "restoring integrity in government" a high priority, while "restoring open government to Washington, D. C." was singled out by 74 percent for attention.

-- Peace and international security were also important concerns. "Working for peace in the world" ranked near the top of the list with 88 percent, while "keeping U. S. military defenses strong" was believed very important by 76 percent. By contrast, only 37 percent gave "foreign economic aid" top billing.

-- Domestic violence ranked relatively high among the public's worries, with 83 percent singling out "controlling crime" as a high priority. In addition, 78 percent expressed concern over "controlling drug abuse" and 68 percent over "controlling violence at home."

-- A full 79 percent of the public also felt strongly that the next President should make welfare reform a high priority. An even higher 85 percent expressed major concern with "maintaining Social Security on a sound basis." Sounding another Republican theme, a substantial 66 percent also gave important billing to "giving business incentives to expand, open new jobs."

The Harris Survey asked a cross section of 1,512 adults nationwide: "As far as you personally are concerned, do you feel that (READ ITEM) should be a major concern and priority for the next President, a minor concern and priority, or hardly a concern and priority at all?"

PRIORITIES FOR NEXT PRESIDENT

	<u>Major Concern</u>
	%
Keeping inflation under control	94
Controlling Federal spending	88
Working for peace in the world	88
Restoring confidence in government	88
Finding jobs for the unemployed	85
Maintaining Social Security on a sound basis	85
Restoring integrity to government	84
Controlling crime	83
Not raising Federal taxes	81
Welfare reform	79
Controlling drug abuse	78
Keeping U. S. military defenses strong	76
Curbing abuses by big business	75
Restoring open government to Washington, D. C.	74
Aid to education	69
Controlling air and water pollution	68
Controlling violence here at home	68
Giving business incentives to expand, open new jobs	66
Enforcing standards for better safety in products and services	62
Enforcing standards for worker safety on the job	58
Federal health insurance	58
Revenue-sharing with the states	53
Employment opportunities for minorities	53
Federal gun control	52
Aid to cities	43
Building more housing	42
School busing to achieve racial balance	38
Foreign economic aid	37
Legalized abortion	34

CAPITOL HILL CLUB WAIVES INITIATION FEE UNTIL JUNE 1

The Capitol Hill Club, the GOP's national social club, has an unusual resident-membership offer for people who act before June 1. The offer is especially attractive to men and women less than 32 years old -- a bracket which includes many Congressional staff members.

The Club's Board of Governors, for the months of April and May only, has waived the initiation fee for both the Resident and Junior Resident categories of membership. This is a saving of \$300 and \$150, respectively.

Thus, new members may, until June 1, come in by paying dues only. Dues are \$25 a month for the Resident category and \$15 a month for Junior Residents. Junior Residents are those less than age 32; they pay the lower rate until they attain that age, then the higher one.

Any Life, Resident or Junior Resident member may be contacted as a sponsor.

The Club is located on Capitol Hill, at First and C Streets, S. E., diagonally across from the Cannon House Office Building. Its phone is 484-4590.

A SPEECH TO MAKE? THESE TEXTS CONTAIN LOTS OF IDEAS

(Call 5-1800 for copies.)

Government and Issues -- House GOP Leader John Rhodes, in three speeches this month, dealt with some of the biggest issues facing the Nation in this election year. In Phoenix, Ariz., he talked about jobs and manpower training, especially as they relate to Spanish-speaking Americans. In Durham, N. C., he zeroed in on the national problems that Democrat-dominated Congresses have brought on. In Scottsdale, Ariz., he blasted the Humphrey-Hawkins employment bill as "the back-door entrance to a planned economy."

Payment by U. S. Corporations -- Secretary of Commerce Elliot Richardson, in his first speech on the subject, told the American Society of International Law in Washington, D. C. that "bribery is bad business" -- for firms, for trade, for the U. S., and for the countries in which it takes place. Richardson pledged the Administration's full support in ending the practice before plunging into a more sympathetic discussion of the different types of payments involved and various aspects of the "globalizing" growth trend of multinational corporations. In the interdependent world today, he concluded, international legal institutions are the only abiding hope of both the weak and the strong.

"Adam Smith and the Regulators: The Birth of Free Enterprise" -- Rep. Jim Martin of North Carolina told a gathering of the American Association of Textile Chemists in his home State that America's Bicentennial is not only the 200th anniversary of our founding as a nation but also the bicentennial of the central idea of Adam Smith's Wealth of Nations: that the best allocator of goods and services is the marketplace, with its price mechanism and profit motive. Martin examined what Smith wrote 200 years ago and its application to the U. S. economy, and compared it to the Keynesian approach favored by financially troubled Great Britain. Jumping to the job sector, he criticized the electioneering Humphrey-Hawkins employment bill as a betrayal of the "able-bodied" who would become wards of the state and "others who have to pay taxes to support them." The Republican plan to stimulate business investment, he asserted, is a far better alternative.

"Federal Regulatory Reform: A Better Idea for Assisting the States" -- Deputy Assistant Attorney General Jonathan Rose, speaking to the Western Conference of Public Service Commissions in Phoenix, expressed the Justice Department's belief that much of the Nation's economic difficulties are self-inflicted, with 20 percent of the U. S. economy now subject to government regulation. Rose then reviewed the results of regulation and reform efforts under way in two major fields -- trucking and air transportation. "The time seems right," he said, "to establish at all levels of government a systematic approach to reviewing the current need for each and every government agency and program."

"A Strong Foreign Policy for a Confident America" -- Secretary of State Henry Kissinger, before the Downtown Rotary Club in Phoenix, reaffirmed his belief that America remains the most powerful nation in the world. Kissinger described U. S. foreign policy as having three principal objectives: to strengthen the unity of industrial democracies and alliances, to maintain the global balance of power for peace, and to fashion with the developing nations positive economic relations to insure mutual prosperity. "We are not weak; we have no intention of letting others determine our future," he assured listeners. ". . . So let us stop disparaging our strength, moral or material, because if we do, friends of America grow uncertain, enemies become bold, and a world yearning for leadership loses hope."

From the Chairman *A Message of Importance*

Dear Candidates:

In order to insure that you continue to become more knowledgeable and current with respect to some of the pressing issues that you will encounter in the coming months, the NRCC Research Department is preparing to make available, upon request, articles, reports, surveys and the like to supplement each of your issue research operations. The subject areas covered include: agriculture, crimes and offenses, Congress, economic policy, education, environment, intelligence activities, international relations, labor, national defense, Social Security, taxation, and urban development. I might add that these are not the only subjects on which we have information available, but they seem to be the most requested areas of concern by candidates so far this year.

If you need any information regarding these issue categories, or would like to receive some of this material, please contact Dan Mattoon, the NRCC Research Director, at (202) 225-1820. Let us know if these are the areas that you are interested in and how we can better assist you in coordinating this important piece of research -- issue research.

One more thing: We are receiving many inquiries from interested Republicans who are wondering where our candidates stand on the important issues of Campaign '76. To facilitate answering of these requests, we are now asking, if possible, to be placed on each of your daily or weekly mailing lists to receive press releases, issue position papers, and newspaper clippings so that we too can be more informed about the issues and messages that each of you is delivering on the hustings. They should be sent to Research Department, National Republican Congressional Committee, 518 HOB Annex, Washington, D. C. 20515.

Good luck to each of you, and let us know how we may assist your campaigns!

Sincerely,



Guy Vander Jagt, M. C.
Chairman

A WORD FROM A REPUBLICAN WHO INCREASED HIS VOTE IN '74

This is the first of a series of Seventy-Six articles on GOP members of Congress who increased their vote in 1974 over 1972. The fact that these members did better in a year that was bad for the GOP as a whole is an indication that their offices have developed an effective constituent service and a communications system that operates all year-round, every year. The author of this first article increased his vote from 56 percent in 1972 to 74 percent in 1974.

By Rep. Trent Lott
5th District of Mississippi

If you're on your toes, the people's right to know could be your ticket to the 95th Congress.

In this high-powered world of mass communications and instant information, the people's right to know about their Congress rests squarely on your shoulders. They want -- and have every right -- to know how their elected officials vote, where those officials stand on the issues, and what those officials do to serve their constituents. They're footing the bill.

That obligation can work to your advantage if you let it. If you ignore that obligation, it could cost you dearly. And it could deprive your constituents of their right to actively participate in their Government.

Since I first won election in November, 1972, I have made every effort to stay close to the people of Mississippi's 5th Congressional District. In the final analysis, I look on it as a Congressional obligation rather than a political necessity.

Some of the tools I use to keep an open line of communication with my constituents are:

(1) Regular trips back home, where I meet with and talk with as many people as possible. I try to listen more than talk.

(2) Annual questionnaires, mailed to each household in the district. These serve to keep the people abreast of the issues. They also give the people a chance to air their views, vent their frustrations, voice their concerns. They let me know what my constituents have on their minds.

(3) Regular newsletters to every household. Three or four per year keep the people informed of their representative's voting record. They also let the constituents know what services are available through Congressional channels.

(4) Regular mailing of Government publications such as farmer bulletins and consumer bulletins.

(5) Personal visits to radio and television stations, as well as weekly and daily newspapers, whenever possible. It doesn't take but a few minutes whenever you happen to be in town. A few minutes can go a long way. It makes sense to stay on good terms with the people who can put your name before the public. And don't forget personal telephone conversations with news reporters.

(6) Weekly newspaper columns. This is probably the most effective instrument at my command. Reception in the weekly newspapers is incredibly high. It's also consistent. Reception in the daily newspapers is smaller, but it still is high enough to be effective. If nothing else, it is a regular communication with the people who make up the newspaper.

(7) Weekly radio programs. This is another invaluable tool. An informal review of the week's legislative agenda can be used as a regular feature, then can be cut into small tidbits for news programs. If regular programs are out of the question, try the GOP Recording Service (488-1905).

(8) Regular news releases. Keep it simple and straight and you'll find that your copy winds up in the newspaper instead of in some editor's trash can.

There are many other tools available, of course, but these are probably the most effective. I know; they've worked for me.

In the final analysis, I consider my information program a pleasure as well as an obligation.

APPLICATION DEADLINE EXTENDED FOR CANDIDATES' WORKSHOP

With less than a month remaining before the Republican Candidates' Workshop, the NRCC is still receiving requests for admittance to the week-long program that offers an opportunity to learn the role of a Congressional candidate in a campaign and how he relates to those around him. Due to the unprecedented demand, the Committee has extended its deadline until June 10. However, the emphasis of the sessions is on individual participation and instruction, so the size of the Workshop will be limited. Because of the Bicentennial celebration in Washington, the Marriott has only limited accommodations, so it is suggested that room reservations be made immediately.

Workshop Chairman Rep. John Rousselot of California has announced that speakers from the Administration, Congress and professional political consulting firms have accepted invitations to participate. Congressional staff members trained in press and legislation will assist in the program as well.

Because one aspect of the seminar program will be to familiarize participants with the workings of Washington, much of the program will take place away from the Marriott Twin Bridges Hotel that is the site of the gathering. Many sessions will be held on Capitol Hill, and there will be a reception at the White House.

Anyone wanting further information on the Workshop, which will run from June 20 to 24, should contact Jan Gardner at the NRCC -- (202) 225-1816.

Special Notice

Candidates who can come a day or two before the Workshop may want to take part in the Young Republican National Federation platform hearings. This party auxiliary will be holding hearings in the committee rooms of the House Agriculture Committee and Merchant

Marine and Fisheries Committee, June 17 to 19. Witnesses who come on the 18th or 19th are asked to pick one of the following subject areas to speak on: civil liberties, foreign policy and defense, tax reform and economic policy, income security, crime and judicial reform, energy and the environment, education, regulation of business, and labor or election reform.

Two Young Republicans from each State will serve on the committee which will advise YR Chairman Jack Mueller on his testimony before the GOP Platform Committee. Capitol Hill staffers are handling the arrangements for the hearings. The NRCC is advised that the YR's will provide typewriters and tape recording equipment to candidates who wish to prepare press releases and actualities for home consumption.

We advise candidates who want to take advantage of this opportunity for Washington publicity to have press releases prepared before coming to Washington and to arrange in advance for distribution of actualities and press releases in the districts. Any candidate planning to participate should notify Gale Forward in the Young Republican office at the Republican National Committee, 310 First Street, S. E., Washington, D. C. 20003, (202) 484-6680.

THE CONGRESSIONAL AND PRESIDENTIAL PRIMARIES STILL TO COME . . .

Following is a list of Congressional primaries which will occur after June 1 for each of the 39 State primaries remaining, with filing deadlines also listed. There are six Presidential primaries left, coming in the first two weeks of June: Montana, Rhode Island and South Dakota on June 1; and California, New Jersey and Ohio on June 8.

<u>State</u>	<u>Primary Date</u>	<u>Filing Date</u>	<u>State</u>	<u>Primary Date</u>	<u>Filing Date</u>
Alaska	August 24	June 1	Nevada	September 14	July 21
Arizona	September 7	July 9	New Hampshire	September 14	July 19
California	June 8		New Jersey	June 8	
Colorado	September 14	July 30	New Mexico	June 1	
Connecticut	September 7	August 6	New York	September 14	July 29
Delaware	September 11	September 1	North Carolina	Aug. 17/Sept. 14*	
Florida	Sept. 7/Sept. 28*	July 20	North Dakota	September 7	July 23
Georgia	Aug. 10/Aug. 31*	June 9	Ohio	June 8	
Hawaii	October 2	August 18	Oklahoma	Aug. 24/Sept. 21*	July 7
Idaho	August 3	June 7	Rhode Island	September 14	June 10
Iowa	June 8		South Carolina	June 8/June 22*	
Kansas	August 3	June 21	South Dakota	June 1	
Louisiana	Aug. 14/Sept. 25*	June 18	Tennessee	August 5	June 3
Maine	June 8		Utah	September 14	
Massachusetts	September 14	July 6	Vermont	September 14	August 4
Michigan	August 3	June 15	Virginia	June 8	
Minnesota	September 14	July 20	Washington	September 21	July 30
Mississippi	June 1/June 22*		Wisconsin	September 14	July 13
Missouri	August 3		Wyoming	September 14	July 30
Montana	June 1				

* Second date is run-off election date.

LOCATIONS SET FOR RNC'S ELECTION LAW SEMINARS

Specific hotel locations have now been set for the Republican National Committee's six seminars on Federal election law to be held during June.

The Federal Election Commission also is holding election law seminars. It held three during May and has scheduled 12 during June (see the May 17 issue of Seventy-Six).

The RNC's seminars will be put on by the law firm of Cramer, Haber and Becker, and are designed for candidates, party leaders, campaign chairmen, treasurers, finance chairmen and party counsels. There is a registration fee of \$20 which covers materials, luncheon and coffee breaks. More information may be obtained from Ms. Joy B. Price, RNC, 310 First Street, S. E., Washington, D. C. 20003. Phone (202) 484-6775.

Locations and dates for the six one-day sessions are:

Boston--Friday, June 4
Sheraton Boston Hotel

Atlanta--Tuesday, June 8
Peachtree Plaza Hotel

Chicago--Thursday, June 10
Holiday Inn--O'Hare/Kennedy

San Francisco--Saturday, June 12
Burlingame Hyatt Hotel

St. Louis--Tuesday, June 15
Stan Musial & Biggies
St. Louis Hilton Hotel

Fort Worth--Friday, June 18
Sheraton Fort Worth Hotel

HOUSE HAS 145 REPUBLICANS, 287 DEMOCRATS, 3 VACANCIES

Near the end of May, the House had three vacancies, all created by deaths of Democratic incumbents. There were 145 Republicans and 287 Democrats in office.

The vacancies are:

Massachusetts: The Boston Globe reported that the Governor has not decided whether to set a special election to fill the seat of the late Rep. Torbert Macdonald.

Pennsylvania: The Governor has announced that the special election to fill the seat of the late Rep. William Barrett will be held concurrently with the November 2 general election and that the winner will be immediately sworn in as a member of the 94th Congress.

Texas: A special election has been set for June 19 to fill the seat of the late Rep. Wright Patman. Republican nominee is Dr. James Hogan, 52, a dentist. Democrats are Sam Hall, 52, an attorney; Dr. Glenn Jones, 36, a government professor, and Fred Hudson, 50, a banker.

The contest on June 19 is for the special election to fill the seat for the rest of the year. Anyone getting a simple majority will win. Under Texas law, if no one does, the two top contenders, without regard to party, will run against each other later in the summer.

Earlier, on June 5, a run-off will determine the Democratic nominee for the November election. Dr. Hogan already is the GOP nominee for that contest as well as the one of June 19.

VIS ION

A Quarterly Publication of the Department of Communication Arts

This publication is reprinted courtesy of the Cornell University Department of Communication Arts. It describes step-by-step the procedures they followed in publishing this quarterly tips newsletter. Their publication served to communicate how-to information in much the same way as Seventy-Six.

The original was printed in two colors, black plus blue. We are unable to do that here because of cost considerations. However, the thumbnail sketches below have been treated so the blue on the original copy shows as a grey screen.

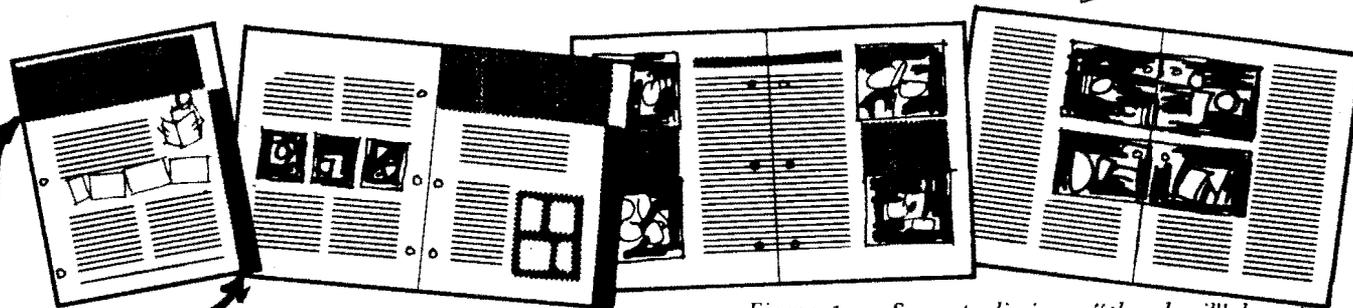


Figure 1 — Some preliminary "thumbnail" layouts.

YOUR INITIAL DECISIONS concern the reasons for putting out a publication in the first place. What is its purpose? Who is the intended audience? Is a publication the best medium to use to reach it with this information?

If you decide that a publication is the solution to your problem, your next consideration is resources. What budget do you have to work with? What printing process is most suitable, and is it available in-house or will you have to farm it out? What format will deliver your message effectively and economically? How much production assistance is available? The nonprinting skills associated with publication production are writing, editing, layout, and art or photography. The type and amount of assistance available will vary with the scope and size of your operation.

Now we will follow the production of this issue of VIS/ION from concept to completion, noting areas where alternatives might prove helpful under other circumstances.

Our 8½" x 11" format was selected originally because it is a standard size, is economical, and, when punched, fits into a regular 3-ring binder. The masthead was designed

for easy recognition and appropriateness (many readers don't realize that the first and last 3 letters of the words "visual communication" spell VIS/ION). Running the main title vertically on the right makes for easy filing.

To save us time in writing and you time in reading, we begin each issue with a summary introduction and design the last page to be a complete segment. This may be a continuation of the featured subject or a related topic.

We selected blue for the second color because it is the official department color and because it provides emphasis and clarity to the illustrations. We felt that a publication on visual communication should practice what it preaches and be pleasing to the eye.

HERE'S HOW WE DO IT . . .

After the topic has been selected, the first thing we have to decide is how best to present it to the intended audience — What is important and what isn't? What should be illustrated? What information is readily available and what is yet to be obtained?

INFORMATION ON EQUIPMENT, MATERIALS, AND TECHNIQUES FOR VISUAL INSTRUCTION

PLANNING and PRODUCING simple PUBLICATIONS



The best aid for making these decisions is an outline of the necessary points to be covered in the issue. It helps in planning to know the approximate amount of copy that will be needed for the issue. To find this out, we figure the total number of lines of type there will be after the space for illustrations and captions has been estimated. (We set the copy in a 10-point type on a 12-point body, so there are 6 lines to an inch of depth).

In most cases a layout is done after the copy has been written, but for an illustrated publication like VIS/ION we often start with a layout and write copy to fit the spaces, making adjustments where necessary.

A simple way to keep track of how much copy you have is to find out how many characters there are in a column-wide line of the type face you will use and then have your manuscript typed accordingly. With this system, one line of typewriter type equals one line of printer's type. For this issue, the introduction was typed approximately 75 characters wide; the next widest columns, 55 characters; and the small columns on the back page, 35 characters. Of course, if your publication is being multi-lithed from typewriter type masters, your main concern is whether it will be reproduced the same size as the original.

Whether the layout or copy comes first isn't as important as how the copy and text combine to tell the most effective story. The layout serves several functions. It is a guide for the editor in figuring the amount of copy needed, it shows the artist/photographer what illustrations are planned, and it gives everyone an idea of how the finished job will look. A good layout also enables the printer to make an accurate cost estimate.

Edit your copy carefully to correct faults in grammar, spelling, and poor organization as well as to avoid wordiness and repetition. Have an editor or colleague go over the final manuscript. Mistakes that have to be corrected after type has been set are costly — adding or deleting one word can mean resetting the whole paragraph. Changes made after the brown print has been prepared are even more expensive, since the cost of new negatives and stripping are added.

WE MAKE THE LAYOUTS

We use two of the three possible types of layouts for VIS/ION. Small "thumbnail" layouts (shown almost actual size on the first page) are just doodles to test out various page arrangements. We make several before selecting the one for the second or "rough" layout. This is an actual-size layout done with black and light blue pencils on white bond paper (some may prefer a layout pad). To save time, the masthead and credits are cut from an old issue and pasted on, then holes are punched to make sure that they won't interfere with text or illustrations. Next, columns of type are indicated along with the placement of illustrations. We then Xerox the rough layout so we can try any changes on it without destroying the original.

A third type of layout, the comprehensive, would be much too detailed for VIS/ION's requirements — it is



Figure 2 — Here are the "rough" layout, the final type-written copy marked for typesetting, and the printer's type-specimen book from which typefaces were selected.

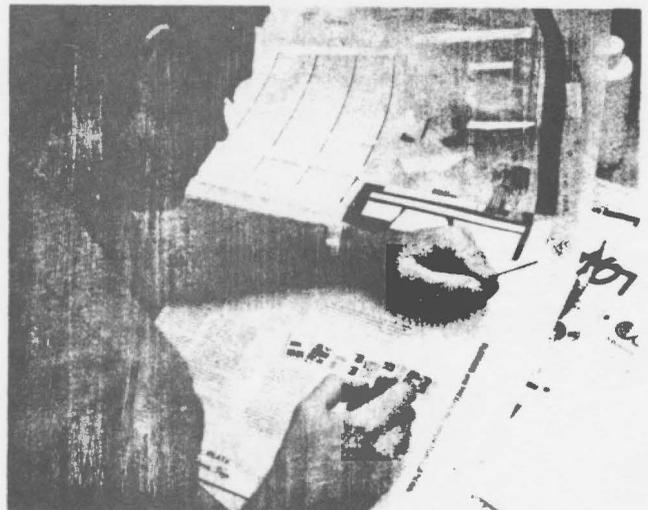
used only for very special and usually expensive productions, where the layout must resemble the finished product as closely as possible, even to pulling proofs of the type and pasting prints of the artwork in place.

With the outline and layout done, we know how many and what kind of illustrations are needed and whether they are available or will have to be provided by an artist or photographer. Remember not to repeat in the copy things that are obvious in the illustrations; they should complement, not duplicate, each other. Also, using illustrations (other than decorative ones) without captions is confusing to most readers and should be avoided.

THE TYPE COMES NEXT

From the printer's type-specimen book we select the faces and sizes to be used and mark the typewritten copy

Figure 4 — The paste-up is carefully prepared by artist Carlton Ryan using type reproduction proofs, photographs, and artwork and following the arrangement on the layout.



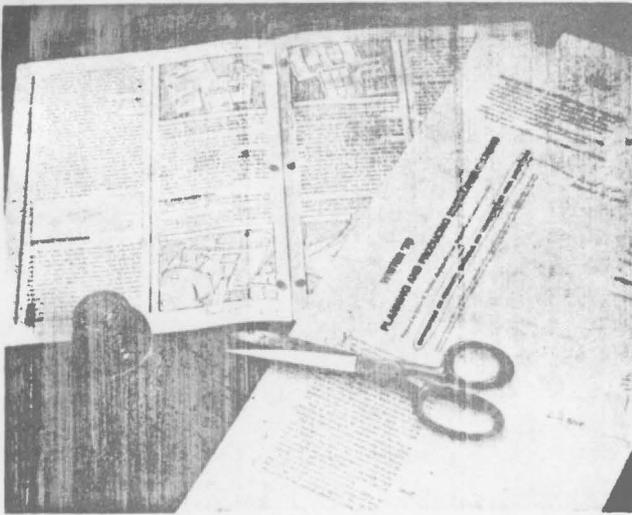


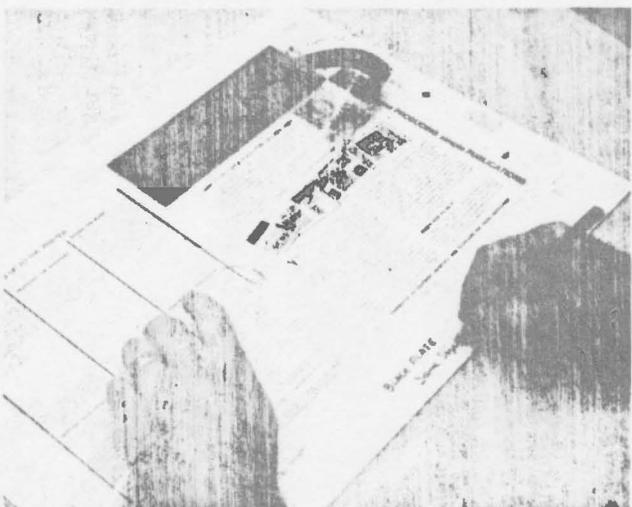
Figure 3 — One set of galley proof is pasted on the layout to check fit, while corrections or changes are recorded on the master galley and returned to the printer.

accordingly. If you need assistance, the printer will be happy to provide it. For VIS/ION we use Garamond for the body copy, taking advantage of a range of sizes in italic, Roman, and bold face, even to using small capitals and a two-line initial for the lead paragraph.

Headings are set in Helvetica regular and bold-face. For a publication of this size, two compatible typefaces with their variations are adequate for most desired effects.

The printer sets the type as indicated and proofs it on long sheets called "galleys". After checking the galleys he sends them to us to proofread (usually 3 sets). We use one set to paste in position on the layout to see how it fits and then note any changes or additions on the master galley that will be returned to the printer. Always return the original typewritten copy with the master galley so you won't be charged for corrections that were the printer's

Figure 5 — Color overlays, position, and registration are checked for accuracy, and any special instructions are marked on the paste-up before it goes to the printer.



fault. After the galley proof is returned to the printer and we are certain about the space left for photos, we order exact-size prints from the photographer.

Since VIS/ION is printed by the offset method (as opposed to letterpress) our next step is to order a set of high-quality type reproductions or "repro" proofs. The printer pulls these after he has made and checked any changes we request on the galleys. The repro proofs are used in the final paste-up and must be free of spots, breaks, smears, and uneven inking.

THEN THE PASTE-UP

A professional usually takes over for this stage, but with patience and practice anyone can do it, provided the necessary photographs or artwork are available. We use a waxer to coat the various items so they will adhere to the sheet of white illustration board used as the base. If a waxer isn't available, rubber cement will do. Light blue guidelines are drawn on the illustration board with a nonreproducing pencil. Since they will not record on the type of film used for the negatives, they need not be erased.

All items to be printed in solid black, such as type or line drawings, are attached to the base. Screen tones and photos can also be put on the base, as we did with this issue, if there are no problems of overlapping or close registration. If such problems arise, put all screen-tone material (including photos) on a separate acetate sheet taped securely at the top of the base and add register marks.

If your photo prints are larger than you want them to be in print, crop and mark them for size with a grease pencil, and the platemaker can strip them in position when he lays out the flat. In such cases, a black or dark red area (which photographs as black) is put on the base. On the negative this area becomes a clear window into which the reduced photo negative is stripped.

When a second color is used (blue in this issue), it is put on one or two acetate overlays. For ease of working, especially on the masthead area where tones and solids join or overlap, the artist uses one overlay for the tones and a second one for the items that will be printed in solid blue.

Although all four pages will eventually be on the same plate during the printing, it is easier for the artist to work on them two at a time and let the platemaker combine them in the final production stages.

When the paste-up has been checked for errors and marked with the necessary instructions it is sent to the printer.

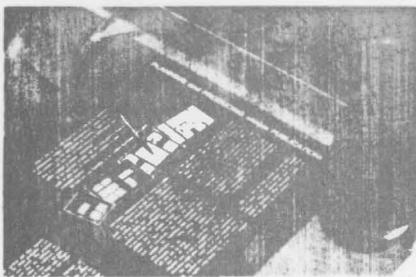
If you are interested in budgets (and who isn't these days), the average issue of VIS/ION costs us \$425.00 for 3000 copies or approximately 14 cents each. These are out-of-pocket costs for typesetting and printing only and do not cover editing, illustrating, and paste-up which are done in our office. **Note: Costs drop dramatically for large quantities as in Congressional newsletters.**

NOW IT'S UP TO THE PRINTER . . .

The camera-ready paste-up is given a final check and marked for size, placement, color, and screening. As mentioned earlier, VIS/ION is printed by the offset lithography method.

The type of paper, number of copies, and date and place of delivery are specified before the job is taken back to the printer. Of course you should consult with him throughout the preparatory stages and ask him for suggestions on cutting costs or time without sacrificing quality. For ex-

Figure 6 — The line and halftone negatives are shot, developed, and stripped onto the flat.



ample, our printer said we would save quite a bit of money if we didn't use any bleeds (run the pictures or color to the edge of the page) on the back or inside pages.

MEETING YOUR DEADLINE

It is necessary to have a realistic production schedule — one that both you and the printer can adhere to without undue pressure or costly overtime.

An important point to remember here is that even though it may take only 8-10 hours of actual working time to prepare and print your publication, it isn't done all at once. Many jobs are going through the shop with yours and the presses may be tied up or the bindery overloaded with an especially large order. Or the platemaker may hold it, waiting for a large batch of negatives to develop at one time.

Be certain from the beginning that the printer knows when you want delivery and that the two of you work

out a schedule that provides sufficient lead time to meet your deadline.

PREPARING THE NEGATIVES

After receiving the camera-ready paste-up, the photographer, or "platemaker" as he is also called, shoots the two types of negatives necessary for VIS/ION. The first, called a "line" negative, consists of all material that will print in a solid color such as type and line drawings. The second type, or "halftone" negative, is used for all

Figure 7 — The brownprint is submitted for the final check for position and accuracy.



photographs or continuous-tone areas where a dot screen is necessary. The platemaker then strips the two negatives together (using the paste-up or layout as a guide) into an arrangement called a "flat". For VIS/ION we need two flats of four pages each — one for the material to be printed in black and another for the blue. The negatives are spotted or retouched to correct any flaws.

Next, a Vandyke, or brownprint, is made on special photographic paper for a final check of the arrangement. Since the brownprint is in one color, we must wait until the job is on the press if we want to make a final color check.

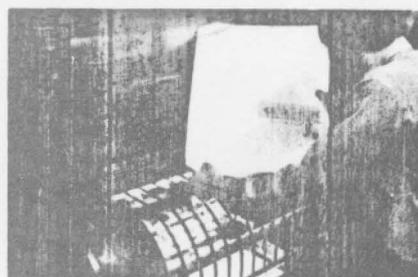
Variations in the appearance of the blue ink (light or dark) are obtained by using a 30, 50, or some other percent screen tone on those areas in the negative. This is done by the platemaker in accordance with our instructions on the paste-up.

MAKING THE PLATE

Most offset printing plates are made of thin sheets of aluminum or zinc alloy treated to render them light sensitive. The flat of negatives is pressed tightly against the plate in a vacuum frame and the whole thing is time-exposed under a strong light.

The exposed plate is then developed by rubbing special ink over the printing surface. After it has been washed it is covered with a gum solution and is ready for the press.

Figure 8 — The pressman takes over and the editor starts thinking about the next issue.



PRINTING THE PUBLICATION

This quickest and least expensive part of the whole production is one of the most crucial. The pressman makes sure that the halftones are sparkling, colors are registered, and type is crisp and clean — if the paste-up was that way to begin with. Proper pressure and inking are vital factors at this stage.

All four pages of VIS/ION are printed on one side of a 17½" x 22½" sheet. When half the edition is run, the sheets are turned and the reverse is printed so that pages 1 and 3 back up 2 and 4. When each large sheet is cut in half, there are two complete issues.

When the ink has dried, the sheets are trimmed, folded, and punched. The finished issues are packaged as specified and delivered.

Then it's time to start planning the next issue.

Cooperative Extension, New York State College of Agriculture and Life Sciences, Cornell University, and the U.S. Department of Agriculture cooperating. In furtherance of Acts of Congress May 8, June 30, 1914. D. L. Call, Director of Cooperative Extension, Ithaca, New York.

Prepared by Victor R. Stephen, Associate Professor, Department of Communication Arts

A publication of the New York State College of Agriculture and Life Sciences and the College of Human Ecology, Statutory Colleges of the State University, Cornell University, Ithaca

The information herein is supplied with the understanding that no discrimination and no endorsement by the Department of Communication Arts are intended.



AN ACTUALITY PROGRAM ON A SHOESTRING BUDGET

In the past we have described the radio actuality service that the National Republican Congressional Committee has established. This is a system involving expensive WATS lines, exotic equipment, and a volume that runs into thousands of calls to stations a month. Now the rest of the truth can be told. You, too, can set up your own actuality system for less than \$100. Before describing this system, let's quickly review what an actuality is and how it should be used.

An actuality is simply the actual voice of the person who is related to a certain news story. The actuality is usually transmitted to the radio station over the telephone. For an actuality to be good (and for our purpose a "good" actuality is one that is used on the air), it should meet three requirements: (1) It should be short. Keep your actuality to less than a minute. Most newscasts are five minutes long. Take away the open and the close and commercials and you are left with about three and a half minutes of news. If you run over 40 seconds, the chances that your statement will be edited are great. (2) Make sure you, the M. C., are in some way directly involved in the actuality. If you are an incumbent Congressman, you make news by virtue of your position. For example your actuality might start, "Today I introduced legislation . . ." or "I have co-sponsored a bill . . ." or "I have written to the President . . ."

If you are a candidate, it is a bit more difficult to make news other than by the fact that you are a candidate. If you already hold some civic office you would be wiser to make statements pertaining to that job rather than statements pertaining to your candidacy. For example, if you are a member of the county council, your actuality might start, "I will vote to override the county commissioner's veto of funds for Interstate 72 . . ." NOT "If I am elected to Congress I will ask the Department of Transportation to help fund Interstate 72 . . ."

The first example just cited is a "hard news" statement; the second borders on being a political announcement, and most news directors will steer very clear of any actuality smelling like a political announcement. Although the above recommended example is not connected with your candidacy for the Congress, it will get your name and voice on the air -- and with more authority than a paid announcement.

Third, keep the actuality timely. Nothing will get less use than a dated actuality. Radio news "eats" news stories like the now-famous white shark eats people. An actuality that is news in the morning may be dated in the afternoon. Above all, you must develop a good news sense, and the best way to do that is to listen to radio newscasts. Hear what actualities are used and see if they meet the three requirements mentioned above: short, personal involvement of the person speaking in the story, and timely.

A couple of tips on an actuality program. Don't feed taped actualities to all your stations. Use a rotational system where, if you have 20 stations, you personally call three or four of them and read the actuality to them. Then you or an aide will call the remaining stations and play the tape to them. The next time you send an actuality, call a different three or four stations, personally. Don't over-use the actuality. No news director likes to think he is being taken advantage of. One, maybe two, a week is plenty. If your actuality is turned down, accept

it gracefully and don't argue with the newsman. If you take the rejection well, the next time you call, chances are that your statement will be used.

Here's how to set up an inexpensive actuality system:

You will need two items -- a cassette recorder and a pair of alligator clips. A cassette recorder is preferable because it is lightweight, portable and can be operated on batteries. Since you will be transmitting your actualities over telephone lines, you will not need an expensive recorder that can record and play anything from 60 to 15,000 cycles. The phone lines automatically limit transmission to around 5,000 cycles. For your purposes a cassette recorder in the \$50 to \$75 range is adequate. Next you will need to purchase a set of alligator clips. This is a cord with a small jack which fits into the recorder on one end and two clips which, when opened and closed, look like the jaws of an alligator -- hence the name. These can be purchased in any Radio Shack or similar electronic shop, for about \$1.70.

After you have recorded your short, timely actuality in which you have personal involvement, you are ready to call it in to your radio stations for them to record. Call the radio station and ask for the newsroom. When you get connected with the newsroom, you or the person who is calling the stations should state that you are calling with an actuality and state what it concerns, how long it runs, and any background information concerning the actuality, i. e., from a speech given before the Chamber of Commerce that afternoon.

The newsman will then ask you to hold on while he sets up his recording equipment. When he is ready to go, you should tell him you are feeding over the phone and to hold on while you connect the alligator clips. You then unscrew the mouthpiece of the telephone, connect the clips to the two terminals on the phone (it does not matter which clip goes on which terminal), plug the other end of the cable into the recorder, usually marked "MON" for monitor. This will usually disconnect the speaker from the recorder, so, for you to hear the actuality you will have to hold the receiver to your ear.

Many stations will like a countdown before you start the actuality. Since you have the mouthpiece off the phone while you are playing the actuality, there is no convenient way to give a live count-down and immediately play the tape. It is therefore advisable to prerecord the countdown on the tape just before the actuality begins. The newsman should then hear: "Candidate Smith actuality in 5 - 4 - 3 - 2 - 1 - Today I voted . . ." The count-down lets the newsman get the proper level for his recorder. Also, many stations will record directly onto a cartridge tape which they will start after hearing " - 1" in your count-down.

A couple of tips on feeding. If your recorder has a tone control, turn it as far over to the treble side as possible. If the control is too far to the bass side, the actuality will sound "muddy" whereas with the treble up, it will sound crisp. If at all possible, use a phone with an extension close by for the feed. In that way you can have the alligator clips attached to one phone and call the stations on the extension. When you play the actuality, simply hang up the phone you were talking on. This keeps the room noise from going through the phone and decreasing the quality of your feed. The use of two phones eliminates the constant screwing and unscrewing and connecting and disconnection of the alligator clips when calling each station.

If you have any questions about actualities and equipment needs, call Ed Blakely at the NRCC. In the Washington, D. C. area, call 225-1806. Outside the area, call toll free, 800 424-0215.

A SPEECH ON THE SCHEDULE? THESE MAY OFFER IDEAS

(Call 5-1800 for copies.)

"Proposals for a National Health Policy" -- Vice President Nelson Rockefeller spelled out his two-phased national health policy recommendations for the National Leadership Conference on America's Health Policy in Washington, D. C. He wants first to control health-care costs and broaden the health-care delivery system, and secondly, to extend the availability of health insurance to those who are not now covered. The Vice President urged Congress and the Administration to "work together" in developing a comprehensive policy, beginning by pooling the many jurisdictional committees into two select committees on national health policy in the House and Senate, followed by streamlining within the Executive Branch -- with coordination by only one HEW office.

Stand Up for Free Enterprise -- Treasury Secretary William Simon delivered this hard-hitting speech in Charlotte, N. C., lauding the efforts of the Ford Administration to strike a "new balance" in our national life. The President has set an economic course which points us in the right direction, Simon said, but it will take years to accomplish. The election is only six months away. "There will be calls for 'sweeping changes' and 'broad new initiatives'," he warned, "which will really mean bigger spending, bigger deficits, and ultimately bigger governmental control of the economy . . . The real choice is between government control or greater individual freedom. That is the true, crucial decision beneath the rhetoric and personalities of this election year."

"American Diplomacy at the United Nations: What Are the Real Stakes?" Samuel W. Lewis, Assistant Secretary of State for International Organization Affairs, told the Governor's Conference on the United Nations that while all is not well with the U. N., much of value is being accomplished there. Weaving through a frank description of the nature of the United Nations system and its value to world peace, Lewis said that for the U. S. to continue to play a leadership role, we must first acknowledge that the U. N. is not itself responsible for the world's problems; it is a mirror in which problems reflect. The organization still remains, he concluded, the best means to help us transform dreams of widespread progress and prosperity into the reality of concrete programs.

"Social Security for Our Aging Cities" -- Richard Rosenbaum, Chairman of the New York Republican State Committee, presented his seven-point program as a possible GOP approach to solving the problem of America's deteriorating cities. Characterized by shrinking populations and incomes, these cities stand in need of immediate attention and leadership at all levels of government and the private sector. Rosenbaum told a conference of Northeastern Republican State Chairmen in Philadelphia that he favors, among other things, the creation of a Federal municipal bond guaranty agency to back municipal borrowings, regional economic growth policies, and legislation to give Federal agencies the right to pre-finance the local share of matching fund programs.

Office Needing a Press Secretary?

Public Relations of the NRCC has on file the resumé's of many men and women qualified to be press secretaries to Congressional offices. If you would like to look at them, come to Room 512 HOB Annex and see Gracia Cross or Kathy Murray. It is not necessary to call ahead.



Seventy-Six

JUN 16 1976

Ideas to help you Communicate and Campaign

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* Seventy-Six is intended to reach only GOP House *
* members, candidates and staffs. You are urged to *
* keep copies for later reference in the '76 campaign. *
*

NOTE: Phone numbers listed herein are given as when calling on the Capitol board. If calling in the Washington area, off the Capitol board, use 225- and the last four digits. From out of town, use 202 225- and the last four digits.

No. 10 -- June 14, 1976



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From the Chairman *A Message of Importance*

Dear Colleagues and Candidates:

November elections are almost here and many of you have not scheduled campaign spots and art work.

Broadcast Services of the NRCC schedules campaign film and radio production on a first-come, first-served basis. They can handle only a limited number of members and candidates. I urge you to call now and reserve your time blocks.

It will take about a week and a half to complete production for each member. Call Broadcast Services now at 5-1806.

The Art Department of the Committee will be "snowed under" by July. They are taking orders now.

Call Lee Wade to make an appointment to order your art at 5-1813.

Early preparation for campaigning will insure a smoother campaign and enhance prospects for victory.

Sincerely,



Guy Vander Jagt, M. C.
Chairman

HERE'S THE ACTIVITY SCHEDULE FOR CANDIDATES' WORKSHOP JUNE 20-24

NRCC Chairman Rep. Guy Vander Jagt and Candidate Workshop Chairman Rep. John Rousselot are making final preparations for what promises to be an event with multiple impact. On Sunday, June 20, the Candidates' Workshop will convene at the Marriott Twin Bridges Hotel in a session that will orient candidates to the intense, four-day program that will include media workshops, simulated campaign situations, issues discussions and speakers from the senior ranks of the Republican Party.

Sunday evening registration will introduce the Workshop concept of practical application to the art of campaigning. Guest speaker Rep. John Rhodes, House GOP Leader, will highlight the session that will include visual presentation on political focus groups, campaign activities and assignments for participation of the media aspect of the Workshop.

Groups assigned on a geographic basis will alternate Monday and Tuesday (June 21-22) activities between the Marriott and Capitol Hill. The media workshop will be held at the Marriott, and will feature a lively, simulated press conference involving all of the participants. Other campaign situations which occur, both planned and spontaneously, will confront the participants, and they will review their performance as they appear on video.

Capitol Hill will be the scene of an issues lecture from nationally renowned pollsters Robert Teeter and Lance Tarrance. Later, an ad-test research panel will discuss applying this information to campaigns. Lunch at the Capitol Hill Club will feature Republican National Chairman Mary Louise Smith on the future of the Republican Party, followed by RNC Executive Director Eddie Mahe and then by legal counsel discussing the impact of the new financing law on campaigns. Rep. Willis Gradison and his administrative assistant, Ron Roberts, will discuss the all-important relationship between a candidate and his campaign staff.

On both evenings, special dinners are being planned at the Marriott. Monday, an address by Presidential contender Ronald Reagan is being planned. At this date, however, arrangements have not been finalized with the Reagan schedule.

Tuesday, a panel of Republican incumbents featuring some ranking members will discuss House Committee assignments, and their importance to constituencies.

Wednesday morning, June 23, will also be divided into group sessions, with individual clinics on voice, TV appearance, debating and speech preparation being held while articulation of issues is being discussed. The groups will alternate activities before hearing a speech by Agriculture Secretary Earl Butz immediately preceding lunch on Capitol Hill. The afternoon will be spent with each participant visiting an incumbent Congressman before attending an early evening reception with President and Mrs. Ford at the White House.

The Workshop will conclude on Thursday, June 24, with a general evaluation session from a panel of faculty members. At this time, NRCC staff and regional directors will be available to discuss with participants individual candidacies and campaigns.

MORE TIPS FROM A REPUBLICAN WHOSE VOTE WENT UP IN '74

(Congressman Charles W. Whalen, Jr., of Dayton, Ohio, an officeholder with 90 percent name identification, went from 75 percent of the vote in 1972 to 100 percent in 1974 as the only House Republican unopposed for reelection that year. Here are his recommendations on some of the ways to achieve that level.)

By Rep. Charles W. Whalen, Jr.

3rd District of Ohio

The suggestions listed in this space last week by my colleague, Congressman Trent Lott, of Mississippi, were excellent. In fact, they were so good that I find myself hard-pressed to avoid going over the same ground. However, I would make six recommendations which might be viewed as refinements of some of the points Congressman Lott raised.

1. Consider maintaining an "open door" policy for reporters. This does not mean that journalists walk through my door at their every whim. But it does mean that I try to maintain maximum availability. Most of them generally are satisfied to talk with my press aide. Occasionally it is mandatory that they talk with me. And, oftentimes, my assistant will ask a reporter during the course of a discussion if he or she would rather talk with me to be sure that the information is clear. Reporters appreciate that kind of attention. It does not mean that every story is going to be exactly what you would like it to be. But it helps avoid misunderstandings and unnecessary hostility.

2. Make maximum use of weekly newspapers. To those of us who have large dailies in our districts, it is easy to write off the weeklies as unimportant. But they can be invaluable, particularly regarding stories that relate exclusively to their circulation areas. And they are a far better market for group pictures and similar photos which most dailies never will print. Moreover, the weeklies frequently will give a good play to stories that break on their time. Thus, if you have a story upcoming that can be held for a Thursday release time, you might get coverage in the weeklies, in addition to the dailies and the electrical media, that can be far greater than any of those will give. They like to be treated like the "big time."

3. Don't overlook radio as an effective means of communication. I send the radio stations copies of virtually every release that goes to the dailies and the television stations. They are particularly good for short announcements such as grants or bill introductions. Whenever I get a large grant for the district, I tape a statement of not more than 30 seconds which is offered to all of the radio stations in my district. Almost invariably, they all use it.

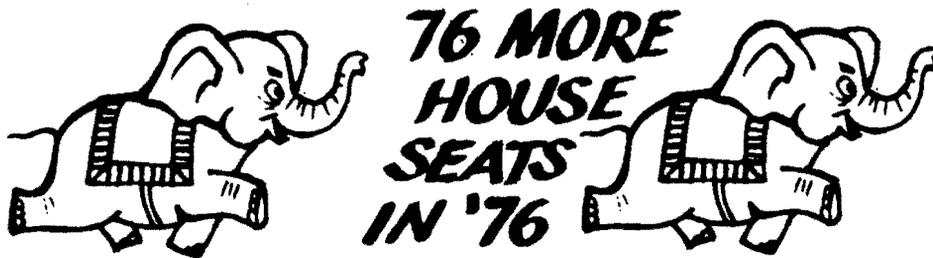
4. Try to meet special needs in the district by special publications. I found that senior citizens in the Dayton area were unable to obtain a simple listing of the various aids available to them. Accordingly, I prepared a Guide For Senior Citizens, promoted it in my district-wide newsletter and in news releases and reached a goodly proportion of the 40,000 seniors in my district. The reaction to the booklet was very positive.

5. When you have the option, hire a former journalist for your press aide position. This is not to say that press aides without prior reportorial experience cannot do the job. However, more often than not, an ex-news person has a better feel for the nuances of the

business than a non-reporter and can appreciate the special problems reporters have. Another benefit is that you will have someone on board who can do double duty as a writer.

6. Be candid with reporters, be accurate and do not play favorites. Failure to adhere to these practices can be disastrous. Conversely, following this policy can pay substantial dividends and reduce the cynicism and innuendo that can creep into reporters' copy. You also do yourself a service in the process by meeting the public's right to know, a major consideration which was discussed by Trent Lott in the last edition of this publication.

In conclusion, I have found that a comprehensive communications program, together with attentive constituent service and responsiveness to legislative mail, can pay substantial dividends in good will and respect. These are assets which are not developed overnight. Nor are they eliminated quickly either.



THREE KEY HOUSE VOTES IN HAYS' POWER CLIMB

Because of heated debate which is now raging throughout the country, we are including in this issue three key floor votes which Rep. Wayne Hays of Ohio has directly or indirectly been responsible for. They include: the most important vote, of 1971, by which Hays was first able to gain dictatorial powers and two votes in 1975, initiated by Republican Congressmen Armstrong and Bauman, to prohibit increases in member allowances without approval by the entire House membership.

In a related move, House Republican Whip Bob Michel of Illinois on June 3 introduced a resolution which would in effect repeal the 1971 House Resolution 457 and return to the House the authority to approve or deny future allowance increases. He has gained over 100 cosponsors to his resolution.

You, as candidates, may want to check to see how your opponents voted on these three items. If you have any questions, or desire additional information, please contact Dan Mattoon, NRCC Research Director, at 5-1820.

The three votes are on the following three pages.

House Resolution 457 House Fund Allowances. This resolution, introduced by Chairman Wayne Hays, delegated to the House Administration Committee the authority to adjust the amount of allowances to Congressmen from the contingent fund for such things as clerk hire, postage, travel, district office rental, telephone expense, etc. Passed. July 21, 1971.

Opponents to the resolution pointed out that the resolution made it possible for various allowances to Congressmen to be increased without putting Congressmen on record by having to vote for or against the increases. In the ensuing debate, the then minority leader Gerald Ford said, "Once this authority is given to this committee, 25 Members out of 435, it will never be retrieved by the House as a whole until and unless there is a scandal." That is, of course, exactly what happened. This resolution which took effect on December 15, 1971 provided the House Administration Committee with extreme and impartial powers. Since that authority was given to Hays' committee, more than 20 orders have been promulgated raising allowances for staff, travel, and the like.

The question was taken; and there were—yeas 233, nays 167, not voting 33, as follows:

[Roll No. 199]
YEAS—233

Abbutt	Aspinall	Bolling
Abernethy	Badillo	Brademas
Abourezk	Baring	Brasco
Addabbo	Barrett	Brooks
Alexander	Begich	Broomfield
Anderson, Calif.	Bell	Brown, Mich.
Anderson, Tenn.	Bergland	Broyhill, Va.
Annunzio	Biaggi	Burke, Mass.
Ashbrook	Bingham	Burleson, Tex.
Byrne, Pa.	Blatnik	Burlison, Mo.
Cabell	Boggs	Burton
Caffery	Hawkins	Peyster
Carey, N.Y.	Hays	Pickle
Carney	Hébert	Pike
Casey, Tex.	Hechler, W. Va.	Podell
Chamberlain	Helstoski	Preyer, N.C.
Chisholm	Henderson	Price, Ill.
Clark	Hicks, Mass.	Pryor, Ark.
Clay	Hicks, Wash.	Pucinski
Collier	Hogan	Purcell
Collins, Ill.	Hollifield	Rangel
Conyers	Howard	Rees
Corman	Hull	Reuss
Cotter	Ichord	Riegle
Crane	Johnson, Calif.	Roberts
Culver	Jones, Ala.	Rodino
Daniels, N.J.	Jones, N.C.	Roe
Danielson	Jones, Tenn.	Roncalio
Davis, Ga.	Karth	Rooney, Pa.
Davis, S.C.	Kastenmeier	Rosenthal
Delaney	Kazen	Rostenkowski
Delums	Kluczynski	Roush
Denholm	Koch	Rousselot
Dent	Landrum	Roy
Diggs	Leggett	Roybal
Dorn	Lennon	Runnels
Dow	Lent	Ryan
Dowdy	Link	St Germain
Downing	Long, Md.	Sarbanes
Drinah	McClure	Scheuer
Dulski	McCormack	Schwengel
Eckhardt	McDonald, Mich.	Seiberling
Edmondson	McFall	Shibley
Edwards, Calif.	McKay	Sikes
Ellberg	McKinney	Slack
Evans, Colo.	McMillan	Smith, Iowa
Fascell	Macdonald, Mass.	Staggers
Fish	Madden	Stanton
Flood	Matsunaga	James V.
Foley	Mazzoli	Steed
Ford,	Meeds	Stephens
William D.	Metcalfe	Stokes
Fountain	Mikva	Stratton
Fraser	Miller, Calif.	Stubblefield
Frenzel	Miller, Ark.	Sullivan
Fulton, Pa.	Minish	Symington
Fulton, Tenn.	Mink	Taylor
Fuqua	Minshall	Teague, Tex.
Gallagher	Mollohan	Thompson, N.J.
Garmatz	Monagan	Tiernan
Gaydos	Montgomery	Udall
Gialmo	Moorhead	Ullman
Gibbons	Morgan	Vanik
Gonzalez	Morse	Veysey
Grasso	Moss	Vigorito
Gray	Murphy, Ill.	Waggonner
Green, Ore.	Murphy, N.Y.	Waldie
Green, Pa.	Natcher	Wattie
Griffin	Nedzi	White
Griffiths	Nix	Whitten
Hagan	O'Hara	Wilson
Hamilton	O'Konski	Charles H.
Hanley	O'Neill	Wolf
Hansen, Idaho	Passman	Wright
Hansen, Wash.	Patman	Wyatt
Harrington	Patten	Wydler
Hathaway	Perkins	Yates
	Pettis	Young, Tex.
		Zablocki

NAYS—167

Andrews, Ala.	Daniel, Va.	Heckler, Mass.
Andrews, N. Dak.	Davis, Wis.	Hillis
Archer	Dellenback	Horton
Arends	Dennis	Hunt
Aspin	Derwinski	Hutchinson
Belcher	Devine	Jacobs
Bennett	Dickinson	Jarman
Betts	Duncan	Johnson, Pa.
Bevill	du Pont	Jonas
Bieber	Dwyer	Keating
Blackburn	Edwards, Ala.	Keith
Boland	Erlenborn	Kemp
Bow	Esch	Kinz
Bray	Eshelman	Kuykendall
Brinkley	Findley	Kyl
Brotzman	Fisher	Landgrebe
Brown, Ohio	Flowers	Leita
Broyhill, N.C.	Ford, Gerald R.	Lloyd
Buchanan	Forsythe	Lujan
Burke, Fla.	Frelinghuysen	McClory
Byrnes, Wis.	Trey	McCollister
Byron	Gettys	McDade
Camp	Goliwater	McEwen
Canter	Gooding	McKevitt
Canterberg	Gross	Mahon
Clancy	Graver	Mallard
Clausen,	Gubser	Mann
Don H.	Gule	Martin
Clawson, Del.	Haley	Mathias, Calif.
Cleveland	Hall	Mathis, Ga.
C. Hines, Tex.	Halpern	Michel
Colmer	Hampner-	Miller, Ohio
Cornble	schmidt	Mills, Md.
Coste	Harsha	Mizell
Coughlin	Harvey	Mosher
	Hastings	Myers
Nelsen	Ruth	Steiger, Wis.
Nichols	Sandman	Talcott
Obey	Satterfield	Teague, Calif.
Pelly	Saylor	Teague, Ga.
Pirnie	Scherle	Thompson, Wis.
Poage	Schmitz	Thone
Poff	Schneebeli	Wampler
Powell	Scott	Ware
Price, Tex.	Sobelius	Whalen
Quie	Shoup	Whalley
Quillen	Shriver	Whitehurst
Railsback	Skubitz	Widnall
Randall	Smith, Calif.	Wiggins
Rarick	Snyder	Williams
Reid, Ill.	Spence	Wilson, Bob
Rhodes	Springer	Winn
Robinson, Va.	Stafford	Wyle
Robinson, N.Y.	Stanton	Wyman
Rogers	J. William	Young, Fla.
Rooney, N.Y.	Steele	Zwach
Ruppe	Steiger, Ariz.	

NOT VOTING—33

Abzug	Edwards, La.	Mayne
Adams	Evins, Tenn.	Melcher
Anderson, Ill.	Flynt	Mitchell
Ashley	Hanna	Pepper
Baker	Hosmer	Reid, N.Y.
Blanton	Hungate	Smith, N.Y.
Celler	Kee	Stuckey
Chappell	Kyros	Van Deerlin
de la Garza	Long, La.	Vander Jagt
Dingell	McCloskey	Yatron
Donohue	McCulloch	Zion

So the resolution was agreed to.

The Clerk announced the following pairs:

On this vote:

Mr. Celler for, with Mr. Anderson of Illinois against.

Mr. Evins of Tennessee for, with Mr. Baker against.

Mr. Kyros for, with Mr. Hosmer against.

Mr. Van Deerlin for, with Mr. Zion against.

Mr. Hanna for, with Mr. Vander Jagt against.

Mr. Adams for, with Mr. Smith of New York against.

Mr. Kee for, with Mr. Melcher against.

HR 6950 Legislative Appropriations, Fiscal 1976. Armstrong (R Colo.) amendment to prohibit use of any funds in the bill to pay for salaries and expenses approved by the House Administration Committee May 20 when it 1) increased the staff allowance for each member, 2) expanded the number of free trips to each member's district, 3) changed the in-district telephone allowance, and 4) allowed for the printing for each member of two newsletters to constituents a year. Rejected. May 21, 1975.

On May 21, 1975 the liberal majority block in Congress halted passage of the Armstrong amendment to HR 6950. This action served to perpetuate the power of Wayne Hays, Chairman of The Committee on House Administration. The liberal majority block in support of its fellow member Wayne Hays repudiated what Rep. Armstrong referred to as "the principle that the House should make its decision openly, ... not (by) a handful of Members of any one Committee."

RECORDED VOTE

Mr. ARMSTRONG, Mr. Chairman, I demand a recorded vote.

A recorded vote was ordered.

The vote was taken by electronic device, and there were—ayes 148, noes 262, not voting 23, as follows:

[Roll No. 237]

AYES—148

Abdnor	Daniel, R. W.	Ichord
Andrews,	Derwinski	Jacobs
N. Dak.	Devine	Jarman
Archer	Dickinson	Jeffords
Armstrong	Downing	Johnson, Colo.
Aspin	Duncan, Tenn.	Jones, Ala.
Bafalis	du Pont	Kasten
Baucus	Edgar	Kemp
Bauman	Edwards, Ala.	Kindness
Beard, Tenn.	Emery	Lacomarino
Bennett	Eriensborn	Landrum
Blester	Esch	Latta
Brinkley	Eshleman	Levitas
Broomfield	Farwick	Litton
Brown, Mich.	Fish	Lloyd, Tenn.
Brown, Ohio	Flynt	McClery
Broyhill	Ford, Tenn.	McCollister
Burgener	Fountain	McDade
Burke, Fla.	Frensel	McDonald
Burleson, Tex.	Frey	McEwen
Burlier	Goldwater	Madigan
Byron	Goodling	Martin
Cederberg	Goodison	Michel
Clancy	Grassley	Miller, Ohio
Clausen,	Gude	Mitchell, N.Y.
Don H.	Hagedorn	Moorhead,
Clewson, Del.	Haley	Calif.
Cohen	Hamilton	Mosher
Collins, Tex.	Hansen	Motti
Conable	Hastings	Myers, Ind.
Conlan	Hechler, W. Va.	Myers, Pa.
Conte	Helms	Nedzi
Coughlin	Hillis	Nichols
Crane	Hinshaw	Perkins
D'Amours	Holt	Pettis
Daniel, Dan	Hutchinson	Pickle
	Hyde	Poage
		Taylor, N.C.
Fritchard	Sebelius	Thone
Quile	Shriver	Traxler
Quillen	Shuster	Vander Jagt
Rallsback	Bikes	Walsh
Regula	Smith, Nebr.	Wampler
Rhodes	Snyder	Whitehurst
Robinson	Spence	Wiggins
Roonney	Steelman	Winn
Santini	Steiger, Ariz.	Wyllie
Sarasin	Steiger, Wis.	Young, Fla.
Satterfield	Symington	Zablocki
Schneebeil	Symms	
Schroeder	Talbot	
Schulze	Taylor, Mo.	

NOES—262

Abrug	Green	Oberstar
Adams	Guyer	Obey
Addabbo	Hall	O'Brien
Alexander	Hammer-	O'Hara
Ambro	schmidt	Edwards, Calif.
Anderson,	Hanley	Eilberg
Calif.	Harkin	English
Anderson, Ill.	Harrington	Evans, Colo.
Andrews, N.C.	Harris	Evins, Tenn.
Annunzio	Hawkins	Fascell
Ashbrook	Hays, Ind.	Findley
Ashley	Hays, Ohio	Fisher
AuCoir	Hebert	Flowers
Badillo	Heckler, Mass.	Foley
Baldus	Hefner	Ford, Mich.
Barrett	Helstoski	Forsythe
Beard, R.I.	Henderson	Frazer
Bedell	Hicks	Fulton
Beil	Hightower	Fuqua
Bergland	Holland	Gaydos
Beverl	Holtzman	Glamo
Biaggi	Horton	Gibbons
Bingham	Howard	Gilman
Bianchard	Hows	Ginn
Blouin	Hubbard	Gonzales
Boland	Hughes	
Bolling	Hungate	
Bonker	Jenrette	
Bowen	Johnson, Calif.	
Brademas	Jones, N.C.	
Breckinridge	Jones, Okla.	
Broadhead	Jones, Tenn.	
Brooks	Jordan	
Brown, Calif.	Karth	
Buchanan	Kastenmeier	
Burke, Calif.	Kassam	
Burke, Mass.	Kelly	
Burlison, Mo.	Ketchum	
Burton, John	Keys	
Burton, Phillip	Koch	
Carney	Krebs	
CART	Krueger	
Carter	LaFalce	
Casey	Lehman	
Chappell	Lent	
Chisbolm	Lloyd, Calif.	
Clay	Long, La.	
Cochran	Long, Md.	
Collins, Ill.	Lott	
Conyers	McCloskey	
Corman	McCormack	
Cornell	McPail	
Cotter	McHugh	
Daniels, N.J.	McKay	
Danielson	McKinney	
Davis	Macdonald	
de la Garza	Madden	
DeLaney	Maguire	
Delums	Mahon	
Dent	Mann	
Derrick	Mathis	
Dingell	Matsunaga	
Dodd	Mazzoli	

Downey	Meeds	Isongas
Drinan	Metcalfe	Udall
Duncan, Oreg.	Meyner	Ullman
Early	Mervinsky	Van Decri
Eckhardt	Mikva	Vander Ve.
Edwards, Calif.	Milford	Vanik
Eilberg	Miller, Calif.	Vigorito
English	Mills	Waggoner
Evans, Colo.	Mineta	Waxman
Evins, Tenn.	Mink	Weaver
Fascell	Mitchell, Md.	Whalen
Findley	Moakley	White
Fisher	Moffett	Whitten
Flowers	Montgomery	Wilson, Bob
Foley	Moore	Wilson, C. H.
Ford, Mich.	Moorhead, Pa.	Wirth
Forsythe	Morgan	Wolf
Frazer	Moss	Wright
Fulton	Murphy, Ill.	Wyder
Fuqua	Murphy, N.Y.	Yates
Gaydos	Natcher	Yatron
Glamo	Neal	Young, Alas'
Gibbons	Nix	Young, Ga.
Gilman	Nolan	Zefaretti
Ginn	Nowak	
Gonzales		

NOT VOTING—23

Boggs	Harsha	Pressler
Breaux	Johnson, Pa.	Ryan
Diggs	Leggett	Stanton,
Evans, Ind.	Lujan	J. William
Fithian	Meicher	Stephens
Flood	Molohan	Sullivan
Florio	Murtha	Thompson
Hannaford	Patman, Tex.	Young, Tex.

So the amendment was rejected.
The result of the vote was announced as above recorded.

HR 6950 Legislative Appropriations, Fiscal 1976. Bauman (R Md.) amendment to prohibit the use of funds in the bill to pay for increases in the members' staff allowances or staff expenses which had been adopted by the House Administration Committee unless approved by a vote of the House. Rejected. May 21, 1975. (The bill to appropriate \$698,076,800 for legislative operations in fiscal 1976 was subsequently passed by a voice vote.)

The liberal majority block in Congress has given The Committee on House Administration and especially its chairman, Wayne Hays, broad and independent power in determining the allocation of Member allowances. This is clearly seen in the defeat of the Bauman amendment. Passage of this amendment gave Congress a chance to, as Rep. Bauman said, "return constitutional responsibilities to the Members of the House of Representatives." But the liberal majority and Mr. Hays prevailed.

RECORDED VOTE

Mr. BAUMAN. Mr. Chairman, I demand a recorded vote.

A recorded vote was ordered.

The vote was taken by electronic device, and there were—ayes 152, noes 259, not voting 22, as follows:

(Roll No. 238)

AYES—152.

Abdnor	Fraser	Moorhead,
Anderson, Ill.	Frenzel	Calif.
Andrews,	Frey	Mosher
N. Dak.	Gillman	Mottl
Archer	Goldwater	Myers, Ind.
Armstrong	Goodling	Myers, Pa.
Bafalis	Gradison	O'Brien
Baucus	Grassley	Pettis
Bauman	Gude	Foage
Beard, Tenn.	Guyer	Fritchard
Bedell	Hagedorn	Quillen
Bennett	Hamilton	Railsback
Biester	Hammer-	Regula
Boland	schmidt	Rhodes
Breaux	Hansen	Rinaldo
Brinkley	Harkin	Robinson
Broomfield	Hastings	Rooney
Brown, Mich.	Hechler, W. Va.	Rostenkowski
Brown, Ohio	Heckler, Mass.	Rousselot
Broyhill	Heinz	Ruppe
Buchanan	Hillis	Santini
Burgener	Hinshaw	Sarasin
Butler	Holt	Schneebeli
Cederberg	Hutchinson	Schulze
Clancy	Hyde	Sebelius
Clausen,	Jacobs	Shuster
Don H.	Jarman	Smith, Nebr.
Clawson, Del.	Jeffords	Snyder
Cleveland	Johnson, Colo.	Spence
Cochran	Kasten	Steelman
Cohen	Kelly	Steiger, Ariz.
Collins, Tex.	Kemp	Steiger, Wis.
Conable	Ketchum	Studds
Coughlin	Kindness	Symms
Crane	Lagomarsino	Talcott
Daniel, R. W.	Landrum	Taylor, Mo.
Derwinaki	Latta	Taylor, N.C.
Devine	Lloyd, Tenn.	Thone
Dickinson	Lott	Traxler
Duncan, Tenn.	McClory	Treen
du Pont	McCloskey	Vander Jagt
Edwards, Ala.	McCollister	Walsh
Emery	McDade	Wampler
English	McDonald	Whitehurst
Eriemborn	McEwen	Wiggins
Esch	Madigan	Wilson, Bob
Ehleman	Maguire	Winn
Evans, Ind.	Mann	Wydler
Fanwick	Martin	Wylie
Fish	Michel	Young, Alaska
Flynt	Miller, Ohio	Young, Fla.
Forsythe	Mitchell, N.Y.	Zablocki

NOES—259

Abzug	Blanchard	Chappell
Adams	Blouin	Chisholm
Addabbo	Bolling	Clay
Alexander	Bonker	Collins, Ill.
Ambro	Bowen	Conte
Anderson,	Brademas	Corman
Calif.	Breckinridge	Cornell
Andrews, N.C.	Brodhead	Cotter
Annunzio	Brooks	D'Amours
Ashbrook	Brown, Calif.	Daniel, Dan
Ashley	Burke, Calif.	Daniels, N.J.
Aspin	Burke, Fla.	Danielson
AuCoin	Burke, Mass.	Davis
Badillo	Burleson, Tex.	de la Garza
Baldus	Burlison, Mo.	Delaney
Barrett	Burton, John	Dellums
Beard, R.I.	Burton, Phillip	Dent
Bell	Byron	Derrick
Bergland	Carney	Dingell
Berglund	Carr	Dodd
Beverly	Carter	Dodney
Biaggi	Cassey	Downing
Bingham		
Drinan	Leggett	Reuss
Duncan, Oreg.	Lehman	Richmond
Eary	Lent	Riegle
Eckhardt	Levitas	Risenhoover
Edgar	Litton	Roberts
Edwards, Calif.	Lloyd, Calif.	Rodino
Elberg	Long, La.	Roe
Evans, Colo.	Long, Md.	Rogers
Evins, Tenn.	McCormack	Roncalio
Fascell	McFall	Rose
Findley	McHugh	Rosenthal
Fisher	McKay	Roush
Fithian	McKinney	Roybal
Flowers	Macdonald	Runnels
Foley	Madden	Russo
Ford, Mich.	Mahon	Ryan
Ford, Tenn.	Mathis	St Germain
Fountain	Matsunaga	Barbanes
Fulton	Mazzoli	Satterfield
Fuqua	Meeds	Scheuer
Gaydos	Metcalfe	Schroeder
Glaimo	Meyner	Seiberling
Gibbons	Mezvinaky	Sharp
Ginn	Mikva	Shipley
Gonzales	Millford	Sikes
Green	Miller, Calif.	Simon
Haley	Mills	Slak
Hall	Mineta	Skubitz
Hanley	Minish	Slack
Harrington	Mink	Smith, Iowa
Harris	Mitchell, Md.	Solars
Harsha	Moakley	Spellman
Hawkins	Moffett	Staggers
Hayes, Ind.	Montgomery	Stanton,
Hays, Ohio	Moore	James V.
Hébert	Moorhead, Pa.	Stark
Hefner	Morgan	Steed
Helstoski	Moss	Stokes
Henderson	Murphy, Ill.	Stratton
Hicks	Murphy, N.Y.	Stuckey
Hightower	Natcher	Symington
Holland	Neftci	Teague

Holtzman	Nichols	Thornton
Horton	Nix	Tsongas
Howard	Nolan	Udall
Howe	Nowak	Ullman
Hubbard	Oberstar	Van Deerlin
Hughes	Obey	Vander Veen
Hungate	O'Hara	Vanik
Ichord	O'Neill	Vigorito
Jenrette	Ottinger	Waggonner
Johnson, Calif.	Pasaman	Waxman
Jones, Ala.	Patten, N.J.	Weaver
Jones, N.C.	Patterson, Calif.	Whalen
Jones, Okla.	Patterson, N.Y.	White
Jones, Tenn.	Pepper	Whitten
Jordan	Perkins	Wilson, C. H.
Karth	Payser	Wilson, Tex.
Kastenmeier	Pickle	Wirth
Kazen	Pike	Wolf
Keys	Preyer	Wright
Koch	Price	Yates
Krebe	Randall	Yatron
Krueger	Rangel	Young, Ga.
LaFalce	Rees	Zefaretti

NOT VOTING—22

Boggs	Lujan	Shriver
Conlan	Melcher	Stanton,
Conyers	Mollohan	J. William
Diggs	Murtha	Stephens
Flood	Neal	Sullivan
Florio	Patman, Tex.	Thompson
Hannaford	Pressler	Young, Tex.
Johnson, Pa.	Quie	

So the amendment was rejected. The result of the vote was announced as above recorded.

Election Law Report

By Jan Baran
Legal Counsel, NRCC

"Election Law Report" is a new feature that is appearing in Seventy-Six for the first time. The purpose of this new section is to keep Congressional offices and candidates more informed on the complicated Federal election laws. Due to the many and major changes which recently have taken place, "Election Law Report" will attempt to act as a clearinghouse and information center for the incumbents and candidates who have the heavy responsibility of complying with the law. This new approach is an attempt to implement and regularize developments in the law which have appeared sporadically in Seventy-Six for the past year.

The new column will deal with two general areas. First, there will be a part devoted to recent developments in the law such as new legislation, Federal Election Commission rulings, advisory opinions and regulations. Second, there will be regular analyses of campaign practices which are regulated by the law and are the subject of numerous inquiries by Hill staffers and candidates. Comments and questions from readers are always welcomed and may be sent to me, or called to my office at 5-1811.

CONTRIBUTIONS BY CONGRESSIONAL STAFFERS

Analysis: What restrictions are there on contributions by Congressional employees to members of Congress and candidates to Congress?

Several often ignored or unknown criminal statutes involve prohibited contributions by members of Congress and Congressional staff. The first statute is 18 U.S.C. §602 which makes it illegal for any Congressman, Senator, Federal employee (including Congressional employees) or any candidate for Congress from soliciting or receiving any political contribution from another Congressman, Senator, Federal employee or candidate. Therefore, a member of Congress may not solicit or receive a contribution, not only from any member of his staff, but also from any other Congressional staffer or employee. Furthermore, the member or candidate could not accept/receive a contribution from another member of Congress.

A second statute, 18 U.S.C. §607, forbids a Federal employee, member of Congress or Congressional staffer from giving a campaign contribution to any other Federal employee, member of Congress or Congressional staffer. This would prohibit a staffer from contributing to any Congressman or Senator, or to any of their principal campaign committees, or authorized committees, or to make an earmarked contribution to any other person for the purpose of contributing to any of these individuals or committees. The prohibitions in both section 602 and section 607 do not extend to the spouse of any individual covered by these provisions.

The effect of these two statutes has been extensively explored in a study by the Library of Congress, Congressional Research Service, American Law Division, and entitled "Political Contributions by Federal Employees, Including Contributions Relating to Political Dinners and Other Fund-raising Events," Feb. 24, 1976. Limited copies of this report are available and may be ordered by calling my office. The report summarizes that:



"Congressional employees are prohibited from soliciting or receiving political contributions from any other Federal officer or employee or from giving political contributions to members of Congress or to other persons in the Federal service; and members of Congress are prohibited from soliciting or receiving contributions from Federal employees. Moreover, although neither (the Hatch Act) nor §607 contain a restriction against a Federal employee making a voluntary political contribution to a Congressional candidate who is not an incumbent member or a Federal employee, the candidate would be barred from accepting the contribution under §602."

Contrary to popular belief, these restrictions are not new. They have been on the books since the turn of the century. The fact that they have received limited public or official attention in the past does not guarantee that their obscurity will be preserved in the future, particularly in an election year. The enforcement of these specific statutes is still with the Justice Department and outside the jurisdiction of the FEC which does not have the power to interpret them, let alone enforce them. For these reasons, it is highly advisable that members of Congress and Congressional staff refrain from soliciting, receiving from, or giving to another member, staffer, Federal employee, or candidate for the House or Senate any campaign contribution.

Readers should also be aware of 18 U.S.C. §603, which prohibits any Federal employee, member of Congress or candidate for Congress from soliciting or receiving any contribution in any Federal building, including House office buildings. Members and staffers should not personally accept a campaign contribution in a Federal office building under any circumstances. However, unsolicited contributions which are mailed to a member's office would not necessarily constitute a violation of section 603. In such cases, a recommended procedure would be to immediately forward the contribution and any enclosures to the appropriate principal campaign committee. Furthermore, the contributor should be sent a letter notifying him or her that the contribution has been referred to the committee in accordance with the law. Copies of all such correspondence should be retained by the member in order to document that the contribution was not accepted by the Congressman or his office.

* * * * *

NEW PROPOSED REGULATIONS

Recent Developments: The FEC -- now that they're back in business, what are they up to?

The Federal Election Commission is once again fully operational after all six commissioners were sworn in by the President on May 21, 1976. In addition to doling out Federal campaign subsidies to Presidential candidates, the Commission is in the process of providing extensive regulations on all facets of the election laws. Over 30 pages of proposed regulations were printed in the May 26 edition of the Federal Register, and a week of public hearings was devoted to the discussion of those proposals. After additional revisions in response to the hearings, the FEC plans to submit all the regulations to Congress before July 1, where they will be subject to a one-house veto.

Regulations can be as important as the law itself. They deserve your attention and should be studied when time permits. These particular rules govern contribution limits, office accounts, union and corporate PACs, disclosure requirements and much more.

Until the FEC-proposed regulations pass Congressional review, the Commission will not issue advisory opinions. Due to procedural changes made by the 1976 amendments, these opinions may be issued if regulations have been promulgated or if they concern unambiguous parts of the law itself. Since most observers are hard-pressed to pinpoint unambiguous passages of this law, it appears that regulations will precede any further advisory opinions. At that time, "Election Law Report" will review for your information those opinions which may be of general value and application.

Note: The FEC now has available an up-to-date copy of the Federal election laws which reflects the changes made by the 1976 Amendments. They also have a brief summary of the amendments entitled "Campaign Guide, the 1976 Amendments." Both publications may be obtained from the Commission by calling 382-4733 in the D. C. area, or 800-424-9530 if you are calling from out of town.

The Spendorama 94th Congress at Work --

Reported the May 24 issue of U. S. News & World Report:

"The Federal-spending target of 413.3 billion dollars set by Congress for next fiscal year is so immense that it's hard for most Americans to grasp.

"Try this: 413.3 billions stacked in \$1 bills would be 28,000 miles high. Or, it would fill a warehouse 3 miles long, 20 feet high and 52 feet wide.

"That's only part of the picture. Combined Federal, State and local government spending in 1975 exceeded 525 billions. It equaled 35 percent of U. S. output of goods and services. In 1950, the bite was 21 percent."

Did You Get "The Case Against . . .?"

Extra copies of "The Case Against the Reckless Congress" -- a sharp scrutiny of major public policies by 19 Republican members of Congress -- are available for candidates' use. Most candidates have a copy, but there may be some who have not received their free one. The supply is limited to one free copy per candidate. If you need one, please contact the NRCC Research Department, 518 HOB Annex, Washington, D. C. 20515, or phone 5-1820.

SECRETARY RICHARDSON WILL DO FILMING-TAPING JULY 27

Broadcast Services is having another filming-taping session for GOP House incumbents on Tuesday, July 27, between 10 a.m. and 12 noon.

Elliot L. Richardson, 24th Secretary of Commerce, will join us for film and tape to send back to your district stations.

Secretary Richardson was appointed by President Ford in November, 1975. Earlier he served as Secretary of HEW, Secretary of Defense, Attorney General and Ambassador to Great Britain.

As Secretary of Commerce, Richardson is also serving as Chairman of the Energy Resources Council, which is charged with developing national energy policies designed to make America less dependent on foreign fuel sources and mineral supplies.

Suggested questions from Richardson's office are available. Call Horace Webb or Matt Cooney, for specific questions about your district, at 377-3263.

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.

The available time of the Secretary will limit the number of members that can be handled. Broadcast Services schedules on a first-come, first-served basis. Call us at 5-1806 immediately if you want an appointment.

FENWICK PLAYS ON RADIO FREE EUROPE

Broadcast Services has another first!

Last week Rep. Millicent Fenwick of New Jersey called in an actuality about her meeting with President Ford on the signing of the Helsinki Accord. Fifteen minutes later Radio Free Europe/Radio Liberty called for the first time -- requesting the Fenwick actuality, and any actuality in the future dealing with Eastern Europe, the Soviet Union, Communist countries, grain sales, etc.

Radio Free Europe/Radio Liberty broadcasts into five Eastern European countries: Poland, Hungary, Romania, Bulgaria and Czechoslovakia, and in 18 languages into the Soviet Union.

Listen closely, you never know when someone will come up to you and say: "Smile, you're on Radio Free Europe!"



ATTENTION, STAFFS OF LEADERSHIP AND VIRGINIANS

Dave Burns, news director of WVIR-TV, P. O. Box 751, Charlottesville, Va. 22901, is anxious to update his color slides of members of the GOP House leadership and of all members from Virginia. They should be shot screen-right (member off-center to viewer's right) for chroma-key. If you have up-to-date slides, you are urged to forward them to him. If not, the NRCC Photo Lab (5-7121) can take them for you by appointment.

Correct Phone Numbers for NRCC Divisions . . .

Many calls to divisions of the NRCC 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.)

Office Needing a Press Secretary?

Public Relations of the NRCC has on file the resumes of many men and women qualified to be press secretaries to Congressional offices. If you would like to look at them, come to Room 512 HOB Annex and see Gracia Cross or Kathy Murray. It is not necessary to call ahead.

A Speech to Make? These May Help

(Call 5-1800 for copies.)

"Rambouillet Revisited" -- L. William Seidman, Economic Counselor to the President, assessed for the British-American Chamber of Commerce in London the results of the economic summit at Rambouillet six months ago. Economic recovery in the Western world, said Seidman, has exceeded the most optimistic expectations; the evidence suggests that recovery is occurring simultaneously in almost all industrial economies. Seidman praised Western leaders for their demonstrated strength against domestic trade protectionist pressures, discussed the long-term structural reforms of the new international monetary system, and reviewed the major challenges remaining before the world's great trading partners: inflation, balance of payments problems and oil imports. Over all, he concluded, the summit achieved "more than was generally expected and, in some areas, significantly more."

"Fair Trial -- Free Press Issues" -- In remarks to the Judicial Conference, District of Columbia circuit, Assistant Attorney General Richard Thornburgh reviewed recent court rulings seeking to define the time-contested rights of free press versus fair trial. He analyzed at length various aspects of the pending Nebraska case (Supreme Court) arguing the fundamental issue of whether a court may impose prior publication restraint against the press. In passing, Thornburgh observed that the day of law-enforcement misconduct as a source of media prejudice against the defendant has passed, though "new and unexpected" burdens have been imposed on prosecutors in the process.

Too Much Government Regulation -- Virginia Knauer, Special Assistant to the President for Consumer Affairs, visited the Rotary Club of Grand Rapids, Mich., to air her thoughts on regulatory reform. Traditionally, she said, business has perceived the consumer as wanting more government regulation to "solve every problem," while believing itself in less Federal regulation. But reality is quite different: heavily regulated industries are the very ones that appear to be most comfortable with regulation, content to be protected from too much market competition. Knauer urged business leaders nationwide to support the President's reform efforts -- and recognize that to reduce the burdens of regulation, businesses will have to give up some of the protections they have enjoyed in order to achieve real reforms.

Energy Development -- Secretary of the Interior Thomas Kleppe, speaking to the American Mining Congress Coal Show in Detroit, reviewed his agency's forthcoming plans for coal leasing and reclamation regulations. Kleppe went out of his way to assure listeners that the new policies will seek a consensus from industry, environmentalists, conservationists and Western Governors. "It will be far easier to reclaim the environment as we remove coal from the surface," Kleppe said, in a view widely shared in the Ford Administration, "than to reclaim our independence from foreign oil a decade from now."

The Importance of Trade -- Secretary of Commerce Elliot Richardson told the Third International Trade Conference of the Southwest, Dallas, Tex., that filling the "job gap" is the No. 1 domestic priority in America today. Richardson admitted that the traditional Keynesian solution for unemployment -- Federal pump priming -- has not worked in the present inflationary economy. The problem is supply shortages, not a lack of demand -- a problem which has spilled over into price, profit and job squeezes. If things are to be righted, "we must recognize the political and economic interests -- and muscle -- of the Third World." One way to do this is to expand export opportunities of the developing nations; Richardson described how the Administration is moving forward on this front.



From the Chairman *A Message of Importance*

Dear Colleagues and Candidates:

The Republican Candidates' Workshop of 1976 is now history. I think I might characterize it with three E's. It was: Exciting, Exhausting, but (according to those attending the June 24 evaluation) Excellent.

To the 119 candidates from 32 States and the District of Columbia who attended, many with spouses, our thanks for coming. We have great expectations for your campaigns.

To those who couldn't, I want to say we missed you and we will, of course, look forward to continuing our working relationship with you in the four months remaining before Election Day.

To Rep. John Rousselot, who chaired the event and gave so generously of his time, and to the House incumbents who served on panels, our special thanks. And to the staffs from the NRCC, RNC and elsewhere, a hearty Well Done!

Sincerely,



Guy Vander Jagt, M. C.
Chairman

CAMPAIGN MANAGEMENT COLLEGE SERIES GRADUATED 255

All over the United States, campaigns of Republicans for the U. S. House this year have had the benefit of political expertise such as never before offered on a wide scale. The expertise comes from graduates of the Campaign Management College operated in Washington, D. C., as a joint venture between the National Republican Congressional Committee and the Republican National Committee.

Between February 1 and June 18, 15 of the one-week courses were conducted. They graduated 255 men and women. More than half were designated campaign managers, and virtually all of them are now running GOP campaigns leading up to November 2.

Included in this total were personnel involved in about two-thirds of the key 1976 races. Of the 255 graduates, more than 100 are now involved in House campaigns. Incumbent House Republicans seeking reelection sent about 29 campaign staffers to the college.

"This was one of the most successful schools ever run by an American political party," declared Steve Stockmeyer, Executive Director of the NRCC. "It is almost certain to be repeated in 1978."

The CMC started out as a project of the RNC, headed up by Joe Gaylord, RNC Director of Special Projects who became the college's Director. The NRCC joined the venture before the first classes were held. The two organizations jointly funded and staffed it. The 22 faculty members came from staffs of the NRCC, RNC, incumbents' offices and consultants; it included one member of Congress -- Rep. John Rousselot of California.

Before graduating, every student had to design a campaign judged by the faculty to be a winning one.

A typical week's course included about 90 hours of planning and class work per student.

Each college included in the curriculum:

Campaign strategy and tactics, polling, budget and control, fund raising, direct mail, communications (including radio, TV, ad agency use, speech writing), volunteers, scheduling, research, and PERT-charting (periodic evaluation and review technique).

Operation of the CMC -- held exclusively for campaign managers and campaign staff -- was the reason why this year a later event, the Republican Candidates' Workshop, was limited to candidates and their spouses.

USING TRANSFER TYPE TO BUILD HEADLINES --

In the preparation of newsletters and other printed materials or charts, the setting of type can be one of the most expensive processes. Many offices cut this expense by using attractive typefaces available on ball elements for IBM typewriters. However, none of these elements has a face that is really usable for headlines. To eliminate that typesetting expense and gain a wider variety of faces than is available at many typography houses, it is a simple and convenient task to use transfer lettering. Prestype and Letraset are the two most widely used brands, and the latter is preferred by many since you simply rub the letters onto your paper whereas, with Prestype, each letter must be cut from its sheet before applying.

Many different graphic-arts stores carry transfer lettering. In Washington, Federal Supply Company at 1108 K Street, N. W., and Muth's, at their new store at 20th and M Streets, N. W., are two stores with a wide variety.



1. Remove the blue protective backing sheet and align the letter using the Spacematic system.

Seat the letter prior to transfer. To do this—press the letter onto the work surface with your finger.

2. To transfer—use a medium point ball point pen.

Use light up and down strokes of the pen to transfer. The letter does not have to turn completely gray nor do the strokes have to be extremely close together

IMPORTANT:

Do not let the sheet move during this operation and do not rub so hard the plastic sheet bulges.

3. Tack down the top edges of the letter with strokes of the pen. (If the letter was standing upright and it snowed on the letter—tack down where the snow would remain.)

4. Anchor the sheet below the letter with your finger and peel away from the top.

Cover the completed word with the blue backing sheet and burnish down hard with your thumbnail.

Large Letters It is important to press large letters firmly into contact with the art surface before transferring them.

Use a broad ended stylus (e.g. the cap of a ballpoint pen) and first shade widely over the letter then repeat using normal shading, paying particular attention to the edges of the character.

A Speech to Make? These May Help

(Texts available -- call 5-1800.)

"Can Republicans Ever Control The House?" -- House Republican Leader John J. Rhodes addressed this crucial question before a gathering of the Grocery Manufacturers in Greenbrier, W. Va. Rhodes answered in the affirmative, declaring that in fact the job could be done this year, and why. "The greatest challenge for Republicans this year," he mused, "will be to educate the public on how government operates -- and who is gumming up the works." Rhodes reiterated this theme in "Let's Spread Unemployment Among Democrats in Congress," a speech delivered to the Republican National Committee. Democrats have chosen the jobs issue as their propoganda base for the upcoming campaigns. Fine, said Rhodes; this is an area where the GOP can puncture their balloon -- by vigorously supporting the free enterprise concept. But "our efforts will come to naught if we allow our party to get caught up in factional disputes," he warned. "Once we get into the nitty-gritty of the campaign, we must move together in lock-step, unite in purpose, mesh gears and work as whole-hearted Republicans."

"America, The Great Food Machine" -- Secretary of Agriculture Earl Butz took a strong stand against critics of food additives in this speech to the Institute of Food Technologists. Rising affluence and rapidly increasing populations are soon going to put the heaviest strain on man's ability to feed himself that our race has ever known. Increasing food supplies will have to be found in technology, Butz reminded, which inevitably means the increased use of chemicals on the farm and new feed manufacturing processes -- antibiotics, growth regulators, and hormones. "Innovation," he urged, "must not be hampered on this front."

"The Role of Business in Our Society" -- Secretary of Commerce Elliot Richardson, speaking to the Economic Club of New York, put it in simple terms: the businessman fulfills the fundamental public purpose of business by participating in the creation of wealth. The great debate today revolves around the uses of our wealth. We face, said Richardson, an "impossible number" of demands on public uses of the Nation's wealth. Praising businessmen for serving a wide range of public purposes, the Secretary offered his recommendation for meeting these demands less expensively -- enact the President's Agenda for Government Reform Act. This is a four-point, phased program.

"Crime: An Invitation to Leadership" -- U. S. Attorney General Edward Levi, in an address to the National Association of Attorneys General, reviewed growing Federal involvement in law enforcement. Most Federal programs, he said, are aimed at supporting, rather than supplanting, State and local initiative. Levi called for improved criminal justice information systems and resolution of this development with the conflicting right to privacy. Levi discussed the reasons the FBI now proposes to terminate its computerized criminal history program, and concluded with a call to speed up responsive legislation.

"Changes and Choices at the United Nations" -- Assistant Secretary of State Samuel Lewis, before the General Federation of Women's Clubs in Philadelphia, analyzed the changes in the problems confronting the United Nations, and the changing role demanded of the United States. Lewis' fundamental point is that if there ceased to be a United Nations, the world would shortly find it essential to create a new world organization. Although we cannot abandon the U. N., we can work to improve the effectiveness of the present system; he elaborated on the steps being taken to enhance prospects for successful diplomacy.

Political Punchlines

Humor to Spice Up Your Speeches

The Democrat office seeker was orating to the audience. "I want land reform, I want tax reform, I want housing reform, I want educational reform, I want . . ."

"And," said a bored voice in the crowd, "chloroform."

A Democrat politician is a man who divides his time between running for office and running for cover.

"Father," said the small boy, "What is a Democrat demagogue?"

"A Democrat demagogue, my son, is a man who can rock the boat himself and persuade all the voters that there's a terrible storm at sea."

Democrat Candidates

They claim we need this,
And say, "I'll do that."
But most of the time,
They just talk through their hat.
When we hear them speak,
One's inclined to remark,
Their political timber,
Must be mostly BARK!

I heard that Diogenes showed up at the Democratic Convention. Before he could get away, somebody swiped his lantern.

Democrat political speeches should be required to carry the label: "May be harmful if swallowed."

The Democrat politician's promises of yesterday are the taxes of today.

A Democrat out for a walk came upon a group of boys gathered around a small puppy dog. "What are you doing with the dog?" asked the Democrat. "Whoever tells the biggest lie gets to keep the dog," answered one of the little boys. "My, my," said the Democrat. "When I was a little boy, I never told a lie." There was a moment of silence then: "Here, mister," said one of the boys. "You get the dog."

A Democrat was giving a speech and said, "I'm a self-made man." A guy in the crowd shouted out, "That, Sir, relieved the good Lord of a terrific responsibility."

Election Law Report

By Jan Baran
Legal Counsel, NRCC

ANALYSIS: CAMPAIGN VOLUNTEERS

"Who's a volunteer and what must be reported?"

One of the few ameliorating aspects of the Federal election law is in the area of volunteers and voluntary services. In an attempt to encourage participatory politics, Congress exempted from the definition of contribution "the value of services provided without compensation by individuals who volunteer a portion or all of their time on behalf of a candidate or political committee." 1 / The primary requirement for falling within this exemption is that the volunteer is not receiving any remuneration for his or her services. This would preclude payments from either the candidate, the committee or any third person.

The most common example of exempt volunteer services would be envelope-stuffers and telephone and door-to-door canvassers. However, a candidate could take far greater advantage of this exemption by utilizing supporters who can provide services that may have even more intrinsic value. This type of individual is normally someone who can offer professional services which are expensive in the open market. Illustrations would be a lawyer or accountant who is willing to work for a candidate in his or her spare time. (Legal or accounting services performed during regular office hours may also be exempt from contribution limits in most cases, but, unlike voluntary services, would have to be reported.)

2 / Another successful method has been "benefit concerts" where professional entertainers would perform without charge to the candidate in order to raise campaign funds through ticket sales. This fundraising technique has been used extensively by both Presidential and Congressional candidates. Even though the artist would normally receive a substantial fee for such services, the absence of a fee makes the performance a voluntary service and therefore not a contribution to the candidate. Similar fundraising events have been conducted in the form of "benefit tennis matches" whereby professional tennis players volunteered to play without charge before a paying audience of contributors.

Once it is established that the individual is a volunteer, there are a number of expenses that he or she may incur and pay without having to report these disbursements as contributions to the candidate. The Federal Election Campaign Act permits a volunteer to accumulate up to \$500 per election in unreimbursed travel expenses which would be exempt from both the contribution limits and any reporting requirements. 3 / Consequently, a volunteer could spend up to \$500 per election in gasoline, rooms and meals while traveling around the district on behalf of the candidate. If the volunteer spends over \$500 for these purposes, then the excess will be treated as a contribution and must be reported accordingly.

1 / 2 U.S.C. 431(e)(5)(A)

2 / 2 U.S.C. 431(e)(4) and (f)(4)(J)

3 / 2 U.S.C. 431(3)(5)(D) and (f)(4)(E)



RECENT DEVELOPMENTS: PROPOSED FEC REGULATIONS

The Federal Election Commission is extensively revising its proposed regulations which were first published in the Federal Register on May 26. Whereas it was originally forecast that the final versions would be submitted to Congress before July 1, it now appears that the regulations will not reach Capitol Hill until after July 19. Hopefully, Congressional staffers who are assigned to follow FEC actions will fruitfully use this extension to further study the proposals.

Correct Phone Numbers for NRCC Divisions . . .

Many calls to divisions of the NRCC 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.)

Office Needing a Press Secretary?

Public Relations of the NRCC has on file the resumé's of many men and women qualified to be press secretaries to Congressional offices. If you would like to look at them, come to Room 512 HOB Annex and see Gracia Cross or Kathy Murray. It is not necessary to call ahead.

