

THE PRESIDENT HAS SEEN...

The President Ford Committee

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September 24, 1975

MEMORANDUM FOR THE PRESIDENT

FROM: BO CALLAWAY

SUBJECT: WEEKLY REPORT # 11, Week Ending September 20.

ORGANIZATION - Fred Slight has joined the staff as an assistant to Lee Nunn, assigned at present to work with Ed DeBolt on completing the second, and more detailed, draft of the campaign plan.

Stu Spencer has agreed to work out of the Washington office for 4 to 6 weeks, concentrating on the New Hampshire and Florida organizations.

Dick Herman declined our request to serve as mid-West Chairman for personal reasons, but will continue to help from an advisory standpoint as much as possible.

A meeting is scheduled for Wednesday, October 1, with Clif White, Stu Spencer, Brad Hays and Lee Nunn to determine who are the best people for regional coordinators (paid staff) and regional Chairmen (Volunteer). For these positions, we want professional, highly experienced individuals with national or statewide campaign experience who, in turn, will direct the management teams or field representatives. **Any suggestions you have will be appreciated.

STATE COMMITTEES

NEW HAMPSHIRE - The primary date will probably be set on February 24 in order to remain the first primary in the Nation. Initial soundings indicate that an impressive volunteer field organization can be put together. Congressman Jim Cleveland is universally considered the best person for PFC Chairman, with Norris Cotton as Honorary Chairman.

Former Governor Hugh Gregg indicated that he would accept the Chairmanship with the veiled threat that he would support Reagan if not given the job. After further checks, it was the consensus that Gregg is very "scarred" in the State, and his support for Reagan could even help us.

I have met with Jim Cleveland, who is to let us know.

ARKANSAS - Brad Hays spent 2 days meeting with the State Chairman, Lynn Lowe, and other Republican leaders. He found widespread support for you and a great deal of enthusiasm for setting up a PFC organization. Lynn is working with the National Committeeman and woman, State Finance Chairman and John Paul Hammerschmidt for Committee recommendations, which will probably consist of Co-Chairmen and a Steering Committee of 10 to 15 people. They hope to make an announcement within the next 10 days.

MICHIGAN - Jack Stiles, along with two other staff members, attended the State Central Committee meeting in Mackinac Island last weekend. Needless to say, it is "Ford Country." Jack is preparing a detailed report for you, which will be submitted shortly.

OKLAHOMA - Reagan support is strong, but does not preclude a solid PFC organization. The National Committeeman and woman have endorsed Reagan, but Paula Unruh, the State Chairman, privately told me she would help us in every way possible. Paula, however, is not the most effective Chairman and needs strong guidance but even her indirect support will be an asset.

Brad Hays spent 3 days in the State prior to your visit and feels we can at least split (18/18) the delegation. He is recommending a Chairman from Enid, Doug McKeever, supported by Co-Chairmen from Tulsa and Oklahoma City. Also a Steering Committee should be announced with a good conservative/moderate balance. I will be going to Tulsa and Oklahoma City on Sunday and Monday (9/28-29).

**Dewey Bartlett and Henry Bellmon have not yet committed and need special attention. It would obviously be an asset to have them on the Committee when announced. Henry, in particular, is the type who will really get to work, once he is committed. He apparently feels that he has been slighted by the White House and is still angry over the Ag bill veto. A phone call would be appropriate, depending on what conversations you may have had with them during your recent visit to Oklahoma.

LEGAL - The FEC decided that in making final decisions on matters of importance, it will require the concurrence of four of its six voting members. "Matters of importance" will include Advisory Opinions, submissions of regulations to Congress, compliance action, referrals to the Department of Justice and civil enforcement action. The practical effect of this decision is to eliminate the possibility of either a 3-1 or 3-2 vote on major matters, as well as to require bipartisanship support of any such vote.

CALIFORNIA STATE CENTRAL COMMITTEE - This was an excellent meeting and a good opportunity to meet the Party workers. During my two-day visit, I met with the County Chairmen, addressed the Executive Committee and the full Central Committee, met with Republican Assemblymen, representatives of the Women's Federation, and other Party leaders. Many feel, obviously, that they are in a bad position -- feeling loyalty to Governor Reagan but believing you're doing a good job. Private assessments of each head-to-head appearance between Sears, Nofziger, and me were that we won each time. They have problems each time the "When is he going to announce?" question is asked. During the meeting more than 400 Ford pledge cards were signed.

REAGAN STRATEGY - The main thrust behind their arguments, as evolved during the meeting, seems to be the "simplicity" of the job:

1. It's a simple matter for a President to decide not to spend more money than you take in. Republicans have been in for 7 years with no change, so it's time for a President who will make these simple decisions.
2. What is so difficult about making everyone understand that a teacher's obligation to society is greater than any other obligation, and they should not strike. (This same argument is used with other issues.)
3. Reagan will be so successful in early primaries that it will be easy for the voters to rally behind him.
4. "It's a time for greatness -- it's a time for Ronald Reagan".

Their simplicity angle is an interesting one, as it would be a normal reaction for us to explain why matters aren't so "simple", a reaction which immediately puts us on the defensive.

FINANCE - \$17,444 was raised during the week, for a total to date of \$654,075.

Nineteen Finance Chairmen are confirmed and working; six additional have been asked to serve; and, fourteen have received clearance and are being contacted.

A phone bank operation has been established to supplement state fund-raising activities. All contributions collected through this operation will be credited to the individual states.

A sample mailing to previous major contributors in California will be mailed at the end of the month.

Max Fisher has initiated an Executive Group of fund-raisers who will work nationwide on a person-to-person solicitation of large contributors.

SCHEDULE - WEEK OF SEPTEMBER 22 (Major Appointments)

Tuesday	Bob Teeter Congressman Jim Cleveland
Wednesday	State Senator Newton Steers (Maryland) Don Rumsfeld
Thursday	Lunch with Secretary Butz
Friday/ Saturday	Iowa Trip (Dinner with Governor Ray and National Committee members) Meetings in Davenport, Waterloo, Storm Lake
Sunday	Stop-over in Kansas City Meeting in Tulsa/Oklahoma City

Copy to: Don Rumsfeld
Dick Cheney

Attachment: Treasurer's Report,
Week ending September 19, 1975

THE PRESIDENT FORD COMMITTEE

WEEKLY TREASURER'S REPORT
WEEK ENDING: September 19, 1975

	Beginning Totals	This Week	Totals to Date	Budgeted
CONTRIBUTIONS:				
Individual -				
Identified	\$522,165.60	\$ 12,043.75	\$534,209.35	
Suspense	\$114,465.50	\$ 5,401	\$119,866.50	
Total	\$636,631.10	\$ 17,444.75	\$654,075.85	
Committees, Reg. -				
Identified	\$ 10,250.00	- 0 -	\$ 10,250.00	
Suspense	\$ 1,000.00	- 0 -	\$ 1,000.00	
Total	\$ 11,250.00	- 0 -	\$ 11,250.00	
Total Contributions	\$647,881.10	\$ 17,444.75	\$665,325.85	
	- 0 -	\$ 479.17	\$ 479.17	
Interest Income	\$647,881.10	\$ 17,923.92	\$665,805.02	
Total Receipts				

MATCHING FUNDS (MEMO ACCOUNT)

Qualifiable -			
States Qualifiable			21
Funds Qualifiable			\$301,541.00

DISBURSEMENTS:

Fund Raising	\$ 73,564.90	\$ 16,963.98	\$ 90,528.88
Non-Fund Raising	\$ 87,114.60	\$ 16,919.84	\$104,034.44
Refundable Deposits	\$ 4,400.00	- 0 -	\$ 4,400.00
Contribution Returns	\$ 5,251.00	- 0 -	\$ 5,251.00
Advances to State Chairmen	\$ 8,000.00	\$ 200.00	\$ 8,200.00
Total Disbursements	\$178,330.50	\$ 34,083.82	\$212,414.32

FUNDS BALANCE:

Cash in Bank		\$250,197.43
Petty Cash		\$ 322.94
Certificate of Deposit		\$100,479.17
Securities in process of sale		\$ 2,391.25
Total Funds Balance		\$453,390.79

STATISTICS:

Total Number of Contributors as of Sept. 19, 1975	1,297
Average amount of Contribution to date	\$ 512.97
Cost of Fund Raising to date - percent of contribution	13%

SUMMARY OF CONTRIBUTIONS AND EXPENSES
AS OF SEPTEMBER 19, 1975

FUND RAISING EXPENSES
IN THE STATES

	<u>CONTRIBUTIONS</u>			FUND RAISING EXPENSES IN THE STATES	
	QUOTA	RECEIVED	% OF QUOTA	AMOUNT	% OF CONTRIBUTIONS RECEIVED
ALABAMA	\$ 75,000	\$ 19,200	25.6 %		
ALASKA	20,000	2,000	10.0		
ARIZONA	140,000	8,305	5.9		
ARKANSAS	50,000	-	-		
CALIFORNIA	1,795,000	109,939.50	6.1		
COLORADO	150,000	8,810	5.9		
CONNECTICUT	300,000	19,515	6.5		
DELAWARE	100,000	3,600	3.6		
DISTRICT OF COL.	300,000	23,936	7.9		
FLORIDA	450,000	20,325	4.5		
GEORGIA	150,000	22,075	14.7		
HAWAII	45,000	20	-		
IDAHO	35,000	1,000	2.9		
ILLINOIS	950,000	48,636.50	5.1		
INDIANA	275,000	7,261.75	2.7		
IOWA	150,000	260	0.2		
KANSAS	135,000	16,355	12.1		
KENTUCKY	100,000	7,525	7.5		
LOUISIANA	75,000	3,200	4.3		
MAINE	45,000	200	0.4		
MARYLAND	225,000	14,702	6.5		
MASSACHUSETTS	325,000	10,635	3.3		
MICHIGAN	550,000	39,590	7.2		
MINNESOTA	275,000	14,226	5.2		
MISSISSIPPI	40,000	10	-		
MISSOURI	250,000	6,125	2.4		
MONTANA	40,000	500	1.2		
NEBRASKA	85,000	2,000	2.4		
NEVADA	25,000	3,800	15.2		
NEW HAMPSHIRE	40,000	-	-		
NEW JERSEY	350,000	9,728.33	2.8		
NEW MEXICO	50,000	2,010	4.0		
NEW YORK	1,650,000	69,228.50	4.2		

SUMMARY OF CONTRIBUTIONS AND EXPENSES
AS OF SEPTEMBER 19, 1975
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	CONTRIBUTIONS			FUND RAISING EXPENSES IN THE STATES	
	QUOTA	RECEIVED	% OF QUOTA	AMOUNT	% OF CONTRIBUTIONS RECEIVED
NORTH CAROLINA	\$ 125,000	5,330	4.2%		
NORTH DAKOTA	30,000	100	0.3		
OHIO	650,000	28,450	4.4		
OKLAHOMA	120,000	5,600	4.7		
OREGON	90,000	5,525	6.1		
PENNSYLVANIA	700,000	30,040.27	4.3		
RHODE ISLAND	50,000	1,025	2.0		
SOUTH CAROLINA	75,000	1,010	1.3		
SOUTH DAKOTA	30,000	-	-		
TENNESSEE	175,000	16,715	9.5		
TEXAS	650,000	30,325	4.6		
UTAH	35,000	-	-		
VERMONT	25,000	-	-		
VIRGINIA	250,000	17,335	6.9		
WASHINGTON	175,000	3,000	1.7		
WEST VIRGINIA	40,000	-	-		
WISCONSIN	225,000	12,400	5.5		
WYOMING	30,000	-	-		
TERRITORIES		-	-		
UNIDENTIFIED		8,501			
TOTALS	12,720,000	660,074.85	5.2%	<u>1/</u>	<u>1/</u>

1/ No significant fund-raising expenditures have been made in the States. These columns will be completed for subsequent reports as expenditures are made.

TREASURER'S OFFICE

September 19, 1975