

The original documents are located in Box 85, folder “Calhoun, John” of the William J. Baroody Papers at the Gerald R. Ford Presidential Library.

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CARLETON S. FINKBEINER, JR.
DIRECTOR OF PERSONNEL

Friday, October 24, 1975

Mr. William Baroody, Jr.
Assistant to the President
for Public Liason
The White House
Washington, D.C.

Dear Mr. Baroody:

This is to convey my support of the work of John Calhoun as he has related to people in Northwestern Ohio since going to work for the President of the United States.

I met John this past January when he was invited to Toledo to speak before a Negro women's organization. As the 1974 Republican candidate for the 9th. district seat in the House of Representatives, I was introduced to John following his remarks. Immediately we became fast friends.

Since that time, I have observed how easily John is able to relate to grass-roots people here in the 9th. district. Many of those who listened to John that January evening, have since visited with him in Washington. Others have had occasion to call upon him for direct assistance, and he has responded quickly. The rapport between Mr. Calhoun and many of the citizens here in Northwestern Ohio is excellent.

I am particularly grateful, as I hope to be the Republican Congressional candidate again in 1976. Our '74 election effort was very close, yet I did poorly in the black neighborhoods. With men like John Calhoun representing a Republican administration, I believe I can attract greater numbers of Negro voters in 1976. I am confident John will assist President Ford tremendously across the country, if his rapport is as I believe it to be with people everywhere he has been in behalf of the Administration.

You have an excellent man in John Calhoun, Mr. Baroody. I commend you for your selection of Presidential aides.



Friday, October 24, 1975

Mr. William Baroody, Jr.

If I can be of assistance to you in any further way, please do not hesitate to be in touch with me at either of the phone numbers listed. I would be pleased to help in anyway.

I have forwarded to Mr. Rumsfeld, an earlier letter, expressing my highest respect for the work John Calhoun is doing for the Ford Administration in communities such as Toledo, Ohio.

Respectfully and sincerely,

Carlton S. Finkbeiner

Carlton S. Finkbeiner



MEMORANDUM

THE WHITE HOUSE
WASHINGTON

January 6, 1976

MEMORANDUM FOR: WILLIAM J. BAROODY, JR.
FROM: JOHN CALHOUN *JC.*
SUBJECT: Black Appointments

It is a disservice to the President to send a U.S. delegation of "Unknowns" on the international scene to the Inauguration of the President of Liberia, one of our closest allies in Africa.

In view of the current problems on the Continent of Africa, coupled with active bids by the U.S.S.R., Cuba and the People's Republic of China for influence with these developing countries, it would appear that the U.S. must seize every opportunity to visibly demonstrate support, concern and friendship to those African nations who share our love for Democracy.

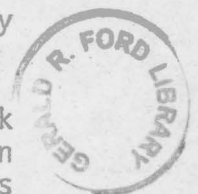
African states now comprise more than one-third of the membership at the United Nations. One must assume that the heads of most of these nations would either attend the inauguration themselves or have top level representation. In sending less than top level representation, it is possible that we may be viewed as insensitive and this could increase our difficulties at the U.N.

President Ford said in his April 10th State of the World message that, "Africans must know that America is a true and concerned friend, reliable in word as well as in deed."

The Administration could be subjected to severe criticism for waiting until the day before departure to attempt to invite such persons as Dr. Leon Sullivan, founder of OIC, and John H. Johnson, publisher of Ebony - Jet magazines, since this could be interpreted to show lack of concern. Their declining the appointment can be understood, especially since the offer came during the holiday season.

Mr. Asa T. Spaulding, while a good Republican and successful black executive, is not a national figure and is definitely not recognized on the international scene. As an African diplomat said to me, "What does your country seriously think about us in sending this delegation?"

There are no pluses to be gained in sending Margaret Bush Wilson, an outspoken Democratic activist against the Administration, as a member of the U.S. delegation. Mrs. Wilson assumed her present low visibility post



as Chairman of the Board of the NAACP less than a year ago.

The third member of the delegation, a white minister from Atlanta, is unknown to me.

I was excluded from input on other recent appointments of blacks which have generated public criticism, such as that of Pearl Bailey to the U.N. Properly orchestrated, Miss Bailey's appointment could have been reported as a positive move.

It is essential during 1976 that special assistants charged with maintaining liaison with minorities, ethnics, women, etc. be included in the nominating process for Presidential Appointees, and not advised after the fact.



THE WHITE HOUSE
WASHINGTON

DATE: Feb. 9, 1976
TO: BILL BAROODY
FROM: JIM CAVANAUGH
SUBJ: Q&A FOR JIM SHUMAN
FYI _____
ACTION x

Please send this to
Jim Shuman by 2 p.m.
today if possible.

*Mr. B -
Due to deadline, I sent
over to John Coltrane -
L*



Q. Black political and civil rights leaders, according to an article in the New York Times, Sunday, are concerned-some to the point of bitterness - that black issues have been relegated to the background in the current Presidential campaign. Why have you not spoken out more for Blacks?



THE WHITE HOUSE
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Bill Brady

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ADMINISTRATIVELY CONFIDENTIAL

THE WHITE HOUSE

WASHINGTON

March 12, 1976

K

MEMORANDUM FOR: WILLIAM J. BAROODY, JR.
FROM: JOHN CALHOUN *JC*
SUBJECT: A Review of Media Coverage of
Consumer Plan Conferences

It is apparent after reviewing the final tally of sample articles that over half of the articles contain negative tones. Less than a fourth of the articles portray positive tones, with the rest being basically neutral.

The reasoning of negative tones within the articles varies. In many cases it can be seen as one sided reporting which lacks the input of Administration comment on negative statements. A common example can be seen in Virginia Knauer's change in attitude toward the proposed consumer protection agency. Many papers commented on Knauer's shift in support, some merely stated the fact, implying that she was playing follow the leader with Ford rather than standing by her own belief. It seems obvious that the articles containing a quote from Knauer concerning an explanation were of a more positive nature than those which left her change in attitude up to the imagination of the reader.

This basic lack of Administration explanation could be seen as a deciding factor in many of the negative articles. This was found apparent in the articles concerning the consumer conferences. A large amount of the articles dwelled on the consumer advocates calling the conference a window dressing



as well as an attempt to cushion the blow of Ford's expected veto of the consumer agency. Several articles that contained a more positive tone were likely to back up a consumer quote with a relevant quote from either Knauer, Baroody, or some Administration spokesman. This element was able to give as essential balance to the articles that I believed favored the Administration due to their more informative explanations compared to the somewhat cynical and sarcastic comments of consumer groups.

I found the articles which were positive in nature to be the result of a type of feature article format. There were several articles of this nature with Knauer as the central character. Such articles allow the everyday reader to find an element that he can believe in and relate to in the individual rather than distrusting him as merely a spokesman carrying out the requests of the Administration. This basic type of feature format also allows for explanation of Administration policies and gives the central figure the opportunity to speak back to charges that have been made against them.

The majority of the neutral articles critiqued seemed to be the result of press releases, many being merely announcements. These articles, although merely informative and at times before the fact, could not be seen as either positive or negative in tones.

In order to present a more positive Administration tone in the articles, there must be more Administration input. At times this can be the job of the newspaper man who neglects to add quotes that would create a better balance to his article. This was apparent in many AP and UPI articles that would neglect to carry an essential paragraph of justification on the part of the Administration. Other papers carrying the same UPI or AP article would include such a paragraph and in turn create a more positive Administration tone to the article. Feature type articles such as those mentioned previously are an excellent way to accomplish Administration input and to deal with the imbalance found in articles.



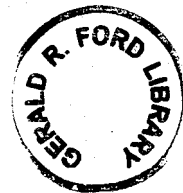
CONTENTS

- 1) Tally of articles
- 2) Negative highlights
- 3) Positive highlights
- 4) Reviews of the 48 articles

TOTAL TALLY OF ARTICLES

NEGATIVE IN TONE----- 38
POSITIVE IN TONE----- 19
NEITHER NEGATIVE OR POSITIVE----- 13
PRESS RELEASE NATURE----- 6

TOTAL NUMBER OF ARTICLES TALLIED 76



Negative Points in Consumer Articles

- 1) Conferences were labled a "window dressing" cushion to soften the blow of Ford's expected veto of the consumer protection agency.
- 2) Several articles carried consumer quotes questioning the cost of Ford's proposal for inhouse consumer offices as well as the cost of the nine conferences. They stated that the consumer protection agency would save money.
- 3) Several articles were critical of Virginia Knauer and her change in attitude over the last eighteen months toward the consumer protection agency. There were implications that Knauer had compromised her beliefs and deserted the consumer.
- 4) In reviewing the consumer conferences the media portrayed an extremely skeptical audience. They cited hostility at the conferences and backed them up with negative quotes from outraged consumers.
- 5) The question was often brought up as to how an agency could effectively monitor itself on consumer affairs. In order to be effective it is suggested that there must be an independent agency that has some sort of legal power over other agencies.
- 6) Several articles voiced disapproval at the proposals already suggested by several of the agencies. The articles did not forsee the proposals as being effective.



7) There were several articles concerning Joan Braden and her new appointment. The articles questioned the need for such a post they feel was created for Braden. They also questioned her abilities and the channels she went through to get the job. References are made to her connections with the Rockefellers and Kissingers as well as her reputation as a socialite.

8) Probably the most damaging element in these articles are the negative quotes attributed to well-known figures such as Nader, Carol Foreman, Charles Percy or perhaps an unidentified Administration official. Such quotes are present in the majority of the articles.

Total number of articles reviewed----- 48

Articles carrying negative tones----- 27

Articles carrying positive tones----- 5

Articles balanced in positive and negative tones----- 11

Articles of a press release nature----- 5

Total articles 48

Those articles which were versions of the same AP report----- 16

Versions of AP with negative tones----- 9

Versions of AP with positive tones----- 0

Versions of AP with balanced tones----- 7

Those articles which were versions of the same UPI report----- 3

Versions of UPI with negative tones----- 2

Versions of UPI with positive tones----- 1

THE WHITE HOUSE
WASHINGTON
June 1, 1976

K

TO: ROY HUGHES

FROM: WILLIAM J. BAROODY, JR.

Roy:

Per our discussion, this is a partial accounting of Calhoun's travels.



THE WHITE HOUSE

WASHINGTON

May 27, 1976

A

MEMORANDUM FOR:

BILL BAROODY

FROM:

JOHN CALHOUN *JC*

In Kentucky, I attempted to motivate Blacks who were not included in the local Ford Campaign and turned off because of the lack of overt efforts to get their vote for the President (this same situation existed in all of the primary states). Major emphasis was placed on inner city areas and areas with heavy Black concentration. I used Black radio, television shows aimed at Blacks, met with local ministers, civic and community leaders, Republican businessmen and other identifiable Republicans.

I conducted strategy sessions, set up telephone banks, car pools, and helped in finding precinct workers.

The results:

3rd Ward votes for the President --	1,272
4th Ward votes for the President --	491
5th Ward votes for the President --	385
6th Ward votes for the President --	671
7th Ward votes for the President --	410
8th Ward votes for the President --	357
9th Ward votes for the President --	136
10th Ward votes for the President --	269
11th Ward votes for the President --	218
12th Ward votes for the President --	223

City of Louisville votes for the President -- 6,586
County votes for the President -- 14,900

In the State of Michigan, I found a great deal of ambivalence among Black Republicans who felt that they were being ignored by the PFC. I conducted motivative sessions and strategy sessions with the 1st and 13th District Executive Committees. I met with identifiable Black Republicans throughout Wayne County; obtained the endorsement of the head of the State Black Medical Association and a large number of ministers and professional men of stature. Also, I coordinated



activities for the visit by Secretary Coleman, which included a meeting with the top white executives in Detroit (Chairman of the Board, General Motors Corp.; Chairman of the Board, Chrysler Corp.; and chairmen of the boards of major financial and industrial institutions). I arranged press conferences for the Secretary, met with the 100 top Black executives in the city, and spoke to Black ministers groups at a breakfast session. In addition, I appeared on Black radio stations; held television news interviews; taped several 30-minute shows for radio and television; appeared on several television shows with Black ministers; spoke to several luncheon groups in Detroit, Flint, and Saginaw; and coordinated activities for other Black Federal officials throughout the State.

A local Black businessman rented several new carry-all vans and decorated them for President Ford. He took groups of mini-skirted Black girls and music into Black neighborhoods to pass out literature to generate support for the President.

The results in Wayne County -- which is predominately Black and predominately registered Democrat:

1st District -- 5,613 votes for the President
13th District -- 4,005 votes for the President
(It should be noted that the 1st and 13th Districts
are represented by Democratic Congressmen John Conyers
and Charles Diggs.)

14th District -- 30,827 votes for the President
17th District -- 31,031 votes for the President

A more complete analysis is being prepared on all of the primary states; however, it should be noted that my efforts in Florida produced from 60% to 90% of the Black Republican vote for President Ford with less than 1% going for Reagan. In Illinois, we had the largest Black Republican voter turnout in the past 7 years with 70% to 85% of the registered Black Republicans voting for the President in Chicago and East St. Louis.

The President's victory in Kentucky was by 5,000 votes and fewer than 2,000 votes in Tennessee. Both are conservative states, and I believe Mr. Reagan would have won, had it not been for the Black vote.

