

The original documents are located in Box 19, folder “State Campaign Information - Florida” of the Richard B. Cheney Files at the Gerald R. Ford Presidential Library.

Copyright Notice

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Gerald Ford donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections. Works prepared by U.S. Government employees as part of their official duties are in the public domain. The copyrights to materials written by other individuals or organizations are presumed to remain with them. If you think any of the information displayed in the PDF is subject to a valid copyright claim, please contact the Gerald R. Ford Presidential Library.

THE WHITE HOUSE
WASHINGTON

Dick Cheney

Returned

THE PRESIDENT HAS SEEN ~~IT~~

January 26, 1976

MEMORANDUM TO: STU SPENCER
FROM: SKIP WATTS *SW*
RE: STATUS OF PRESIDENT FORD CAMPAIGN IN FLORIDA

In late September of 1975, Congressman Lou Frey was appointed Ford Chairman in Florida. This is intended as a review of the conduct of the campaign since that time.

The report concludes with an analysis and recommendations as to actions I believe necessary in order for the President to win the Florida primary on March 9th.

Frey-Juarez Strategy and Accomplishments
September thru Mid-January

It was apparently the strategy of Congressman Frey and his assistant, Oscar Juarez, to campaign throughout the state of Florida, particularly in the key media centers, to provide Frey and presumably the Ford campaign, with visibility in those major centers. From the inception of Frey's efforts, the chief vehicle for gaining visibility for the Ford campaign has been the press conference. Though Juarez and his staff have spent a great deal of time and effort scheduling Frey around the state for speaking engagements, their efforts have been to gather key Republican legislators and Congressmen into joint press conferences with Frey, endorsing President Ford.

Organizationally, though Frey has not appointed a statewide Ford committee yet, he has appointed PFC chairmen for the top twenty counties in Florida. The Ford management team has opened storefront headquarters in 17 counties but the operation of those headquarters and organizations has not been constant. I will discuss the success of the Frey-Juarez strategy at the conclusion of this analysis. It should be pointed out that prior to the first part of December there was minimal effort taken to broaden the Ford campaign beyond the Frey "organization" statewide and in the top counties. In fact, the reverse was true.

Sensing a lack of penetration, we first met with Frey and Juarez on November 21st. The meeting was highlighted by our insistence that Frey broaden the base of his campaign to include the great number of



individuals associated with past statewide candidates and office-holders: Cramer, Gurney, Kirk, Eckerd, Jerry Thomas, et al. We also indicated that there was a perception among Republicans in Florida and the press that the campaign was a Frey-for-Governor campaign; i.e., much visibility for Frey, with little organizational penetration to the precinct level.

It was therefore our strategy, agreed to by them, that at this late date in November we would begin building a broad-base effort to contact Republican households in the key counties.

PFC National Strategy

As you know about 1/3 of Florida's registered Republicans live in two counties, Pinellas, on the West Coast (16%), and Broward, on the East Coast (15%). The addition of two other counties, Dade with 11% and Palm Beach with 8%, makes a total of registered Republicans 50% in four of Florida's 67 counties. A total of 70% of the Republicans in Florida live in the top 9 counties, leaving 35% of the Republicans scattered across the other 56 counties of the state (Attachment). These 9 counties have therefore been given top priority for coverage:

Top Nine Counties

Pineallas	16%	175,210
Broward	15%	153,058
Dade	11%	123,017
Palm Beach	8%	87,575
Orange	5%	56,224
Sarasota	4%	46,444
Hillsborough	4%	42,495
Brevard	4%	42,118
Duval	3%	32,874
	<u>70%</u>	

In order to penetrate to as many Republican households as possible, we have established the telephone campaign strategy which in itself will only cover about half of the Republican households, given the amount of time remaining. The balance, some 300,000 Republican households, will have to be done by door-to-door volunteer precinct walkers. And, with delegates elected by congressional district (except for 5 at-large), we must not ignore smaller counties that may "swing" a congressional district our way.

In terms of the public impact it is our strategy to implement a full schedule for high level Republican advocates to campaign in the state, in addition to the two major Presidential visits.

We have hired a press director for the Florida campaign to implement Peter Kaye's free media program.

We have hired a special projects man, Jack Insko, a former Cramer associate and Pasco County committeeman, to help Martin line up



legislators and others for press coverage. Insko handles other projects on a selective basis. He is currently restructuring various northern counties which heretofore have been ignored, except for Frey's appearances.

In terms of voter groups, it is quite evident that the core of the Republican strength in Florida is older people -- more than 1/3 of the Republicans are over 65 and 43% are at least 60 and nearly 70% are at least 50 years old. One of three is retired. Furthermore, among the President's "definite" supporters, according to our survey research, no less than 43% are senior citizens. In contrast, those "definite" for Reagan among older people is much less than those for President Ford. The significance of this for the Ford candidacy cannot be over-emphasized because older people will most invariably vote with much greater regularity than middle-aged and particularly younger citizens. Since our meeting on November 21st with Frey and Juarez when we indicated this was the plan, little has been done to establish a campaign directed toward senior citizens. We have consistently requested the recommendations from Juarez for a statewide senior citizen committee, possibly formed under a Vice Chairman of the PFC.

In addition, President Ford does better than the opposition in terms of the announced voting intention of females. In our research, 58% express an allegiance for the President. We have several times requested that Juarez name a woman Vice Chairman for the state effort to direct a campaign toward bringing women volunteers into our phone and precinct operations.

In terms of the press operations and the public visibility of the campaign we have consistently requested that Frey publicly discuss Reagan's record in California, his position on the \$90 billion rollback and social security, or provide someone who will -- to almost no avail.

Finally, it has been our strategy to seek volunteer help and the votes out of hard core Republican areas. Our research shows that the President enjoyed his greatest lead, not only among the elderly in general, but relatedly among hard core Republicans. This is a potential advantage because they are the most likely to vote. However, a determined effort to get out the vote of such elements has not taken place, at least until last week or so and then only in conjunction with the organization for our telephone campaign. The only possible exception is the precinct organizations in Orange and Brevard counties, Frey's congressional district, where the volunteers and materials are more available than elsewhere but still to an insufficient degree.



Analysis and Recommendations

Until very recently the cooperation from Frey and Juarez has been less than satisfactory, particularly on the key elements of the Florida campaign, the press visibility program, the phone operation, and the basic elements of the precinct organization.

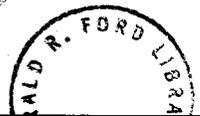
In most cases, our efforts from the very beginning have been thwarted or fought by Frey and Juarez. Frey himself will not make statements regarding the Reagan record and positions, which has led to further speculation that Frey is in this campaign for himself and not for the President. We have had to work around them for successes in the press. The attacks on the \$90 billion program by State Senator Jim Grison and others were orchestrated by Insko and Martin, our people.

In fact, there has been more press on the "woes and confusion" of the Ford campaign in Florida than on the positive aspects of the campaign. These articles were generated by friends or former associates of Frey and Juarez, such as the attack by the Dade County PFC chairman on the PFC National (Attachment C). More recently, a similar attack by Jay Starling, who Juarez wanted to put on the PFC finance payroll. Since we refused for a variety of reasons, Starling has publicly charged the campaign with confusion and discontent (Attachment C). Instead, a great deal of time seems to be spent by Juarez on state Republican party matters, such as challenging national committeeman Bill Cramer with a Frey candidate and Broward county chairman Gray Bolston with a slate of "Ford" candidates. (Herald article attached.)

In terms of our major effort with the telephone campaign we have reached a certain degree of success in the last two weeks. Because of the initial reluctance of Frey and Juarez to conduct any telephone campaign, our state leadership meeting (January 6) to organize the phone campaign was essentially a failure. Juarez had been requested by me to invite the PFC chairmen from the priority counties to attend this meeting, to be held in Miami. With one or two exceptions the only individuals in attendance were those invited directly by me or by our field man, B. Oglesby. We therefore had to spend several thousand dollars in arranging for extra meetings in Tampa to contact individuals who would cooperate with the telephone program. In addition to the cost, this failure delayed the progress of our phone campaign by about two weeks. As late as Friday, January 23, at the phone orientation session, Congressman Frey was still talking about the door-to-door campaign as if it were the chief direction the volunteers should take.

Notwithstanding this lack of cooperation and disruption, we have had two successful orientation sessions with about 150 key leaders and recruiters for the telephone centers in the priority counties. Eleven of the scheduled twelve will be operating by Wednesday, January 28. The Sarasota center was further delayed because Frey's PFC chairman still refuses to cooperate.

Monitoring the recruitment progress - center by center - each day and reporting summaries to the PFC National headquarters each day we will analyze these reports and take the appropriate action to shore up any



of those centers that have not made progress. We have arranged for five field volunteers from across the country to operate those phone centers for which there is no designated phone center chairman.

On February 7 when the group recruitment blitz concludes we will review their progress and success to determine whether these field representatives will continue in Florida. On February 9 when the voter identification telephoning begins our field staff will be in place to monitor the voter I.D. calling progress and to analyze the reports and take the appropriate action.

The point is that it should never have been necessary for us to call in these field volunteers from other parts of the country; they should be available on a local basis. Without the cooperation of Frey, Juarez group we have had to develop volunteer leads by ourselves. On the other hand, in hard core Republican areas the Reagan telephone operation has been in place and working for at least two weeks, especially in Clearwater (Pineallas County), Miami (Dade County) and Fort Lauderdale (Broward Coutny).

The door-to-door schedule is seriously slow in all counties, with possible exception of Orange and Brevard Counties (Frey's district) and Dade and Broward, where our field staff has worked full time since December.

Recommendations

To the Florida primary election, it seems to me that there is one major decision which needs to be made initially. After that the necessary steps can be implemented quickly.

It is clear that Mr. Juarez is spread too thinly. Most of his time is spent on Congressman Frey's schedule and dabbling with state committee power interplays. PFC chairmen are named by Juarez and left hanging -- little direction or instruction. The PFC must have a full time manager in Orlando that we can trust to carry out our campaign program.

Statements such as "The National should let us run our own campaign" by Frey (last Friday) indicate that our preachings have fallen on deaf ears in spite of his own inexperienced staff. Their own volunteer goals are largely unfulfilled. PFC chairmen have been changed in some counties after apparently being named.

There are a number of individuals on the payroll in Florida who I would term "excess baggage." They should be terminated to make room for a new team to operate under the manager on a regional basis. We need field coverage to back up a manager as follows:

<u>North</u>	Congressional Districts: 1, 2, 3	Field Staff (New)
<u>North-Central</u>	Congressional Districts: 4, 5, 6	Field Staff (New)
<u>West</u>	Congressional District: 7	Dwayne Schultz (New)
<u>Central</u>	Congressional Districts: 8, 9	Field Staff (New)
<u>South</u>	Congressional Districts: 10-15	B. Oglesby



There needs to be appointed immediately a person to coordinate the senior citizens, women and youth activities, currently at zero.

For instance, we have a number of Jaycees who are more than willing to help, but there has been nobody other than some local PFC Chairman, to whom we could refer these volunteers.

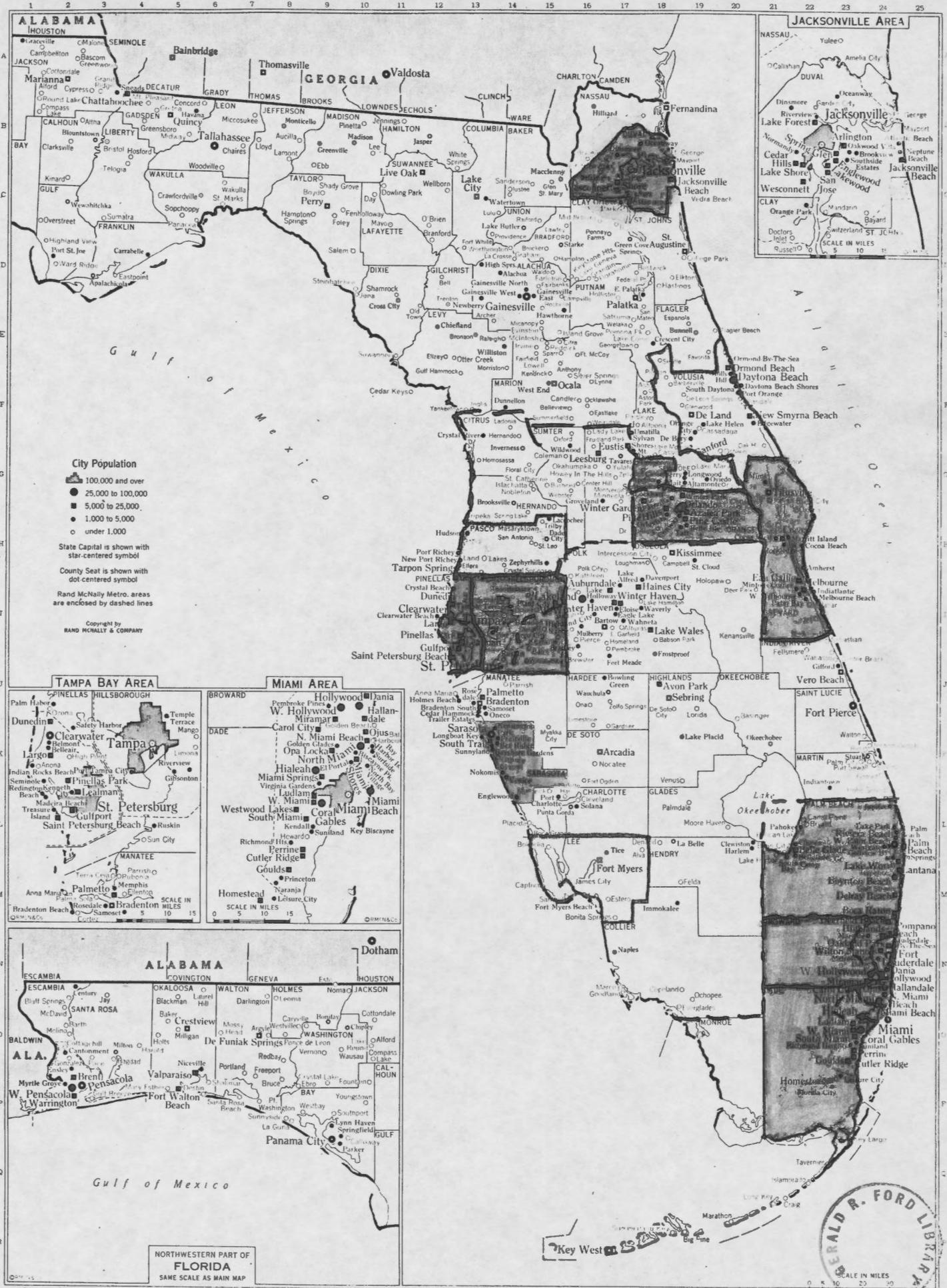
Finally, we must work county by county to insure that our organization is being structured with county chairmen, precinct chairmen and a specific schedule that will correlate with the phone plan.

With 43 days to go in this campaign, if we are not able to gear up as recommended there is no way that President Ford can win the Florida primary. There is ample evidence of large number of favorable and undecided voters who, if only asked, would help. We need to ask. We need to fully implement our campaign plan - quickly - as outlined on the attached schedule. We must end the defensive and "fait accompli" reporting. We must go forward.



STATE COUNTY-CITY MAP

FLORIDA
SIZE 8 1/2 x 11

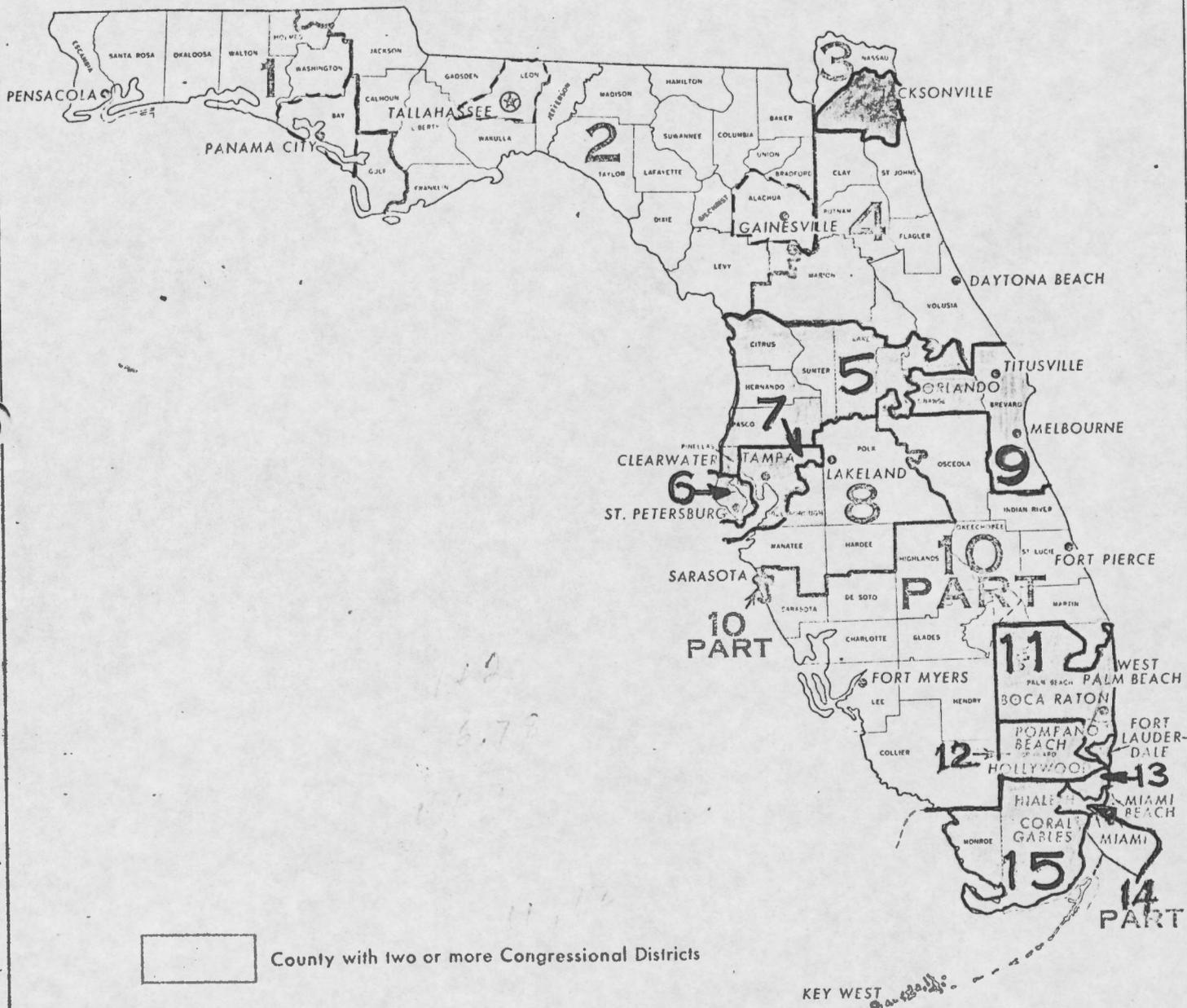


To copy or reproduce this copyrighted map, or any portion thereof, by any method, including office copying machines, for personal or company use or resale without written permission is illegal

This Map is also available with County Outlines only.

FLORIDA
 Districts Established April 26, 1972

Map of Congressional Districts, Counties, and Selected Cities
 (15 Districts)



County with two or more Congressional Districts



COUNTY	REGISTERED DEMOCRATS	REGISTERED REPUBLICANS	TOTAL REGISTERED
		<u>VOL. GOALS</u>	
Alachua	47,348	9,755	57,103
Brevard	69,532	42,118	118,044
Broward	222,748	153,058 (2)	396,792
Charlotte	12,211	11,290	24,643
Collier	11,846	11,723	24,872
Dade	481,957	123,017 (3)	640,293
Duval	191,537	32,874	230,846
Escambia	79,942	12,052	94,774
Hillsborough	176,721	42,495	228,321
Indian River	11,335	7,509	19,845
Lake	24,297	14,449	40,839
Lee	42,013	28,908	73,693
Leon	43,900	7,597	53,451
Manatee	31,862	25,167	59,378
Marion	27,684	7,064	35,843
Martin	11,936	10,393	23,739
Okaloosa	30,171	6,509	37,378
Orange	96,364	56,224	152,588
Osceola	9,908	5,815	16,255
Palm Beach	131,233	87,575	234,088
Pasco	42,669	29,855	77,135



COUNTY	REGISTERED DEMOCRATS	REGISTERED REPUBLICANS	TOTAL REGISTERED
Pinellas	178,925	175,210 (1)	370,272 (1)
Polk	85,395	23,688	110,165
Sarasota	31,381	46,444 1000	81,661
Seminole	27,337	17,340	44,677
St. Lucie	18,464	7,675	27,044
Volusia	62,075	28,696	95,472

2460



TAB C

Ford Campaign Woes Disputed

By JOHN McDERMOTT
Miami Herald Staff Writer

President Ford's Florida campaign is in trouble but can be saved, his Dade County campaign manager said Monday.

Former State Rep. John Cyril Malloy blamed "confusion and lack of direction" stemming from conflicts within the President's national campaign headquarters in Washington.

Malloy, Ford spokesman in Washington, and Oscar Juarez, state coordinator for the Florida campaign, disagreed with Malloy's assessment and expressed confidence that the campaign is "going well."

however
assessments

Juarez said there had been "some problems and delays" in getting together precinct lists, campaign literature and other materials, but that these problems had been worked out.

"I DOUBT that the Reagan forces are in as good shape," he said.

Ronald Reagan, former governor of California, is opposing Ford in the March 9 Florida preference primary in a winner-take-all race for 66 delegates to the Republican national convention at Kansas City next summer.

Malloy said things seem so confused in the Ford campaign organization "that I don't know who is running the show, who is giving the orders or making the plans."

When the Ford Florida campaign was activated in November, Malloy said there were plans for a door-to-door voter drive similar to the one conducted by U.S. Rep. Lou Frey (R., Winter Park) in Central Florida.

Frey, a friend of the President's, had been named state chairman, and he had picked Malloy for the Dade County campaign post.

But instead of getting off to a fast start — and Florida's primary is viewed as critical to both Ford and Reagan — the campaign bogged down, Malloy said.

There was no money forthcoming to open a Dade headquarters, no campaign literature made available and no bumper strips to be given to Ford backers, Malloy said.

Result

"INSTEAD, we got confusion," he said.

Malloy said he believes it was a result of high command changes at the national headquarters with Stuart Spencer, a professional campaign organizer, taking over operational direction of the campaign from Howard (Bo) Callaway, Ford's national chairman.

He said that since that change, "a professional from Spencer's office" has been working in each area, in effect taking over the running of the campaign.

Skip Watts, primary states coordinator for the Ford campaign, dis-

agreed. He said Spencer now serves under Callaway as his deputy and that Callaway still has the final say in campaign decisions.

Both Watts and Juarez took issue with Malloy that there is disunity and lack of coordination between the national and state campaign offices.

WATTS SAID he can understand that Malloy is upset over the lack of campaign literature and other tools, but he said other matters — the recruitment of volunteers — had higher priority.

Both Watts and Juarez said campaign literature has been prepared

and distribution will begin in the next few days to the various local headquarters.

Juarez said the Ford campaign will pick up momentum shortly after the first of the year when "many prominent Republicans will be coming out publicly" for the President.

He also said that the long planned door-to-door campaign — having volunteer workers make personal calls on every registered Republican in the 20 largest counties — will get underway in January. Distribution of precinct lists will begin

today

Ford Campaign Woes Disputed

By JOHN McDERMOTT
Herald Political Writer

President Ford's Florida campaign is in trouble but can be saved, his Dade County campaign manager said Monday.

Former State Rep. John Cyril Malloy blamed "confusion and lack of direction" stemming from conflicts within the President's national campaign headquarters in Washington.

A Ford spokesman in Washington, Rep. Oscar Juarez, state coordinator for the Florida campaign, however, disagreed with Malloy's assessment and expressed confidence that the campaign is "going well."

however, assessed

Juarez said there had been "some problems and delays" in getting together precinct lists, campaign literature and other materials, but that these problems had been worked out.

"I DOUBT that the Reagan forces are in as good shape," he said.

Ronald Reagan, former governor of California, is opposing Ford in the March 9 Florida preference primary in a winner-take-all race for 66 delegates to the Republican national convention at Kansas City next summer.

Malloy said things seem so confused in the Ford campaign organization "that I don't know who is running the show, who is giving the orders or making the plans."

When the Ford Florida campaign was activated in November, Malloy said there were plans for a door-to-door voter drive similar to the one conducted by U.S. Rep. Lou Frey (R., Winter Park) in Central Florida.

Frey, a friend of the President's, had been named state chairman, and he had picked Malloy for the Dade County campaign post.

But instead of getting off to a fast start — and Florida's primary is viewed as critical to both Ford and Reagan — the campaign bogged down, Malloy said.

There was no money forthcoming to open a Dade headquarters, no campaign literature made available and no bumper strips to be given to Ford backers, Malloy said.

Result

"INSTEAD, we got confusion," he said.

Malloy said he believes it was a result of high command changes at the national headquarters with Stuart Spencer, a professional campaign organizer, taking over operational direction of the campaign from Howard (Bo) Callaway, Ford's national chairman.

He said that since that change, a professional from Spencer's office has been working in each area, in effect taking over the running of the campaign.

Skip Watts, primary states coordinator for the Ford campaign, dis-

agreed. He said Spencer now serves under Callaway as his deputy and that Callaway still has the final say in campaign decisions.

Both Watts and Juarez took issue with Malloy that there is disunity and lack of coordination between the national and state campaign offices.

WATTS SAID he can understand that Malloy is upset over the lack of campaign literature and other tools, but he said other matters — the recruitment of volunteers — had higher priority.

Both Watts and Juarez said campaign literature has been prepared

and distribution will begin in the next few days to the various local headquarters.

Juarez said the Ford campaign will pick up momentum shortly after the first of the year when "many prominent Republicans will be coming out publicly" for the President.

He also said that the long planned door-to-door campaign — having volunteer workers make personal calls on every registered Republican in the 20 largest counties — will get underway in January. Distribution of precinct lists will begin

today

GOP Faction Challenges Party Leaders

By PAT SEALEY
Herald Staff Writer

In a move to take control of the local Republican party, a slate of candidates — supporters of President Gerald Ford allied to legislators elected during the GOP rise to power in the 1960's — have filed for election as precinct committeemen.

The challengers say the party needs new leadership to appeal to a broader spectrum of voters and to encourage harder work at the precinct level. One of their backers, Fort Lauderdale Mayor E. Clay Shaw, said the challenge is not a liberal versus conservative conflict because "certainly all those running for seats are very conservative Republicans."

Though County Chairman A. Gray Boylston has backed neither Ford nor Ronald

Reagan publicly, Mrs. Boylston is a member of the Reagan committee.

FORMER Circuit Court Judge C. Lavon Ward, one of those who has filed for election as a precinct committeeman, said the challenge arises from the party's need for "rejuvenation."

"It's like a team that's in last place. The first thing you do is get rid of the manager regardless of who is at fault. It's an identifiable change you can make."

Fort Lauderdale City Attorney William W. Caldwell is making a direct challenge to Boylston by opposing Boylston in his own precinct, precinct 21A in northeast Fort Lauderdale.

STATE ATTORNEY Philip Shailer also is challenging Boylston for Boylston's job on

the Republican State Committee.

Others who have filed as candidates for the county Republican committee include former state Rep. Joel Gustafson, former County Commission Chairman Robert Huebner, Ward and Mrs. Shailer.

Gustafson, Huebner and Ward have been rumored ready to challenge Boylston for the county chairman's job, but all deny it.

However, should Caldwell beat Boylston in Precinct 21A, a new chairman will have to be chosen. Gustafson's and Ward's names are the most often mentioned.

"I AM GLAD both Billy Caldwell and Phil Shailer have decided to get active in the Republican party because, ever since I have

been involved, they never have been any help. They've never come in the office nor given a single suggestion," Boylston said.

Caldwell acknowledged that he has not participated in party activity, saying "It's hard for someone like myself who hasn't come forward to help to find fault. If Gray doesn't get reelected as chairman, it'll be up to the critics to produce, as opposed to criticizing. Nobody may be to blame, but for the last six years, nothing seems to have happened to the (Broward) Republican Party. For that reason, change is good."

Most of the seekers after the committee posts said they want to see the party take a new direction.

Miami Herald

Dispute mars Ford chances in Florida

By CHARLES OSOLIN
Cox Newspapers Washington Bureau

WASHINGTON — A behind-the-scenes dispute over control and direction of President Ford's Florida campaign has dimmed his prospects in Florida's crucial March 9 primary, according to a key political aide who recently left the campaign.

The President's state and national campaign managers have been squabbling over strategy and tactics since last fall, creating "confusion and discontent," the aide, Jay Starling, said in an interview.

"They are defeating themselves," Starling charged.

In Washington, the President's top campaign managers privately confirmed that they have become unhappy with the low-key door-to-door campaign being mounted by Rep. Louis Frey Jr. of Orlando, Ford's Florida manager.

"We've had more problems in Florida than in any other state," a senior campaign aide who asked not to be quoted by name said in expressing frustration over what is happening in the state.

Frey asserted that he was in

"complete accord" over campaign strategy with Howard (Bo) Callaway, the national campaign manager. But, at the same time, Frey said that he would take no part in attacks on Ford's challenger, Ronald Reagan, even though such attacks have become an integral part of the Ford-Callaway national strategy to defeat Reagan in the early primaries.

Frey has agreed to preside at a Jan. 30 Lincoln Day dinner in Preved County at which Reagan is scheduled to be the featured speaker. That arrangement has angered Ford's national political staff, which believes that Frey has no business sitting on the dais with Reagan before a Florida audience.

In a telephone interview from his office at Southern Methodist University in Dallas, Starling said the problems stem "from a basic disagreement over who is running the campaign — the state campaign headquarters in Orlando or the national headquarters in Washington."

Starling said Frey agreed to head the Florida campaign last June with the understanding that he would be allowed to run things his own way. Frey took his \$35,000-a-year administrative assistant, Oscar Juarez, off

Dispute mars Ford campaign

Continued from Page 1A

the House payroll in November, named him executive director of the campaign, and placed him in charge of day-to-day operations.

Starling, an old college chum of Juarez who was named executive director of Frey's House Republican Research Committee about a year ago, was recruited to help set up and coordinate the fund-raising effort in Florida. He said he did the work on weekends and during several vacation trips to the state in November and December.

"But then as the Washington campaign began to develop," Starling said, "they decided they'd rather run things from up there. As a result they're driving Juarez nuts and he's driving them nuts." Starling said the Florida cam-

paign is also running well behind its fund-raising goal of \$450,000. Less than \$65,000 had been collected from Florida as of a week ago.

Raising money "has been more difficult and taken a lot longer than anyone expected," Starling said. "It was no problem getting volunteers to work in the campaign, but getting money was like squeezing tur-

nips." Starling did not attribute the fund-raising problems to the power struggle between the state and national campaigns, however. Instead, he blamed it on the tight restrictions and disclosure requirements of the new campaign financing laws and a "general cynicism about politics" among potential contributors. Starling said the campaign was in dire need of a full-time fund-raiser, and if he had stayed on he would have had to leave the re-

search committee, go on the Ford Committee's payroll, and possibly lose his tenure as an associate professor of American studies at SMU.

"I didn't want to do that, so I had to bail out," he said.

So far, Frey and Juarez have not moved to replace Starling, and Starling's proposed budget for a full-time fund-raiser — which he sent to Washington last month — has not yet been approved by the national campaign headquarters.

"Most fund-raising coordinating right now is being done from the Washington office, because we're in a rush," said an aide at the Ford Finance Committee. "Oscar and Frey are checking with us. It's a very makeshift operation."

Frey, a fourth-term congressman who nearly ran for the Senate in 1974 and is believed to have his eye on a race for governor in 1978, says he is less concerned about raising

money than about running a "positive" campaign that stresses Ford's incumbency and avoids alienating hard-core Reagan supporters.

Frey's political future could be seriously damaged by a bitter Republican primary that further splits the state party's moderate and conservative factions.

But Callaway and his director of operations, former Reagan strategist Stuart Spencer, are equally determined that Reagan not be given what Callaway calls a "free ride."

Ignoring Reagan's "Eleventh Commandment" — that Republicans not speak ill of one another — Callaway has gone on the attack against Reagan's record as governor of California. He has also derided the challenger's controversial plan to transfer up to \$90 billion in federal programs to the states, calling it a "\$90-billion boondoggle."



DO NOT WRITE IN THESE SPACES

TAB D

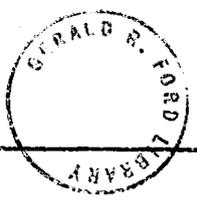
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8	9	10
11	12	13 Butz - Chicago	14 Morton - Des Moines	15	16	17 Callaway, Calif.
18	19	20 Scranton, N.H. Simon, Raleigh Callaway, Atlanta → Florida	21	22	23 Mathews, Chicago	24
25	26 Kleppe, Denver Morton, San Diego	27 Morton, L.A. (Dinner Chmn.) Butz, Albuquerque Mathews, Fla.	28 Rockefeller, N.Y. Butz, Las Cruces	29 Seidman, San Jose (Lunch chmn.)	30 Rockefeller, Detroit	31 Pres. Dearborn Williamsburg



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 Pete Wilson, N.H.	3 Pete Wilson, Fla. Fla.	4 Pete Wilson, Fla. Simon, D.C. (for Pres.)	5	6 Marjorie Lynch, Miami	7 Pres., N.H. Seidman, Las V Butz, Fla.
8 Pres., N.H.	9 Tower, Fla.	10 Tower, Fla. Richardson, N.H.	11 Richardson, N.H. Simon, Fla. Tower, Fla.	12 Richardson, N.H. & Mass. Simon, Fla. Griffin, Fla. McCloskey, N.H.	13 McCloskey, N.H. Laird, St. Louis	14 McCloskey, N.
15 Griffin, Fla. McCloskey, N.H.	16 Simon, Dallas Simon, Mobile	17 Butz, Tampa/St. Pete. Kleppe, Omaha	18 Callaway, Illinois →	19 Kleppe, Bismarck	20	21
22	23	24	25	26	27	28 Sen. Curtis,



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5 Baker, FLA	6 Morton, LD Speech, F (Palm Beach)
	8	9	10	11 Pres. Los Ang.	12 Pres, San Fran. Tower, Chicago	13
	15	16	17	18	19	20
	22	23	24	25	26	27
	29	30	31			



TAB E

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Jan. 25	Jan. 26 Phone operation starts	Jan. 27	Jan. 28 Phone: Group recr. blitz Precinct operation mtg.	Jan. 29 Precinct field staff deployed	Jan. 30	Jan. 31
1 Precinct:	2 Precinct:	3 Precinct: PFC Co-chrm. re-certified 20 co's	4 Precinct: Co. strategies devised Order mat'ls Devide precincts	5	6 Prec-major prec capts. named: 20 co's Hq.vol. staffs in place	Prec - 20 Training sessions
8 Phones: I.D. calls begin Prec: 20 co's into field:kick off Dir. mail piece: Sr. Citizens	9	10	11 Prec: All PFC chm. named(GT)	12	13 Press visit	14 Press visit
15	16 Spec. mailers: (Congr., Cramer, Cuban, military)	17 Start media pro.	18	19	20 Phones: GOTV training Prec: GOTV training	Phone&Prec. ID prog. co tinues
22	23	24	25	26	27 Press visit	28 Press visit
29						



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Phones: Home phone prog.	2	3	4	5	6
	8	9 Election Day Phone & prec. GOTV	10	11	12	13
	15	16	17	18	19	20
	22	23	24	25	26	27
	29	30	31			

