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NOV 02 1981

THE FUND FOR A CONSERVATIVE MAJORITY

IMMEDIATE RELEASE

IMMEDIATE RELEASE

THOUGHT YOU'D  
BE INTERESTED IN  
WHAT WE ARE DOING -  
Bob

CONSERVATIVES USE REAGAN  
TO SUPPORT COLEMAN ON TV

Monitor →

The Fund for a Conservative Majority, the nation's third largest political action committee (PAC), announced today that it will soon begin an "extensive television campaign" in support of Marshall Coleman's race for Governor. The TV campaign will concentrate on Northern Virginia.

"Northern Virginia is the key to the outcome of this campaign", said Robert Heckman, Chairman of FCM and also Chairman of the special campaign effort his group is sponsoring called VIRGINIANS FOR REAGAN AND COLEMAN.

"President Reagan carried Virginia last year and his popular support in our state remains very high. The people need to know that the President supports Marshall Coleman for Governor. The voters simply must realize that Chuck Robb does not support the President, campaigned hard against Ronald Reagan last year and will use the Governor's office to frustrate the Reagan Administration's efforts to dismantle the federal government."

Ads of President Reagan endorsing Marshall Coleman will be shown on Washington area television stations beginning Thursday of this week and will continue through next Monday, the day before the election.

- 30 -

CONTACT: Robert Heckman, Chairman FCM -- 450-5162  
Paul Dietrich, Executive Director -- 524-4400



THE FUND FOR A CONSERVATIVE MAJORITY

TEXT OF TELEVISION AD --

Sponsored by FUND FOR A CONSERVATIVE MAJORITY

"The President of the United States with a Special Message  
for the Voters of Virginia:

'I'm not one for telling other people how  
to vote, but I like Marshall Coleman. I  
like his honesty, I like his loyalty. I  
like his fiscal conservatism. I like his  
ideas on uniform sentencing. I trust him.  
I'd be proud to work with him as your  
Governor. You have had three great  
Governors in a row in Virginia, and  
Marshall Coleman fits in their tradition.' "

**Whittaker**

*file - PACs -  
or Cons. Gps.*

**Whittaker Corporation**  
10880 Wilshire Boulevard  
Los Angeles, California 90024  
213/475-9411

June 19, 1981

Mr. Morton C. Blackwell  
White House Office of Public Liason  
Old Executive Office Building  
Washington, D. C. 20500

Dear Coach:

I thought you would like a copy of the enclosed list of LA-based corporate PACs. It was assembled by the local NAM office as part of a corporate PAC managers roundtable project they are undertaking.

Unless otherwise indicated, all telephone numbers are in the 213 area code.

I hope it isn't too long before we have an opportunity to once again work together. The "CRAO" organizing convention seems like only yesterday!

Give my best to Helen.

Sincerely,



Kevin C. Richardson  
Public Affairs Specialist

KCR:st

enclosure

RESPONDENTS IN SUPPORT OF A PAC MANAGERS' GROUP

Ameron  
268-4111  
Anne Ewing

California Realtors  
739-8200  
Greg Fletcher

Carl Karcher Enterprises  
714-778-7131  
Michael Elliott

Central Federal S&L  
714-236-8852  
Rene Gentry

Coca-Cola Bottling Co.  
746-5555  
Gordon Newton

Fluor  
714-975-5890  
Debbie Kurilchyk

Glendale Federal Savings  
956-4566  
George Rodearmel

Home Federal S&L  
714-238-7595  
Bill Taggart

Irvine Co.  
714-644-3204  
Mike Stockstill

Litton Industries  
273-7860  
Leo Thorsness

Lockheed  
847-6460  
Steve Chaudet

MCA  
508-1455  
George Smith

Newhall Land and Farming  
805-255-4053  
Mike Neal

Northrop  
553-6262 ext. 391  
Lily Balian

Occidental Life Insurance  
742-3578  
Donald Sorensen

Santa Fe International  
570-4484  
Jim Walton

Sunkist  
986-4800  
Michael Allderdice

Thriftmart  
624-6772  
Robert Laverty

Tiger International  
552-6308  
Earl Erickson

Union Oil  
977-6446  
Hal Shawlee

United California Bank  
614-3958  
Pat Trendacosta

Western Airlines  
646-9356  
Mary Sullivan

Whittaker Corp.  
475-9411  
Kevin Richardson

Projet General  
14-455-8534  
Joseph Lipper

American Medical International  
78-6200  
Jennifer Flinton

Atlantic Richfield  
86-0892  
Bob McElroy YVONNE NIX 486-0273

Beckman Instruments  
14-871-4848  
Stuart Davidson

Beverly Hills S/L  
275-4351  
Robert Cubbison

Caesars World  
552-2711  
Carl Propes

California Federal Savings  
243-2144  
James Eddey

Carter Hawley Hale  
620-0150  
Donald Livingston

California S/L League  
670-6300  
John Lannon

City Investing Co.  
278-2690 ext 322  
Arthur Hull

Coast Federal S/L  
623-1351 ext 224  
Marilyn Roen

Computer Sciences Corp  
615-0311  
George Barratt

Continental Airlines  
646-7232  
Tom Currigan

Dart Industries  
658-2000  
Paul Shay

Southern California Edison  
572-1212  
James Swofford

Filmways  
557-8700  
Alan Markizon

First Charter Financial  
273-3300  
Don Royer

Fleetwood Enterprises  
714-785-3500  
Dave Marriner

General Telephone of California  
393-9311  
Alan Gershman

Getty Oil  
739-2533  
Tom Spencer

Gibraltar Financial  
278-8720 ext 3006  
John Williamson

Global Marine  
486-9858  
Val Doss

Great Western Financial  
852-3475  
William Marschalk

Hughes Aircraft  
670-1515 ext 5764  
James Hurt

Hughes Helicopter  
305-4364  
Arthur Taylor

Imperial Bank  
649-4444 ext 5702  
Yvonne Paulon

J. G. Boswell  
485-1717  
John Sterling

Knudsen  
744-7000  
Helen McGrath

Marlex Petroleum  
436-8121  
Tom Bouchdux

Mercury S/L  
714-842-9333  
Mel Kapson

National Medical Entrprises  
479-5526  
John Bedrosian

Occidental Petroleum  
879-1700  
Norman Alexander

Pacific Federal S/L  
463-4141  
Bruce Torrance

Pacific Lighting  
689-2846  
Dr. W. J. Johnston

Pacific Mutual  
714-640-3011  
Carroll Grush

Parson  
440-3007  
Dorn Dicker

Pertec Computer  
822-9222  
Ken Green

Petrolane  
427-5471  
John May

Provident Financial  
714-686-6060  
Gordon Blunden

PSA  
714-574-2100  
Dwayne Wittmeyer

Republic Federal S/L  
681-6611  
John Wm. Davis

Rohr Industries  
714-575-2808  
Larry Peeples

San Diego Federal S/L  
714-231-1885  
Mark Sandstrom

San Diego Gas & Electric  
714-232-4252 ext 81752  
Gayle Vandermark

Security Pacific Bank  
613-6211  
John Christensen

Signal Companies  
714-457-3555 ext 326  
Mike Kelly

Southern Pacific Transportation  
415-362-1212  
Bob Taggart

Tosco  
552-7000  
Dr. Camilla Auger

Transamerica Insurance  
742-4264  
Edward Draney

Twentieth Century Fox  
203-1683  
Ray Bennett

Watson Energy Systems  
386-5930  
Mike Genewitck

Western Gear  
636-0911  
Beverly Mount

Western Federal S/L  
415-342-3033  
Henry Duque

Wickes Corp.  
714-238-0304  
John Hakman

TICOR  
852-6340  
John B. Warner

Southern CA Gas  
689-4128  
George Babbe



ARLINGTON COUNTY REPUBLICAN COMMITTEE  
 HALVOR O. EKERN, CHAIRMAN  
 REGULAR MEETING

DATE: TUESDAY, SEPTEMBER 19, 1978  
 TIME: 8:00 P.M.  
 PLACE: LYON VILLAGE COMMUNITY CENTER, LEE HIGHWAY AT  
 NORTH HIGHLAND STREET

AGENDA

1. Invocation and Pledge
2. Roll call/Appointment of proxy committee and Parliamentarian
3. Approval of minutes
4. Report of proxy committee
5. Treasurer's report/Reports from Women's and YR clubs
6. Old Business: None
7. New Business:

A. Elections to fill precinct seats - no contests:  
 Aurora Hills, Tom Wasinger; Ballston, Ronald J. Tuttle; Fillmore, Reta Dulaney; Marshall, T.P. Ellsworth, Jr.; Overlee Knolls, Sabra Miller; Westover, John Notarianni.

B. Elections to fill at-large seats: Camilla S. Powell and Robert F. Reed are in a contested election for one seat. Thomas W. Dennison and Beverly A. Rashill are unopposed for two other positions.

C. Nominations: Arlington, 3; Ashton Heights, 1; Aurora Hills, 1; Ballston, 1; Cherrydale, 1; Claremont, 1; Columbia, 1; Fairlington, 3; Fillmore, 1; Hume, 1; Jefferson, 1; Marshall, 1; Rock Spring, 1; Va. Highlands, 1; Buckingham, 1.

New Members:

Deborah Abbot	2110 S. Quincy St.	04	979-4675	Glebe
✓ James L. Berger	2413 S. 26th St.	06	521-5160	Oakridge
Irmgard & Stephen Grey	2501 N. Underwood St.	13	534-6749	E. F. Church
C.M. (Buck) Herrlein (Natalie)	4923 N. 26th St.	07	536-8681	Yorktown
George M. Joseph (Rose Marie)	6031 N. 5th Rd.	03 03	524-1628	Ashlawn
Burton Kephart (Sadie)	1873 N. P. Henry Dr.	05	536-8607	Lexington
Philip F. King (Ann)	2312 S. Nash St.	02	521-7702	Oakridge
Beverly J. Kuhn (Lloyd)	3713 N. Edison St.	07	536-8883	R. Spring
Shirley J. Morse	1400 S. Joyce St.	02	521-2053	Hume
Charlotte (Rudy) Richardson	1304 N. Stuart St.	01	525-2494	Clarendon
	(David)			
Vivian H. Parker	4421 N. 33rd Rd.	07	536-2979	Madison At.L
Anita S. Potocki	3606 N. Vernon St.	07	536-6409	Madison
Thomas G. Shafran	3535 N. Nottingham St.	07	536-2423	Nott. At.L.
Robert R. Stone, Jr.	3315 N. Glebe Rd.	07	538-5010	Madison

Address Changes:

N. Rickard Frisbie (Barbara)	4904 N. 35th Rd.	07	536-4031	R. Spring
William A. Kelsey	903 N. Pollard St. #3	03	524-1756	Clarendon
William H. Kling	1013 S. 26th St.	02	684-8158	A.Hills
Jeanne M. Miller	1013 S. 26th St.	02	684-8158	A.Hills

Delete from membership: Victor Biebighauser and Emily O'Connor, moved.

- OVER -

Memo from the Chairman

VOLUNTEERS NEEDED

1. Public Relations - A volunteer is needed who will prepare press releases on short notice, clear them with the Chairman, reproduce and deliver them to the Arlington Journal, Arlington Globe, Arlington News, the Northern Virginia Sun, and to the Washington papers.
2. Computer Software Expert - A volunteer who will assess the feasibility of computerizing a mailing list of Arlington Republican voters, including cost estimates, and prepare a plan accordingly.
3. Membership Chairman - A volunteer who will assemble from all sources a list of Arlington Republicans, or those inclined to the Republican Party, suitably categorized, for a mailing list.
4. Fund-raising and Special Events Chairman - A volunteer who will prepare proposals for augmenting the County Committee treasury, and plan special events for publicizing the activities of the Arlington Republican Party.

U

# Reagan Makes Joseph Coors a Happy Fellow

By ERIC MORGENTHAUER

GOLDEN, Colo. — Joseph Coors, the beer baron, is a tall, lank man. He has a somewhat weathered look and speaks in a soft craggy voice. He is concise and low-keyed. But he becomes rhapsodic when the talk turns to Ronald Reagan.

"The election of President Reagan—with the basic philosophy and ideas and programs he has—is like a lifetime's dream come true to me," says the 63-year-old Mr. Coors, who long has been a patron of conservative causes and has known and backed Mr. Reagan since 1967.

"To see him in that position and surrounding himself with people of like thinking who are committed to him and to his programs is just so exciting that I almost don't know what to do with it," he adds.

But he is doing with it what he can. Since the Reagan victory last November, Mr. Coors—vice chairman and president of Adolph Coors Co., the nation's fifth-largest brewer, which his grandfather founded and his family still controls—has emerged as one of the key members of the coterie of long-time Reagan associates, sometimes known as the Kitchen Cabinet, who have helped shape the new administration.

During the administration's early days, Mr. Coors says, he spent almost every other week in

Washington, helping oversee the vetting of candidates for presidential appointments. The pace has "slowed down a bit" recently, he adds—but Mr. Coors remains an active participant in Washington maneuverings.

What's more, he has helped propel several of his Colorado associates into key jobs in the



All of which means that Mr. Coors—who, like many Reagan Republicans, has labored for years on the political fringe—is suddenly a man to be reckoned with. But although he has long been known in the West as a beacon of conservatism—or ultra-conservatism—he isn't exactly a national figure. A private man, he generally shuns publicity and prefers to work away from the limelight.

However, a talk with him here at company headquarters—where he shares an of-

*"The election of President Reagan—with the basic philosophy and ideas and programs he has—is like a lifetime's dream come true," says brewer Joseph Coors, long a patron of conservative causes.*

fice with his brother William K. Coors, chairman and chief executive officer—suggests that Joe Coors is just what a blue-ribbon Reaganite ought to be: an intensely conservative man, dedicated to the work ethic, to hard-core capitalism, to a strong America—and to an absolute minimum of government interference in practically everything.

And he is convinced that Ronald Reagan—who, he notes proudly, "hasn't wavered in his basics over some 14 years that I have known him"—is the ideal person to bring a wayward nation back to the paths of rightness. The Reagan presidency, he says, "is really an opportunity for changing this country that we haven't had for over 50 years."

On the economy, Mr. Coors says he is "very optimistic" that the President's program of spending and tax cuts will make it through Congress in recognizable form "because the majority of the people want this." He says he is a "great believer in the fact that a balanced budget is absolutely essential to a zero inflation rate"—and adds that he takes much of his economics from his "good friend" Milton Friedman, whom he describes as "one of the soundest people in that area in the whole world." He also says he thinks business supports the President's program.

Fundamentally, what this country needs to get going is more jobs," Mr. Coors says. "And with the enthusiasm and confidence we see occurring—and which will increase as we see the President's program enacted—we are going to see a willingness in the business world to invest capital and create jobs. As for the recent

weakness in financial markets, he asks: "Are these weaknesses long term or short term? I think they are short term."

Mr. Coors is so obsessed with getting the economy back on track that he advocates delaying action on "some of the more controversial social issues"—such as abortion or school prayer—until the economic legislation is in place.

"Everybody knows I am in favor of a right-to-work law and repeal of the Davis-Bacon Act," says Mr. Coors, who as a

businessman has been involved in some roaring battles with labor unions. "But I would rather put those in a secondary position for the time being, because I think the financial and economic programs are so much more important to our country that I would hate to see us get sidetracked on those other issues."

In international affairs, Mr. Coors is very much a hardliner. "I am a strong believer that communism is wrong and a strong believer that socialism is not the best way for people of the world to be controlled or governed," he says. "As far as I am concerned, anything that is done to promote socialism or communism is wrong, it is going in the wrong direction."

And, he says, "the only way" for the U.S. to deal with the Soviet Union is by "standing up strongly" to it. "They don't know anything except strength," Mr. Coors says of the Soviet leaders. "That's the way they run their own people—through power."

He continues: "We talk about civil rights. It probably would be awfully hard to find any Russian worker who felt he had any civil rights. Certainly, they aren't giving any civil rights to workers in Poland. But over the years, we have tolerated that kind of abuse of civil rights, whereas we have risen in alarm over civil rights of blacks in Rhodesia and South Africa—which in many ways are no different."

Mr. Coors says his conservative views were "very definitely formed by my father and the upbringing I had here." His grandfather Adolph had been a penniless immigrant from Germany, who built a brewing fortune—only to see it gutted by Prohibi-

tion (which he didn't live to see repealed). Joe's father, Adolph Jr., then picked up the reins and helped maneuver the company through that era. (Among other things, it made malted milk.)

## Capitalism Needs Freedom

"Freedom of action—the freedom to start or carry on a business and act in a responsible fashion, to be successful—is basic to the capitalist system," Mr. Coors says. "If a person has these freedoms, as my grandfather and father had, then he is able to build up an operation, as long as it is done on the proper basis—obeying the law and without abusing anybody along the way, not misusing your freedoms."

"This is the basis of what I call the conservative philosophy," he continues. "It is contrary to the other system—government control. I was brought up in that (conservative) atmosphere—raised to believe that that was the way our country ought to be. It gives anybody a chance. It doesn't guarantee success, but the opportunity is there."

As might be expected, such a philosophy hasn't gone down well with just everybody. Over the years, Mr. Coors (and, often, the company) have been involved in a string of oftentimes bitter battles with—among others—labor unions, Chicano organizations, women's groups, students and liberals.

Mr. Coors, the company and the Adolph Coors Foundation are major contributors to conservative groups—ranging from the Washington-based Heritage Foundation (which Mr. Coors launched with a \$250,000 grant from the company) to the John Birch Society (to which Mr. Coors has personally contributed—but, he adds, only "relatively small amounts of money—a thousand here or there"). Coors interests now contribute to some 150 different conservative organizations, Mr. Coors says.

Such activities have long made Mr. Coors a rather controversial character in these parts. He doesn't relish that role—but he doesn't seem to worry much about it, either.

"I am not resigned to being controversial," he says. "But I am willing to stand up for what I believe. And sometimes when you stand up for what you believe, there are other people on the other side of the fence. And sometimes you become controversial to them. And that has happened."

Mr. Morgenthauer is the Journal's Rocky Mountain correspondent.

*File Coors materials*

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

TO: Elizabeth Dole  
FROM: Morton Blackwell  
RE: Advisor List: Limited Government/Conservative Groups

ARTY AFFILIATION  
R  
Paul Weyrich Wife-Joyce 546-3000 (o) 941-4852 (h)  
Director of Committee for the Survival of a Free Congress  
721 Second Street, N.E.  
Washington, D.C. 20012

Paul is the conservative expert on coalition building who has, in addition, played a leading role in the creation of many major conservative organizations in the Congress, in the D.C. area, and across the country.

R  
John T. (Terry) Dolan 522-2800(o) 836-1862(h)  
Chairman of National Conservative Political Action Committee  
1500 Wilson Boulevard, Suite 503  
Arlington, Virginia 22212

Terry is the most successful conservative PAC organizer, who also heads other groups including a legal foundation, a lobby, and an education foundation.

D  
Howard Phillips Wife-Peggy 893-2777(o) 759-3929 (h)  
National Director, The Conservative Caucus  
422 Maple Avenue, East  
Vienna, Virginia 22180

Howard is an indefatigable activist, who has personally held organizational meetings in all 435 Congressional districts; he has an almost encyclopedic knowledge of the federal government.

Ind.-R  
Richard Viguerie Wife-Elaine 356-0440 (o) 790-0306 (h)  
President, The Viguerie Company  
7777 Leesburg Pike  
Falls Church, Virginia 22043

Richard is the so-called "godfather" of the New Right, who brought Direct Mail expertise into politics through organizing in most areas of conservative interest.

# The Right Campaigns

## Staffing the Conservative Movement *Cps.*

Morton C. Blackwell

Campaign activity frequently leads to political staff jobs. Conservatives favor cutting the size and power of big government, but the most effective budget cutters are often those dedicated few who fight *from the inside* against left-wingers who run most government activities.

The overwhelming majority of conservatives work as volunteers, and that's how it must be. But full-time, paid staff are needed to make real progress for the conservative philosophy. Paid liberal activists, many of them on government payrolls, cover the country like a swarm of ants. Only a full-time, paid staff of trained conservative specialists can match what the liberals are doing and continue to beat the liberals at their own games. Fortunately, there has been a rapid rise in job opportunities for conservatives in recent years.

Active conservatives, from time to time, are asked to help find jobs for conservative youngsters who have leadership potential. Getting that first political job is the hardest part of the problem, so CD has assembled an outline of advice based on the techniques which have proved successful in building the conservative movement in the past several years. *Conservative Digest* readers may find it useful to pass this advice on to conservative job-seekers:

1. The surest way for a conservative to get a "political" job is to do outstanding work in the election campaign of a successful candidate. Each major officeholder has at least a few staff jobs, many of which, if the politician is smart, will go to the most competent of his supporters. A degree in journalism, economics, political science, law or other specialty is helpful, but not necessary. You can learn *skills which are in*

*demand*, such as campaign management, direct mail, media relations, fund-raising, issue research, and volunteer recruitment and coordination. If you make yourself essential to a winner, he will take care of you.

2. If you work hard and well for a losing candidate, all is not lost. The conservative political community is closely knit enough so that your reputation could carry you through to a post-election job elsewhere. See #4 below.

3. If you establish a record of good work as a volunteer with any kind of conservative group, you have a chance of finding employment either with that group, with some other related group or with an officeholder who cooperates with that group. The important thing is to establish your record of competence. That's your best ticket to any career.

4. There is in the D.C. metropolitan area a very informal job market for young conservatives seeking entry level positions in the conservative movement. Before we outline the simple procedure we suggest job-seekers follow, we give this note of caution: There are more job-seekers than there are good jobs in the conservative movement. As a rule, those who find the best jobs are those who have the best records and who also work hardest at finding placement.

Among the many ways conservatives find jobs in the D.C. area, we have found the following procedure the most successful:

a. *After* you have established a record of conservative activity in your home area, make a list of any conservatives you personally know who are already employed in the D.C. area. Go to your local conservative-activist friends who have contacts in the national conservative movement. Ask these local friends to give you lists of their own conservative friends and personal contacts in the D.C. area who may be of use to you in your job hunt. Letters of introduction to the names on their lists will help.

b. Prepare a detailed, neat resume listing your important qualifications for employment. There's nothing wrong with having different resumes tailored to the different types of jobs you seek, each stressing different aspects of your background.

c. By phone or letter, before you leave, get one of your D.C. area friends (or some friend of a friend) to agree to help you make your contacts for job

interviews.

d. Come to the D.C. area with a round-trip ticket and enough money to job hunt for two to four weeks. You may have to pay for inexpensive lodging, or you may be lucky enough to have a friend willing to put you up for a while.

e. Be prepared to do a lot of walking on Capitol Hill and travel around town for interviews. Personally visit all your D.C. area contacts even if they don't have job openings. Ask each of your contacts where you might go to seek employment. Visit places like the Heritage Foundation and the House Republican Study Committee which keep files of resumes for use by prospective employers. Ask each person you contact to suggest possible job openings. By following up each lead, you increase your chances of success.

f. While job hunting, have someone reliable in the area prepared to take calls and messages for you. Sometimes job openings fill very quickly, so it's important for you to check in frequently to get your messages.

g. Although your first goal may be, for instance, a job in a conservative congressional office, don't fail to check out openings in offices of conservative groups you'd be comfortable with. You may get wind of a campaign job at any time, so remember that election work often leads to permanent employment. Many excellent conservative groups have headquarters *outside* of the D.C. area; don't fail to check on these possibilities.

h. Once you have made a contact in an office where there turns out to be no opening for you, politely check back every few days to see if anything has turned up. Make sure they don't forget you're still looking. Otherwise it's out of sight, out of mind.

i. Don't insist on a perfect job. Don't insist on high pay if you're just starting. If you take an entry level position, you can build experience for a year or so while keeping an eye out for a better slot.

j. If you get a job, do more than you have to do. It's easier to lose a good reputation than to build one. It's in your interest to prove you want to help other conservatives.

k. If you don't strike paydirt in a month, go home and make yourself so essential to conservative activity there that in a few years your national contacts will come offering you a job.

~~SECRET~~  
American Legislative Exchange Council

Kathleen Teague are  
this state legislative group ~~is~~/strongly supportive.  
~~She has~~ mailed materials on the economic package to  
each of ~~her~~ her state chairmen and her national board.

The whole March issue of the ALEC newsletter "First Reading" will be devoted to the economic package. It will contain the text of resolutions being proposed by state legislators to put legislatures on record as supporting the President's economic package.

ALEC is hiring a special public relations consultant to assist its members across the country in exchanging speech ~~material~~ material, press releases, ~~and~~ guest columns and other ideas relating to the President's package.

1  
The 1200

Members of

Teague has

Citizens Committee for the Right to Keep and Bear Arms  
Center for the Defense of Free Enterprise.

Alan Gottlieb

Gottlieb ~~xxxxxxx~~ has scheduled mailings totalling at  
least 1,700,000 letters in the next six months to stir  
up grassroots support for budget and tax cuts.

He says, "The proposed ~~xxx~~<sup>cuts</sup> in the Bureau of Alcohol, Tobacco  
and Firearms give me a good hook for mailings."

Citizens for the Republic

Curtis Mack

February 17

After meeting with the President/and ~~CFTR~~ ~~organized~~ prior to the President's speech on February 18, CFTR organized a national effort to generate favorable response to the speech. Working through their Steering Committee, which is largely composed of people who were state leaders of the 1976 Reagan for President effort, they set up networks to contact the White House and the media immediately after the speech to express support.

Others enlisted in this effort by CFTR on short notice were the 1980 Reagan-Bush state chairmen, state Republican chairmen, and the National Federation of Republican Women.

CFTR plans to run newspaper advertising urging support for the President's economic package in targeted blue collar areas, concentrating on industrial areas in a band from Michigan to New Jersey.



Committee for Survival of a Free Congress

Paul Weyrich

Has placed the issue of spending and budget cuts at the top of the agendas of the three large coalitions which meet regularly at his building:

- a. The Kingston Group--general conservative activists.
- b. The Library Court Group--pro-family and religious groups
- c. The Stanton Group--defense and foreign policy group

~~Weyrich~~ The next issue of "The Weyrich Report" newsletter to his contributors will stress that "We like what the President is doing and should support his going ~~xxxxxx~~ even further." He will urge his ~~xx~~ readers to put otherwise heat, particularly on ~~xx~~ U.S. Representatives because we "don't expect the House to cooperate with the President's proposals."

Weyrich, who is the best in the business at creating conservative coalitions in legislative battles, is working hard to "create a right flank on the Hill" with respect to the President's package. He says, "I hope they (the senior administration staff) appreciate the value in making the Reagan economic package the middle of the road." <sup>our</sup> He has met with ten senators and four congressmen in an effort to coordinate a ~~xxxxxx~~ move to ~~xxxx~~ endorse the President's economic package and call for cuts ~~xxxxxxx~~ even deeper.

Congressional Club

Tom Ellis

In the next couple of weeks, the Congressional Club will mail letters from Sen. Helms to its 300,000 contributors urging them to send enclosed postcards or letters ~~to~~ *to convince* members of the Congress ~~urging them~~ to go on record in support of the President's economic package.

Ellis urges that the President be featured in a series of five half hour ~~xxx~~ TV tapes explaining in detail the package and the reasons why it must be passed. These tapes would be run as ~~paid broadcasts~~ self funding, paid broadcasts. ~~The requests for funds and~~ the directions on how to impact on legislators would be spoken by someone else; the President would concentrate on the programmatic message.

~~In the past~~

In 1976, ~~Ellis and Helms~~ suggested that ~~candidate~~ were unable to convince candidate Reagan to cut a special TV program for use in North Carolina, they obtained film of ~~one~~ one of his ~~speeches~~ public speeches and ~~edited it~~

In 1976, Ellis and Helms obtained film of one of Gov. Reagan's speeches and made ~~xxxxxxx~~ a very useful TV program of it which was a major factor in the Reagan upset win in the North Carolina GOP primary.

The Conservative Caucus

Howard Phillips  
~~address, phone~~

Already ~~xxxx~~ drafted a letter to 135,000 hard core financial supporters urging them to ~~xxxxxx~~ direct communications to members of the House Budget committee and the House Ways and Means committee urging them to support major cuts in spending and taxes. Supporting the Package and even deeper cuts.

action supporting spending and tax cuts  
Making/the major project of the State and Congressional District directors of The Conservative Caucus. These state and local leaders are semi-autonomous and will organize local activities.

Phillips says, "We buy the President's package, but think the cuts are too low. We support ~~xxxx~~ the package as only a beginning of what needs to be done."

a  
On March 5, The Conservative Caucus is hosting/press breakfast and a press luncheon for Professor Charles Rice of Notre Dame, who has prepared a study showing how the President can use the powers of his office to cut and to terminate unwanted programs and agencies.

One area of Phillips' special concern is to make sure that there is no falling away of support from generally conservative Members of Congress. He wants to concentrate some heat on conservatives to support "the whole package" and not fall away ~~xx~~ at the behest of special spending interests.  
half hour TV

a/film  
Phillips is also drawing up plans for/ (\$40,000 production cost) to be ~~xxxxxx~~ shown in major markets. (Their film attacking the Carter defense policy weakness ~~xxxxxx~~ ~~xxxxxx~~ ran in 60 major media markets during the fall campaign.)

William Proxmire  
Phillips is also meeting with Sen/ Proxmire and with Congressman Charles Stenholm, chairman of the 42 member House Conservative Democratic Forum to enlist their support for strong steps leading toward a balanced budget.

Gun Owners of America

State Sen. H.L. "Bill"Richardson

Richardson ~~who~~ has a column running in 200 newspapers and a regular ~~radio~~ program on 56 radio stations. He has already told his readers and listeners he is going all out to support the President's economic package. He said the President "has won the right to lead...It's up to us to pull on the oars and work calluses on our hands helping him."

Lincoln Institute

Jay Parker

Parker, a veteran black conservative, ~~xxxxxxxxxxxxxxxxxxxx~~ publishes the well edited "Lincoln Review" magazine. He is mailing a statement in support of the President's economic package to his large list of black media, black college and university deans and major black social and civic organizations. His message is that the way to fight inflation, raise living standards, and lower unemployment is to encourage congressional representatives to support the President's program.

a

At ~~the~~ March 20 meeting of conservative and neo-conservative black leaders being hosted by Glenn Campbell in California, Parker will work to organize additional support among prominent black leaders and scholars.

National Pro-Life Political Action Committee

Father Charles Fiore  
Peter Gemma

Since meeting with the President February 17, Father Fiore has sent a newsletter to his supporters strongly supportive of the ~~xxx~~ economic package. He mentioned that a greater percentage of Federal funds will go to the truly needy.

"We are

From his newsletter: ~~xxxx~~/more optimistic than we have been in many years about our nation precisely because he is in the Chief Executive's chair."

National Rifle Association

Harlon Carter

NRA supports defense enthusiastically. Harlon Carter is making speeches and passing the word to NRA members in other ways that the President's economic package "is the only way we can afford the military preparation" America needs.

In a speech February 18 in Cleveland, for instance, Harlon Carter said, "I urge you ~~xy~~ at this time in the history of America, with our very survival somewhere out there in front of us, I urge you to support realists in politics -- to support hard-headed, practical men, no matter your political tag, support men like President Reagan..."

National Right to Work Committee

Reed Larson

Larson says that because his group must concentrate on the abuses of compulsory unionism, the content of budget and tax cuts are a little out of their line.

He said that their communications to their members could note the use of compulsory union dues by organized labor to fight against the President's economic package, without regard to the policy preferences of those forced to pay for the union lobby effort.

Larson suggested that a major new ~~XXXXXX~~ project of his committee might have strong indirect effects ~~in~~ favorable to the President's policy proposals. The NRTW will premiere on March 12 a very tough film exposing union violence. This is part of a major thrust to repeal sections of the Hobbs Act which exempt labor unions from anti-extortion provisions which apply to everyone else. Larson revealed that that this film will then be televised "several hundred times" across the country. Concurrently, at least 500,000 and perhaps as many as 3,000,000 letters on this topic will be mailed, urging grassroots pressure for congressional action.

Larson noted that, since organized labor will be the central factor in any coalition to oppose the President's economic package, <sup>message now</sup> his efforts to discredit the union leadership on the Hobbs Act fight may weaken the ability of Big Labor to work its will on budget and tax cuts.

*other matters such as*



Young Americans for Freedom

Bob Heckman

This campus-oriented group held a news conference supporting the ~~XXXX~~ President's economic package on February 19.

They sent mailgrams to their 600 local leaders urging local activism in support of the package. They have set up a "hot line" to provide advice for ~~XXXX~~ their local leaders on this new project they call "Youth for the ~~XXXXXX~~ Reagan Agenda."

They will have flyers and posters ready ~~XXXX~~ for campus use on this project before March 1.

OTHER EFFORTS

1. Human Events editor Tom Winter ran this week a lead story headlined: "Reagan Presents Solid Economic Package".
2. American Conservative Union chairman ~~x~~ Rep. Mickey Edwards held a news conference February 19 ~~xxx~~ triumphantly describing the President's economic package as "The beginning of a political revolution" and calling on all Americans to get on with the job of getting the proposals through the Congress.
3. Phyllis Schlafly has written favorably to her network, urging ~~xxxxxxx~~ lobbying ~~xxxxxx~~ support ~~for~~ the President's economic package. *than to*
4. John T. "Terry" ~~stan~~ Dolan plans to run ~~xxxxxx~~ strong/commercials attacking ~~xxxxxx~~, say, Sen. Paul Sarbanes if Sarbanes does not line up in favor of the President's economic package. Dolan feels that showing ~~shse~~ these TV commercials on D.C. area television will have a healthy effect on members of Congress from around the country.

The Viguerie Company

Richard A. Viguerie

Viguerie is now writing seven or eight direct mail packages for various clients, all strongly supportive of the President's economic package. He estimates that his clients alone will mail 35 to 40 million letters in the next six months urging grassroots pressure on members of the Congress to support the spending and tax cuts.

These Viguerie-prepared letters will contain from three to a dozen postcards. With different themes for different clients, these letters will include such things as the addresses and phone numbers of the District and D.C. offices of Member of Congress, instructions on how to write letters, how to urge action over the phone, how to write an effective mailgram, how to organize a grassroots rally on the budget and tax cuts, etc. The 35 to 40 million letters will include well in excess of 100 million postcards, of which perhaps 10% will be actually mailed to congressmen and senators.

*in turn* *by constituents*

Some of these letters will call for deeper cuts.

Viguerie, who specializes largely in right of center clients, says the President proposals "give us all the pieces we need" for stirring up vigorous grassroots efforts. He listed:

1. Issues pre-sold by the national media.
2. Issues highly popular with conservatives.
3. Good support from well known conservative spokesmen.
4. The right set of opponents on the opposite side of these issues.

Noting that he and other conservative activists have been publicly critical of some of the ~~xxxxxx~~ staffing decisions of the new Administration, Viguerie said:

"I hope the Administration is sophisticated enough ~~xxxxxx~~ to understand that on some things we will be critical and on other occasions we will do things for them no one else can."

He added: "Our effort on these cuts will make our Panama Canal treaty fight look small by comparison."

THE WHITE HOUSE

WASHINGTON

SUBCABINET APPOINTMENTS OF PARTICULAR INTEREST TO  
CONSERVATIVE LEADERS.

Norman Ture--Under Secretary of the Treasury for Tax Policy

Paul Craig Roberts--Assistant Secretary of the Treasury for  
Economic Policy

David Swoap--Under Secretary of Health and Human Services

Warren Richardson--Assistant Secretary of H.H.S. for Legislation

Dr. Everett Koop--Deputy Under Secretary of H.H.S. for  
Health Policy

Don Shasteen--Deputy Under Secretary of Labor for Legislative  
Affairs

Fred Ikle--Deputy Undersecretary of Defense for Policy

James Buckley--Under Secretary of State for Security Assistance

Larry Brady--Assistant Secretary of Commerce for Trade  
Administration

Tom Pauken-- Director of Action

Don Devine--Director of Office of Personnel Management

Jerry Carmen--Director of the General Services Administration

Dale Duvall--Director of Community Services Administration

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