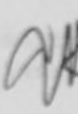


CLARK PRESIDENT

Ed Clark for President Committee
2300 Wisconsin Avenue, NW
Washington, DC 20007
(202) 333-8263

Ray Cunningham,
Chairman
Jule R. Herbert Jr.,
Treasurer
Chris Hocker,
National Coordinator
Edward H. Crane III,
Communications Director
Kristina Herbert,
Headquarters Manager

MEMORANDUM

TO: Cunningham, Hocker
FROM: Ed Crane 
DATE: May 6, 1980
SUBJECT: Thoughts on the Campaign

Attached is a calender which gives a rough outline of the campaign through election day. Those items underlined in red are firm. Everything else is subject to confirmation, money, and/or change. I also believe that the following areas of responsibility should begin on June 2 in anticipation of the full time campaign beginning June 30:

Policy Group - Consisting of Crane (Chairman), Hocker, Boaz, and Palmer. Jule Herbert will also be invited to attend any meetings he can. The purpose of this group is to determine campaign strategy, set issue priorities, determine subject matter for news releases, and advise Clark on themes and facts to emphasize in speeches.

Ed Crane - Responsible for research, news releases, media relations, and advertising. Supervises with Hocker the fundraising operation.

Chris Hocker - Responsible for scheduling Clark and Koch. Chief placator of irate troops. Primary responsibility for speech writing. Assists with news releases. Supervises fundraising operation with Crane.

David Boaz - In charge of producing all research. This includes issue statements, White Papers, and facts needed for speeches and news releases. Responsible for data sheets on Carter, Reagan and Anderson. Primary responsibility for writing news releases. Secondary responsibility for speech writing.

Eric O'Keefe - Responsible for building state Clark organizations. Plans grass-roots campaign activities, including literature drops, letters to editor campaigns, League of Women Voters debate petition. Works closely with fundraising operation in terms of television fundraising nights and the like.

Dale Hogue - Primary responsibility for the Finance Committee. Sees to it that fundraising cocktail parties are held as frequently as possible in conjunction with Clark's visits to various cities. Also responsible for maximizing fundraising

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Bill MacReynolds - Responsible for telephone fundraising projects, television ad fundraising parties, Political Action Committee solicitations, and the computer.

Jay Hilgartner - Assistant research director who has primary responsibility for candidate briefings. Assists Boaz with whatever needs to be done.

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Kristina Herbert - Office manager and responsible for clerical level personnel. Assists Hocker with scheduling.

Riki Strandfeldt - Advance person. Responsible for advancing by one to two days campaign stops by Clark. She will be provided with a check list of things to cover, including airport rallies, logistics, press conferences, and so forth.

Bruce Cooley - Clark aide who travels with the candidate wherever he goes. Liaison with local people, and trouble-shooter for Ed.

Media Person - Responsible for coordinating radio talk shows, T.V. talk shows, and speaking engagements. Most of the time spent on the telephone insuring that Ed receives maximum exposure. Any free time in Clark's schedule should be taken up with radio talk show telephone interviews from any place in the country.

Marion Williams - Will do some advance work in the field. Primarily involved as an assistant to Eric O'Keefe working with state and local organizations.

Addendum on Scheduling

The following list of states represent our priorities in terms of Ed's time. Obviously, we have left out several states altogether. This does not preclude Ed visiting those states should a level one type event arise. The priorities we have used are what we have been talking about from the beginning, namely, high absolute vote totals (New York) or high percentage of the vote (Alaska).

High Priority

New York (5)
California (10)
Texas (5)
Georgia (4)
Illinois (5)
Massachusetts (4)
New Jersey (3)
Alaska (4)
Maine (2)
Arizona (5)
Nevada (3)
Idaho (3)
Montana (4)
Oregon (4)
Florida (4)
Colorado (3)
London (3)
Washington, D.C. (4)

Average Priority

Kansas (2)
Wyoming (2)
Washington (2)
Michigan (3)
Louisiana (2)
Iowa (2)
Virginia (2)
Maryland (2)
Pennsylvania (3)
Wisconsin (2)
Minnesota (2)
North Carolina (2)
South Carolina (2)
Vermont (1)
Hawaii (2)
Ohio (2)
Alabama (1)
Connecticut (1)
Utah (1)
Oklahoma (1)
New Hampshire (1)

The attached schedule has approximately one month totally open, which will reflect our options as they have developed at that time in late September, early October. I've filled in the last two weeks of October and the few days in November as a discipline to keep us focused on the priorities of maximum vote/high percentage states.

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Idaho (3)
Montana (4)
Oregon (4)
Florida (4)
Colorado (3)
London (3)
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Maryland (2)
Pennsylvania (3)
Wisconsin (2)
Minnesota (2)
North Carolina (2)
South Carolina (2)
Vermont (1)
Hawaii (2)
Ohio (2)
Alabama (1)
Connecticut (1)
Utah (1)
Oklahoma (1)
New Hampshire (1)

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MONTH JULY 1980 YEAR _____

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 Wash, D.C. News Conference TV spots 1-1;1-2 1-3	2 Maryland	3 Minnesota	4 Wisconsin	5 Chicago (Fundraiser)
6 Detroit Michigan (brunch)	7 New York, NY TV 1-4	8 Boston, MA	9 Los Angeles (Tape Foreign Policy Statement)	10 San Francisco	11 Oregon	12 Las Vegas
13 Los Angeles	14 GOP Convention Boise, ID	15 GOP Convention Montana	16 GOP Convention Montana	17 GOP Convention Denver, CO TV 1-6 CBS	18 GOP Convention Rochester, NY	19 New York City (fundraiser)
20 to London	21 London	22 London	23 to Los Angeles	24 Los Angeles San Francisco TV W-7; W-8 W-9(Foreign Pol.)	25 Washington State	26 Speech at Washington St. Convention
27 Los Angeles Tax & Spen. ate Paper	28 Arizona	29 Texas	30 Texas	31 Illinois		



MONTH AUGUST 1980 YEAR _____

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 Michigan TV 1-10	2 NAT COM & SLS Nat'l Conv. in Detroit Michigan
3 Wichita, KS (fundraiser) TV 1-11	4 Colorado	5 Utah	6 Nevada	7 Am. Economic Council Speech California TV W-12; W-13; W-14 (Tax & Spend)	8 San Diego Los Angeles	9 TIME OFF
10 TIME OFF to Hawaii	11 Dem. Conv. Hawaii	12 Dem. Conv. Hawaii	13 Dem. Conv. Alaska TV 1-15	14 Dem. Conv. Alaska	15 Oregon	16 LP of Calif. State Conv. Sacramento
17 Nevada County Calif.	18 Sacramento Comstock Club TV 1-16	19 Georgia	20 Alabama	21 Florida TV 1-17	22 Florida	23 Washington, DC
24 South Carolina	25 North Carolina	26 Virginia	27 Pennsylvania TV 1-19	28 Pennsylvania	29 Massachusetts	30 Massachusetts (fundraiser)



MONTH SEPTEMBER 1980

YEAR _____

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Vermont Maine TV 1-20	2 Maine TV 1-21	3 Ohio	4 Illinois TV 1-22	5 Iowa	6 Iowa
7 Washington D.C.	8 Wash, DC News Conference (Announce VIP endorsements) TV-2-23	9 Los Angeles Town Hall Speech (E.T.C.) TV W-24; W-25; W-26 (E.T.C.)	10 Arizona	11 Oklahoma	12 Texas	13 Texas (fundraiser)
14 Louisiana TV 2-27	15 Louisiana	16 Georgia TV 2-28	17 Virginia	18 New Jersey TV 2-29	19 New York (fundraiser)	20 to: Los Angeles
21 TIME OFF	22 OPEN TV 2-30	23 OPEN	24 OPEN TV 2-31	25 OPEN TV 2-31	26 OPEN	27 OPEN
28 OPEN TV 2-33	29 OPEN	30 OPEN TV 1-34				



MONTH OCTOBER 1980 YEAR _____

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 OPEN	2 OPEN TV 2-35	3 OPEN	4 OPEN
5 OPEN TV 1-36	6 OPEN	7 OPEN TV 2-37	8 OPEN	9 OPEN TV 1-38	10 OPEN	11 OPEN
12 OPEN	13 OPEN TV 2-39	14 OPEN TV 1-40	15 OPEN TV 2-41	16 OPEN TV 1-42; 2-43	17 OPEN	18 OPEN
19 OPEN TV 1-44	20 Alaska TV 2-45	21 Alaska	22 Washington TV 1-46	23 Oregon TV 2-47; 1-48	24 Montana	25 Idaho Wyoming
26 Wash, D.C. TV 2-49	27 New York TV 1-50	28 Massachusetts TV 2-51	29 Illinois TV 1-52	30 Texas TV 2-53; 1-54	31 Arizona	



MONTH NOVEMBER 1980 YEAR _____

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 Nevada TV 2-55
2 California TV 1-56; 2-57	3 California TV 2-58; 2-59; 2-60	4 ELECTION DAY Clark Victory Party in Los Angeles				