THE MARKETING OF A CANDIDATE

PART II

A Campaign Plan
for a Primary Election
Fifth Congressional District - Ohio
June 3, 1980
Part II has been arranged to directly correspond to various sections of the preceding text. The differences between Part I and Part II of this thesis is that Part I provides the general 'ground rules' for any campaign. In Part II, using Paul Gillmor as a "mock" candidate for the 5th Congressional District of Ohio, the basic components of a primary election campaign plan have been operationalized.

Mr. Gillmor is a state senator for Ohio, and was merely "selected" to be the candidate for this project. Congressman Latta, however, is the actual Congressman from this district, and all related election and opponent research materials are verifiable. Using the most available current information, an attempt was made to structure this entire segment of the project to simulate an actual campaign.

In the following pages then, eight sub-sections of the primary campaign plan are provided to illustrate the previous sections of the thesis. The campaign plan "PERT" chart is the basic timetable for the campaign; taking each of the five basic component parts of the campaign organization and fitting them into the three month schedule. The "Master Budget" and "Fund-raising Delineation" found under "Campaign Finance" are not magical numbers, but were derived from actual data and application of the means previously described. Although by no means complete, the "Unit Data Book" presents the type of information a candidate must have to familiarize himself with a district previous to and throughout the campaign. Using election data provided by the Secretary of State
of Ohio and the means suggested in "Targeting the Voters" of Part I, the section here on "Targeting Statistics" was developed to provide the candidate with an idea of where to prioritize his efforts in terms of time spent = votes gained. The section on "Opponent Research" is actual data about the Congressman, and was obtained from such sources as the Congressional Quarterly, the Almanac of American Politics, 1980, newspapers, and the Ohio Republican State Committee. The issues to be developed via the "Public Opinion Polls" were selected by assessing the campaign used for this project and applying the criteria suggested in Part I. Using the culmination of past experiences, research, and logical planning, the "Golf for Gillmor" event was created through the imagination of the writer. This event is laid out in very realistic segments, and would actually be expected to produce the proposed results. Finally, in an attempt to provide further illustration of program budgeting and cash flow accounting, as well as a basic understanding of media (i.e. exposure) strategy, the media planning area was developed. The figures and information presented here are 1978-79 data, obtained from SRDS and adapted to the actual district for this campaign.

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A final note must be made in gratitude to the Ohio State Republican Central Committee, the Ohio Department of Economic and Community Development, the Honorable Anthony Celebreeze, Secretary of State of Ohio, and the Ohio Department of Tourism for their assistance and cooperation.
CAMPAIGN PLAN "PERT" CHART
CAMPAIGN FINANCE

Master Budget

Fund-raising Delineation
<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$9,600.00</td>
<td>Professional staff</td>
</tr>
<tr>
<td>2,500.00</td>
<td>Headquarters, operating; supplies</td>
</tr>
<tr>
<td>8,123.00</td>
<td>Print (3773.60 brochures; 1850.00 calling cards)</td>
</tr>
<tr>
<td>5,000.00</td>
<td>Outdoor</td>
</tr>
<tr>
<td>22,090.80</td>
<td>Radio--television ads</td>
</tr>
<tr>
<td>35,000.00</td>
<td>Newspaper ads</td>
</tr>
<tr>
<td>15,000.00</td>
<td>Direct mail (fund-raiser)</td>
</tr>
<tr>
<td>10,000.00</td>
<td>Public opinion poll (2 runs)</td>
</tr>
<tr>
<td>1,500.00</td>
<td>Special effects (carsigns, banners, &quot;hand-outs&quot; etc.)</td>
</tr>
<tr>
<td>600.00</td>
<td>Transportation</td>
</tr>
<tr>
<td>400.00</td>
<td>Candidate miscellaneous expenses (tickets to events, etc.)</td>
</tr>
</tbody>
</table>

**Grand Total**

$109,813.80
### FUND-RAISING

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$22,250.00</td>
<td>Personal contributions</td>
</tr>
<tr>
<td>25,000.00</td>
<td>Coffee/cocktail in-house funders</td>
</tr>
<tr>
<td>Cover cost</td>
<td>Direct mail</td>
</tr>
<tr>
<td>25,000.00</td>
<td>Contributors (PACs, industry, etc.)</td>
</tr>
<tr>
<td>37,600.00</td>
<td>&quot;Golf for Gillmor&quot; fund-raiser ($100 couple/$75 single x 400 minus $2400 for expenses)</td>
</tr>
</tbody>
</table>

**Grand Total**

$109,850.00

*For delineations, as to when money is expected to come in, see master "PART" chart.*
UNIT DATA BOOK

County profiles
State officials
Ohio industries
County Profile

Population: ________

- female: _____
- urban: _____
- white: _____
- 18 & over: _____
- 65 & over: _____
- median age: _____
- foreign stock: _____
- farm popul.: _____

Labor Force (16 & over)

- unemployed: _____
- manufacturing: _____
- wholesale/retail: _____
- services: _____
- construction: _____
- government: _____

White collar:
- professional/managerial: _____
- sales/clerical: _____
- crafts/foreman: _____

Education (25 & over)

- median years: _____
- less than 5 yrs.: _____
- 4 or more high school: _____
- 4 or more college: _____

Income:

- less than $3,000: _____
- $3,000 - $4,999: _____
- $5,000 - $6,999: _____
- $10,000 - $14,999: _____
- $15,000 - $24,999: _____
- $25,000 & over: _____

median family income:
- Total: _____
- White: _____
- Negro: _____
- Farm: _____

Elections:

- Total cast for Pres. in '68: _____
- Cast for leading party: _____

ADDITIONAL COMMENTS:
County Profile

Defiance County

Population: 36,949

- Female: 50.7%
- Urban: 53.3%
- White: 36,852
- 18 & over: 61.3%
- 65 & over: 9.0%
- Median age: 24.6
- Foreign stock: 6.8%
- Farm popul.: 5,223

Labor Force (16 & over)

- Unemployed: 4.7%
- Manufacturing: 42.6%
- Wholesale/retail: 17.9%
- Services: 4.9%
- Construction: 4.4%
- Government: 10.7%

White collar:

- Professional/managerial: 16.4%
- Sales/clerical: 17.3%
- Crafts/foreman: 16.4%

Education (25 & over)

- Median years: 12.1
- Less than 5 yrs.: 24%
- 4 or more high school: 54.7%
- 4 or more college: 7.0%

Income:

- Less than $3,000: 8.8%
- $3,000 - $4,999: 16.6%
- $5,000 - $6,999: 10.7%
- $10,000 - $14,999: 31.5%
- $15,000 - $24,999: 15.7%
- $25,000 & over: 2.4%

- Median family income:
  - Total: $19,945
  - White: $19,945
  - Negro: NA
  - Farm: $8,734

Elections:

- Total cast for Pres. in '68: 13,959
- Cast for leading party: 52.6% (R)
County Profile

Fulton County

Population: 32,071
- female: 51.3%
- urban: 40.6%
- white: 33.0%
- 18 & over: 60.9%
- 65 & over: 10.2%
- median age: 36.5
- foreign stock: 7.4%
- farm popul.: 4.1%

Labor Force (16 & over)
- unemployed: 4.3% Percent
- manufacturing: 37.4
- wholesale/retail: 19.1
- services: 4.7
- construction: 5.3
- government: 7.7

White collar:
- professional/managerial: 10.3
- sales/clerical: 17.7
- crafts/foreman: 17.8

Education (25 & over)
- median years: 12.2
- less than 5 yrs.: 1.9%
- 4 or more high school: 57.1%
- 4 or more college: 5.4%

Income:
- less than $3,000: 6.5% Percent
- $3,000 - $4,999: 8.2%
- $5,000 - $6,999: 10.2%
- $10,000 - $14,999: 32.7%
- $15,000 - $24,999: 15.4%
- $25,000 & over: 2.8%

median family income:
- Total: $10,148
- White: $10,151
- Negro: $10
- Farm: $9,657

Elections:
- Total cast for Pres. in '68: 12,188
- Cast for leading party: 64.1%
County Profile

Henry County

Population: 27,058
female: 50.8%
urban: 27.9%
white: 26.956
65 & over: 12.4%
65 & over: 11.6%
median age: 28
foreign stock: 8.12
farm popul.: 5,764

Labor Force (16 & over)
unemployed: 4.0%
manufacturing: 38.1
wholesale/retail: 18.9
services: 5.1
construction: 7.9
government: 9.8
White collar:
professional/managerial: 16.1
sales/clerical: 16.5
crafts/foreman: 18.1

Education (25 & over)
median years: 12.1
less than 5 yrs.: 2.4%
4 or more high school: 53.0%
4 or more college: 5.4%

Income:
less than $3,000: 8.0%
$3,000 - $4,999: 8.0
$5,000 - $6,999: 11.8
$10,000 - $14,999: 34.0
$15,000 - $24,999: 13.0
$25,000 & over: 3.0
median family income:
Total: $9,994
White: $9,924
Negro: NA
Farm: $9,463

Elections:
Total cast for Pres. in '68: ________
Cast for leading party: ________

ADDITIONAL COMMENTS:
County Profile

Ottawa County

Population: 37,099
female: 51.1%
urban: 26.6%
white: 36.6%
18 & over: 63.5%
65 & over: 10.5%
middle age: 27.4
foreign stock: 12.2%
farm popul.: 2994

Labor Force (16 & over):
unemployed: 4.8% current
manufacturing: 38.1
wholesale/retail: 19.6
services: 5.7
construction: 5.4
government: 11.1

White collar:
professional/managerial: 18.9
sales/clerical: 20.5
crafts/foreman: 20.5

Education (25 & over):
median years: 12.0
less than 5 yrs.: 3.6%
4 or more high school: 51.7%
4 or more college: 4.3%

Income:
less than $3,000: 8.5%
$3,000 - $4,999: 8.4
$5,000 - $6,999: 10.7
$10,000 - $14,999: 31.1
$15,000 - $24,999: 15.1
$25,000 & over: 2.0

median family incm.:
Total: $9,740
White: $9,810
Negro: NA
Farm: $7,931

Elections:
Total cast for Pres. in '68: 15,115
Cast for leading party: 47.3%
County Profile

**Putnam County**

**Population:** 31,134

- female: 50.2%
- urban: 41.2%
- white: 31.1%
- 16 & over: 57.4%
- 65 & over: 9.5%
- median age: 23.4%
- foreign stock: 5.0%
- farm popul.: 85.2%

**Labor Force (16 & over):**

<table>
<thead>
<tr>
<th>Employment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>unemployed</td>
<td>3.77%</td>
</tr>
<tr>
<td>manufacturing</td>
<td>41.4%</td>
</tr>
<tr>
<td>wholesale/retail</td>
<td>17.1%</td>
</tr>
<tr>
<td>services</td>
<td>5.1%</td>
</tr>
<tr>
<td>construction</td>
<td>5.6%</td>
</tr>
<tr>
<td>government</td>
<td>10.1%</td>
</tr>
</tbody>
</table>

**White collar:**

- professional/managerial: 15.3%
- sales/clerical: 13.8%
- crafts/foreman: 17.0%

**Education (25 & over):**

- median years: 12.1
- less than 5 yrs.: 2.7%
- 4 or more high school: 52.2%
- 4 or more college: 5.0%

**Income:**

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>less than $3,000</td>
<td>8.1%</td>
</tr>
<tr>
<td>$3,000 - $4,999</td>
<td>8.1%</td>
</tr>
<tr>
<td>$5,000 - $6,999</td>
<td>14.4%</td>
</tr>
<tr>
<td>$10,000 - $14,999</td>
<td>28.9%</td>
</tr>
<tr>
<td>$15,000 - $24,999</td>
<td>12.3%</td>
</tr>
<tr>
<td>$25,000 &amp; over</td>
<td>2.3%</td>
</tr>
</tbody>
</table>

**Median family income:**

| Total                | $9,188     |
| White                | $9,188     |
| Negro                |            |
| Farm                 | $8374      |

**Elections:**

- Total cast for Pres. in '68: 12,105
- Cast for leading party: 59.4% (R)
County Profile

Paulding County

Population: 19,239
female: 50.7%
urban: 15.7%
white: 88.9%
18 & over: 59.9%
65 & over: 9.1%
median age: 25.4%
foreign stock: 2.5%
farm popul.: 3720

Labor Force (16 & over)
unemployed: 5.5%
manufacturing: 46.9%
wholesale/retail: 16.1%
services: 4.0%
construction: 4.3%
government: 10.1%

White collar:
professional/managerial: 14.5%
sales/clerical: 15.8%
crafts/foreman: 15.2%

Education (25 & over)
median years: 12.8
less than 5 yrs.: 1.6%
4 or more high school: 51.2%
4 or more college: 4.1%

Income:
less than $3,000: 11.7%
$3,000 - $4,999: 7.1%
$5,000 - $6,999: 11.3%
$10,000 - $14,999: 31.1%
$15,000 - $24,999: 10.5%
$25,000 & over: 1.7%

median family income:
Total: $9,221
White: $9,230
Negro: NA
Farm: $9,263

Elections:
Total cast for Pres. in '66: 7685
Cast for leading party: 53.0%
(R)
County Profile

SANDUSKY County

Population: 60,983
female: 51.4%
urban: 59.5%
white: 59,860
16 & over: 61.4%
65 & over: 10.0%
median age: 27.0%
foreign stock: 8.8%
farm popul.: 5058

Labor Force (16 & over)
unemployed: 3.9%
manufacturing: 41.5%
wholesale/retail: 17.4%
services: 5.2%
construction: 6.1%
Government: 10.3%

White collar:
professional/managerial: 17.4%
sales/clerical: 18.1%
crafts/foreman: 17.3%

Education (25 & over)
median years: 12.1
less than 5 yrs.: 27.2%
4 or more high school: 54.8%
4 or more college: 5.4%

Income:
less than $3,000: 7.7%
$3,000 - $4,999: 7.5%
$5,000 - $6,999: 11.3%
$10,000 - $14,999: 30.5%
$15,000 - $24,999: 15.4%
$25,000 & over: 2.4%
median family inc.:
Total: $9803
White: $9819
Negro: $9500
Farm: $8732

Elections:
Total cast for Pres. in '66: 22,025
Cast for leading party: 53.17%
County Profile

__Seneca__ County

Population: 60,696
- female: 51.6%
- urban: 55.6%
- white: 59.5%
- 18 & over: 62.8%
- 65 & over: 10.3%
- median age: 26.7
- foreign stock: 5.5%
- farm popul.: 7587

Labor Force (16 & over)
- unemployed: 3.92 Parent
- manufacturing: 42.6
- wholesale/retail: 17.0
- services: 4.9
- construction: 4.2
- government: 9.4

White collar:
- professional/managerial: 17.0
- sales/clerical: 16.5
- crafts/foreman: 15.8

Income:
- less than $3,000: 8.1%
- $3,000 - $4,999: 7.4
- $5,000 - $6,999: 12.3
- $10,000 - $14,999: 30.9
- $15,000 - $24,999: 11.8
- $25,000 & over: 2.2

Education (25 & over)
- median years: 12.1
- less than 5 yrs.: 2.2%
- 4 or more high school: 54.7%
- 4 or more college: 6.4%

Median family income:
- Total: $9,431
- White: $9,444
- Negro: $8,624
- Farm: $8,722

Elections:
- Total cast for Pres. in '68: 23,620
- Cast for leading party: 52.3% (R)
County Profile

Van Wert County

Population: 51,194
female: 51.8%
urban: 50.7%
white: 29,013
18 & over: 67.8%
65 & over: 12.5%
median age: 30.1
foreign stock: 3.7%
farm popul.: 48.3%

Labor Force (16 & over)
unemployed: 4.4%
manufacturing: 4.1%
wholesale/retail: 16.6
dservices: 6.7
construction: 4.5
government: 9.3

White collar:
professional/managerial: 16.7
sales/clerical: 19.7
crafts/foreman: 14.1

Education (25 & over)
median years: 12.2
less than 5 yrs.: 14%
4 or more high school: 57.5%
4 or more college: 5.4%

Income:
less than $3,000: 9.2%
$3,000 - $4,999: 9.3
$5,000 - $6,999: 11.2
$10,000 - $14,999: 31.1
$15,000 - $24,999: 10.5
$25,000 & over: 1.7
median family income:
Total: $9,156
White: $9,149
Negro: N/A
Farm: $8,380

Elections:
Total cast for Pres. in '68: 13,527
Cast for leading party: 57.2%
(R)
County Profile

Williams County

Population: 33,669
female: 51.2%
urban: 33.2%
white: 33,638
18 & over: 62.8%
65 & over: 11.3%
median age: 28.3%
foreign stock: 4.0%
farm popul.: 6141

Labor Force (16 & over)
unemployed: 4.5% Percent ↓
manufacturing: 44.1%
wholesale/retail: 17.2%
services: 4.8%
construction: 4.9%
government: 9.9%

White collar:
professional/managerial: 19.5%
sales/clerical: 17.8%
crafts/foreman: 15.4%

Education (25 & over)
median years: 12.2
less than 5 yrs.: 1.5%
4 or more high school: 56.6%
4 or more college: 13.3%

Income:
less than $3,000: 9.3%
$3,000 - $4,999: 7.5%
$5,000 - $6,999: 11.8%
$10,000 - $14,999: 31.4%
$15,000 - $24,999: 12.3%
$25,000 & over: 2.0%

median family income:
Total: $9,493
White: $9,501
Negro: NA
Farm: $8,559

Elections:
Total cast for Pres. in '68: 13,485
Cast for leading party: 57.8% (R)
**County Profile**

**Wood County**

**Population:** 89,722  
female: 51.2%  
urban: 53.8%  
white: 89,167  
18 & over: 68.1%  
65 & over: 9.1%  
median age: 23.5  
foreign stock: 8.7%  
farm popul.: 8.7%

**Labor Force (16 & over):**

- unemployed: 3.4%  
- manufacturing: 28.4%  
- wholesale/retail: 19.4%  
- services: 5.9%  
- construction: 5.1%  
- government: 20.4%

**White collar:**

- professional/managerial: 23.5%  
- sales/clerical: 21.4%  
- crafts/foreman: 15.0%

**Education (25 & over):**

- median years: 13.2  
- less than 5 yrs.: 2.3%  
- 4 or more high school: 59.8%  
- 4 or more college: 11.3%

**Income:**

- less than $3,000: 6.0%  
- $3,000 - $4,999: 7.8%  
- $5,000 - $6,999: 8.4%  
- $10,000 - $14,999: 13.3%  
- $15,000 - $24,999: 20.2%  
- $25,000 & over: 4.1%

**median family inc.:**

- Total: $10,878  
- White: $10,813  
- Negro: NA  
- Farm: $96,877

**Elections:**

- Total cast for Pres. in '68: 27,737  
- Cast for leading party: 53.8%
**UNIT DATA BOOK**  
**OHIO REPUBLICAN MEMBERS OF THE 96th UNITED STATES CONGRESS**

*Asterisk indicates where mail is to be sent.

<table>
<thead>
<tr>
<th>DISTRICT</th>
<th>U. S. REPRESENTATIVE</th>
<th>WASHINGTON ADDRESS</th>
<th>OHIO ADDRESS</th>
</tr>
</thead>
</table>
| 1        | Willis D. Gradison          | *1519 Longworth HOB  
                        | Washington 20515  
                        | 202/225-3164  
                        | 8008 Federal Bldg.  
                        | 550 Main St.  
                        | Cincinnati 45202  
                        | 513/684-2456      |
| 4        | Tennyson Guyer              | *114 Cannon HOB  
                        | Washington 20515  
                        | 202/225-2676  
                        | New Federal Bldg.  
                        | 401 W. North St., Rm. 205  
                        | Lima 45801  
                        | 419/227-6845      |
| 5        | Delbert L. Latta            | *2309 Rayburn HOB  
                        | Washington 20515  
                        | 202/225-6405  
                        | 100 Federal Bldg.  
                        | Bowling Green 43402  
                        | 419/353-8871      |
| 6        | William H. Harsha           | *2185 Rayburn HOB  
                        | Washington 20515  
                        | 202/225-5705  
                        | Post Office Bldg.  
                        | Portsmouth 45662  
                        | 614/353-5171      |
|          |                             |                                     |                                   |                                   |
| 7        | Clarence J. Brown           | *1135 Longworth HOB  
                        | Washington 20515  
                        | 202/225-4324  
                        | 220 U. S. Post Office  
                        | 150 N. Limestone St.  
                        | Springfield 45501  
                        | 513/325-0474 or 0475  
                        | 144 E. Center St.  
                        | Marion 43302  
                        | 614/387-5300      |
| 8        | Thomas N. Kindness          | *1124 Longworth HOB  
                        | Washington 20515  
                        | 202/225-6205  
                        | 646 High St.  
                        | Hamilton 45011  
                        | 513/895-5656  
                        | 1-800-582-1001  
                        | 234 E. Main St.  
                        | Greenville 45331  
                        | 513/548-8817      |
| 10       | Clarence E. Miller          | *2135 Rayburn HOB  
                        | Washington 20515  
                        | 202/225-5131  
                        | 212 S. Broad St.  
                        | Lancaster 43130  
                        | 614/654-5149      |
State Senators in the 5th Congressional District

(All but Ms. Valiquette are Republicans)

Senate District 1- Ben A. Gaeth
Williams, Defiance, Van Wert, Fulton, part of Lucas Counties

Bus. Ohio Senate
Statehouse
Columbus, OH 43216
614/466-8150

Home- 340 Sunset Dr.
Defiance 43512
419/732-0481

Senate District 2- Paul E. Gillmor
Putnam, Sandusky, Wood, Hancock and part of Van Wert Counties

Bus. 88 S. Washington St.
Tiffin, Ohio 44883
419/447-2521

Home- 2253 Sand Rd.
Port Clinton, Ohio 43452
419/732-2859

9th Congressional District - (Not applicable)

Senate District 11- Marigene Valiquette (Democrat)
Lucas County

Bus. Ohio Senate
Columbus, OH 43215
614/466-4884

Home- Box 444
Toledo, Ohio 43692
419/243-9773

Senate District 26- Paul Pfeifer
Seneca County

Bus. 221 S. Poplar St.
Bucyrus, 44820 (Ohio)
419/562-7762

Home- 3234 Kiess
Bucyrus, OH 44820
State Representatives in the 5th Congressional District

(All but Mr. Deering are Republicans)

44th House District - David Karmol
Lucas County

Bus. Ohio House-Statehouse
Columbus, OH 43215
614/466-8130

Home - 3247 Alexandria
Toledo, Ohio 43606
419-474-5286

69th House District - John A. Galbraith
Fulton and Henry Counties

Bus. 117 W. Wayne St.
Maumee, OH 43537
419/893-4621

Home - 602 Pierce St.
Maumee, Ohio 43537
419/893-3997

79th House District - Larry W. Lanahan
Defiance, Williams, Paulding and Van Wert Counties

Bus. Ohio House-Statehouse
Columbus, Ohio 43215
614/466-5144

Home - 815 Jefferson Ave.
Defiance, Ohio 43512
419/784-0446

82nd House District - Michael G. Oxley
Putnam County

Bus. Ohio House-Statehouse
Columbus, OH 43215
614/466-8120

Home - 1995 Old Mill Rd.
Findlay, Ohio 45840
419/423-3461

83rd House District - Robert E. Brown
Wood, Seneca and Sandusky Counties

Bus. Ohio House
Cols., Ohio 43215
614/466-4491

Home - 503 W. Front St.
Perrysburg, OH 43551
419/874-6040

84th House District - Fred Deering (Democrat)
Ottawa County

Bus. Ohio House
Cols., Ohio 43215
614/466-8996

(we have no home address for him)
Following is a list, compiled by county, of all of the major industries in the fifth congressional district. The criteria for selecting these industries was to have a minimum employment of 100 employees.

The list is ranked by number of employees within each county. Additional information may be located in the Ohio Industrial Directory, which is published annually by the Ohio Dept. of Economic and Community Development.

The information which would be useful that is not contained in the following lists, consists of such items as: addresses, and names of major personnel; annual sales; organized labor for various industries; and the major products of these industries.
5th Congressional District

Listed by number of employees, in increasing number, over 100.

**Defiance County**

General Motors Corp. - 5400
Zeller Corp. - 400
Dinner Bell Foods, Inc. - 395
A.J.P. Company, Inc. - 210
All Star Products, Inc. - 100

**Fulton County**

Beatrice Foods Co. - 350
Pilliod Cabinet Co. - 650
Fayette Tubular Products, Inc. - 632
ITT Higbie Mfg. Co./Fulton Div. - 425
McCord Corp./Replacement Products - 240
Sheridan Mfg. Co. - 230
Markey Bronze Corp. - 225
Sterling Milk Co. - 180
Fore-Craft Inc. - 165
Dinner Bell Foods, Inc. - 150
Dayton-Walther Corp. - 150
Riverside Mfg. Inds., Inc. - 120
Chromalloy-American Corp. - 100
Latrobe Steel Co./Sub Timken Co. - 100

**Henry County**

Campbell Soup Co. - 2000
Gould/Elastomer Products Div. - 350
Metal Forge Co. - 200
National Union Electric - 165
IMCO Poultry - 150
Sherwin-Williams Co. - 135
Standard Metal Mfg. Co. - 100
Automatic Feed Co. - 100

**Ottawa County**

Brush Wellman, Inc. - 500
Uniroyal Inc./Plastic Products Inc. - 300
Ares, Inc. - 200
Celotex Corp. - 150
Aim Packaging, Inc. - 110
Stokley-Van Camp, Inc. - 110
Standard Slag Co. - 100
Wilson Cabinet Co., Inc. - 100
Ohio Industries - 2 -

Paulding County

Weatherhead Co. - 600
Nuturn Corp. - 210
Stokely-Van Camp - 200
Pawnee Plastics, Inc. - 100

Putnam County

G.T.E. Sylvania, Inc. - 2000
S.C.M. Business Systems - 375
Louisiana-Pacific Corp. - 229
Konalrad Products, Inc. - 200
Libby McNeil & Libby - 153
Konalrad Products, Inc. - 125
Unverferth Mfg. Co. - 120
Socar of Ohio, Inc. - 100

Seneca County

Atlas Crankshaft - 1600
Bendix Autolite/Bendix Corp. - 1500
GE/Hermetic Motor Dept. - 1000
National Machinery Co. - 900
Chrysler Corp./Toftoria Foundry - 765
Union Carbide Corp. - 750
Webster Inds. Inc./Webster Mfg. Co. - 600
Basic Inc. - 600
American Standard Inc. - 500
Hayes-Albion Corp. - 500
Ex-Cell-O Corp. - 450
ITT Corp./ITT Abrasive Products - 340
Excel Wire & Cable Co. - 250
Copeland Corp. - 240
Tiffin Enterprises, Inc. - 220
Toftoria Industries, Inc. - 210
Hopple Rubber Corp. - 165
Brunswick Corp. - 150
ATO Ind./Tiffin Metal Products - 150
Interpace Corp./Tiffin Glass Plant - 150
Fry Foods, Inc. - 125
Prime Industries/Riegel Provision Co. - 128
Hanson Machinery Co. - 105

Van Wert County

Aeroquip Corp. - 750
Federal Mogul Corp. - 750
Continental Forest Industries - 500
Chrysler Corp. - 350
Kennedy Mfg. Co. - 400
Bordon Inc./Food Div. - 350
Teleflex Inc./Automotive Division - 300
Republic Buildings Corp. - 164
Union Quarries Co. - 110
Ohio Industries - 3 -

Sandusky County

Whirlpool Corp. - 2200
GE/Bellevue Lamp Plant - 800
Heinz H. J. Co. - 600
Kelsey-Hayes Co. - 500
Eckrich, Peter & Sons, Inc. - 460
Singer Co./Controls Div. - 400
Atlas Engine Works, Inc. - 325
Northern Ohio Sugar Co. - 300
Kelsey-Hayes Co./Fremont Foundry - 210
Moore Business Forms, Inc. - 200
Crown Industries/Division Ludlow Corp. - 175
Scott & Fetzer Co./Quikut Div. - 165
Nickles Bakery Inc. - 152
Fremont Kraut Co./Sub. Fremont Co. - 150
Pfizer Inc./MPM - 150
Woodall Industries Inc., Ohio - 130
Detroit Gasket Co. - 125
LOF Plastic Inc./Woodall Div. - 125
Hyman S.E. Co. 120
Green Bay Pkg. Inc. - 115
Crescent Mfg. Co. - 110
Bellevue Mfg. Co. - 100
Woodall Industries Inc. - 100

Williams County

Aro Corp. - 1100
Ohio Art Co. - 600
Mohawk Tools, Inc. - 435
Challenge-Cook Bros. of Ohio - 400
Spangler Candy Co. - 400
Hayes-Albion Corp./Exhaust Sys. - 400
Bryan Custom Plastics - 325
United Screw & Bolt Co. - 300
Hayes-Albion Cor./Fifty Div. - 290
Robinair Mfg. Corp. - 240
Kustom Fit of Ohio - 230
Bard Mfg. Co. - 200
Allied Moulded Products Inc. - 170
Beam Stream Inc. - 160
Terry Industries of Ohio, Inc. - 150
Chase Brass & Copper Co., Inc. - 150
Powers & Sons Co./Letts Industries Inc. - 150
Emenee Industries Inc./Ohio Art Co. - 150
Emenee Industries Inc. - 125
Bryan Metals Inc. - 100
Holabird Co. - 100
Pet Inc./Grocery Prods. Div. - 100
Edgerton Mfg./Div. Simpson Industries - 100
Edon Machine Div./Simpson Industries - 100
Metal Forge Co. - 100
Ohio Industries - 4 -

Wood County

Chrysler Corp. - 3000
Libbey-Owens-Food Co. - 2500
Goodyear Tire & Rubber Co. - 500
Cooper Industrial Products/Copper Tire - 320
Hunt-Wesson Foods, Inc. - 300
Scott & Fetzer Co. - 280
Crown Cork & Seal - 230
Donovan Wire & Iron Co. - 200
International Automated Machines, Inc. - 200
Peters Stamping - 200
Capital Plastics of Ohio Inc. - 175
Marathon Special Products Corp. - 150
Bachman Distribution Center - 140
Henry Filters, Inc. - 140
Abbey Etna Machine Co. - 130
Ohio Truss Mart, Inc. - 130
Midwest Stampgin & Mfg. Co. - 120
Toledo Mold Division/Thatcher Glass - 115
Great Atlantic & Pacific Tea - 100
Barrington Homes of Ohio, Inc. - 100
TARGETING STATISTICS - ELECTION RESULTS
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OPPONENT RESEARCH

Delbert L. Latta
FACT SHEET
CONGRESSMAN DELBERT L. LATT A (R)
5th DISTRICT - OHIO

Age: 60 (in March, 1980)
Home: Bowling Green, Ohio
College: Ohio Northern University, A.B. and L.L.B.
Career: Attorney, Ohio Senate
Congressional term: Elected 1958; continuous since.
Congress: Committees - Budget (Ranking member)

Subcommittees - State & Local Governments
  Regulations & Spending Limitations
  Defense and International Affairs
  Legislative Savings

Biographical sketch: (Almanac of American Politics, 1980 and

When a member of the Rules Committee, he was often part of
the coalition of conservative Republicans and Southern
Democrats who would kill liberal legislation by refusing to
schedule it for debate.

Known as a "fierce and aggressive partisan"; always an
advocate of hard-line opposition to the Democrats.

1974 he filled a vacancy for the hearings on the Judiciary
Committee for the impeachment of Richard Nixon. He pro­
vided a "no holds barred defense of Richard Nixon."

In 1975 Latta was named the ranking Republican on the House
Budget Committee. Latta has fought the Democrats every step
of the way, arguing constantly in committee and then on the
floor for lower spending targets in non-defense areas.

"Latta is a man who believes that the Democrats are invar­
ially up to mischief, and who will take any steps he can
to stop them.
-------------

"Although Latta has been in Congress for almost two decades,
representing the northwestern corner of Ohio, he has chosen
to remain largely unknown to all but his constituents and
Capitol hill regulars."

Other fiscal conservatives, who accomplish more with less
seniority, wince at Latta's wasted potential. "He's in a
position to play a national role, but he's never risen above
the parochialism of his own district."
Fact Sheet - Latta, 2.

Re: Nixon impeachment hearings: "As television viewers saw so vividly, no defender of Nixon argued with more bluster of fewer facts than did Latta." ...emotional rampage.

Latta's office in the Rayburn Bldg. is more like a mail order house. Over the years, Latta has required staff members to take time from official business to satisfy one of his political obsessions -- the sending of red-white-and-blue freebies to unsuspecting but grateful constituents: Dept. of Agriculture yearbooks, tax guides for the small businessman, flags flow (ever-so-briefly) over the Capitol, congratulations on wedding anniversaries.

"Latta is contemplating retirement. On Monday mornings when Congress is in session, he returns to Washington by way of Columbus International Airport. In recent months he has been observed doodling on his paper place mat on the plane. He's been computing his pension under the new Congressional retirement formula."
In 1978, there were three issues cited as the most significant issues confronting Congress. These issues were (1) foreign policy; (2) economics; and (3) defense. Votes related to these issues constituted the majority of top '78 key votes. (Congressional Quarterly, 1978).

In spite of these significant areas of concern, Representative Delbert Latta, ranking minority member of the House Budget Committee, was most involved with other legislation. Representative Latta went on record for the following issues, and then only very briefly:

- Budget resolution
- Gun control
- Humphrey-Hawkins tax bill
- Wiretap controls

Following are some major points issued by Latta during the term.

RE: Attempts to reduce spending.
Latta called for a 5% reduction in spending. Latta said the spending cut would save $1.5 billion in interest on the national debt. The amendment was rejected by voice vote.

RE: Gun control.
Latta charged that the Firearms Bureau had made "a devious end run around the Congress to get their registration regulations on the books."
"They knew full well they could not get these regulations passed by the Congress...or they would have come here in the first place and requested them."

continued...
RE: Legislation requiring warrants for wiretaps in national security cases.
The House adopted an amendment by Latta, allowing the President to authorize warrantless electronic surveillance for up to one year during a war declared by Congress.
The following chart presents how Representative Delbert Latta performed in his voting record with relationship to three variables: Conservative Coalition; Party Unity; and Participation.

Conservative coalition - Percent of 164 (or similar number for each year) conservative coalition recorded votes in respective year...voted "yea" with conservative coalition.

Party Unity - Percentage of House Party Unity recorded votes for each year on which Representative voted "yea" or "nea" in agreement with a majority of his party. These were for votes that split the parties.

Voting Participation - Percentage of recorded votes on which a member voted "yea" or "nea".

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How Delbert Latta voted on the Key House Votes in 1978.

(Congressional Quarterly Almanac, 1978, Politics sec., p. 70).

**NO**

1. HR 12928. Public Works — Energy Appropriations, Fiscal 1979. Passage, over the president's Oct. 5 veto, of the bill to appropriate $10,160,483,000 for energy and water development programs of the Corps of Engineers and the Interior and Energy Departments. Rejected 223-190: R 73-62; D 150-128 (ND 92-99; SD 58-29), Oct. 5, 1978. A two-thirds majority vote (276 in this case) is required to override a veto. The president had requested $11,039,449,000. A "nay" was a vote supporting the president's position.

2. H Res 1434. National Energy Act. Bolling, D-Mo., motion to order the previous question (thus ending debate on adoption of the resolution to waive all points of order so that the House could consider en bloc the conference reports on the five pieces of the National Energy Act—(HR 5283, HR 5037, HR 5289, HR 5146, HR 4018). (The vote prevented a separate vote on the natural gas pricing section of the bill, which had been sought by its opponents.) Motion agreed to 207-206: R 8-127; D 199-79 (ND 136-55; SD 63-24), Oct. 13, 1978. A "yea" was a vote supporting the president's position.

**YES**

3. HR 6782. Emergency Farm Bill. Adoption of the conference report on the bill to provide a one-year flexible parity program with graduated land diversion and target price levels for wheat, corn and cotton, and to raise loan rates for these commodities beginning Oct. 1, 1979 (with retroactive payments for 1978 crops). Rejected 150-268: R 70-75; D 80-193 (ND 26-169; SD 54-33), April 12, 1978. A "nay" was a vote supporting the president's position.

4. HR 11983. Federal Election Commission-Public Financing. Sisk, D-Calif., motion to order the previous question (thus ending debate) on the adoption of the rule (H Res 1772) providing for House floor consideration of the fiscal 1979 authorization bill for the Federal Election Commission. (Opponents of the rule sought to defeat the previous question in order to permit drafting an alternative rule that would allow a House vote on public financing of House general elections.) Motion agreed to 213-196: R 106-30; D 107-66 (ND 45-144; SD 62-22), July 19, 1978. The rule subsequently was adopted by voice vote.

5. HR 12514. Foreign Military Aid. Wright, D-Texas, amendment, to the Fascell, D-Fla., amendment, to lift the U.S. arms embargo against Turkey when the president certified to Congress that the action was in the national interest of the United States and NATO and that Turkey was acting in good faith to achieve a settlement of the Cyprus problem. Adopted 208-205: R 78-64; D 130-141 (ND 64-123; SD 66-181), Aug. 1, 1978. A "yea" was a vote supporting the president's position. (The Fascell amendment, as amended, was adopted subsequently by voice vote.)

6. HR 12931. Foreign Aid Appropriations, Fiscal 1979. Miller, R-Ohio, amendment, to the Young, R-Fla., amendment to reduce all appropriations in the bill by 8 percent except funds for Israel and Egypt. Rejected 184-199: R 88-48; D 96-156 (ND 42-133; SD 54-23), Aug. 14, 1978. A "nay" was a vote supporting the president's position.


8. HR 9375. Fiscal 1978 Supplemental Appropriations. Ma­ hon, D-Texas, motion that the House recede and concur in the Senate amendment, to the bill, reserving $462 million appropriated in fiscal 1977 for the Defense Department for production of three B-1 bombers. Motion agreed to 224-192: R 30-106; D 194-76 (ND 155-38; SD 49-38), Feb. 22, 1978. A "yea" was a vote supporting the president's position.

**YES**

9. HR 10929. Defense Procurement Authorization. Passage, over the president's Aug. 17 veto, of the bill to authorize $36,906,969,000 for Defense Department weapons procurement and military research programs in fiscal 1979. Rejected 191-206: R 67-23; D 84-183 (ND 34-150; SD 50-33), Sept. 7, 1978. A two-thirds majority vote (265 in this case) is required for passage over a veto. A "nay" was a vote supporting the president's position.

10. HR 6805. Consumer Protection Agency. Passage of the bill to establish an independent Office of Consumer Representation within the Executive Branch to represent the interests of consumers before federal agencies and courts. Rejected 189-227: R 17-129; D 172-101 (ND 147-40; SD 25-61), Feb. 8, 1978. A "yea" was a vote supporting the president's position.

11. HR 8194. Lobbying Disclosure. Passage of the bill to require annual registration and quarterly reporting by major lobbying organizations as well as disclosure of grass-roots (indirect) lobbying activities by reporting organizations and the names and addresses of major groups contributing to reporting organizations. Passed 259-140: R 75-67; D 184-73 (ND 143-39; SD 41-34), April 26, 1978. A "yea" was a vote supporting the president's position.


14. HR 12950. Tuition Tax Credits. Gradison, R-Ohio, motion to recommit the conference report on the bill to provide income tax credits for college and vocational school tuitions to the conference committee, with instructions that House conferees insist on a provision making tuitions paid to private elementary and secondary schools eligible for a credit. Motion agreed to 207-185: R 100-33; D 107-152 (ND 91-98; SD 16-66), Oct. 12, 1978. A "nay" was a vote supporting the president's position.

15. HR 80. Full Employment Act. Jeffords, R-Vt., substitute amendment, to the Sarasin, R-Conn., amendments, to require the president, beginning with the third year after passage of the bill, to include in his annual economic report goals for reasonable price stability, and to formulate policies for the reduction of inflation; and to define reasonable price stability as reduction of inflation to 3 percent within five years of enactment. Rejected 198 223: R 142-2; D 56-221 (ND 26-168; SD 30-34), March 9, 1978. (The Sarasin amendments, as amended by the Wright amendments, were adopted subsequently by voice vote.)

16. HR 13511. Revenue Act of 1978. Corman, D-Calif., amendment to provide an $18.1 billion tax cut including more benefits to taxpayers earning less than $50,000, and less to those earning more. Rejected 190-225: R 8-134; D 156-91 (ND 164-27; SD 21-64), Aug. 10, 1978. A "yea" was a vote supporting the president's position.
PUBLIC OPINION POLLS
In employing a professional marketing firm to conduct a set of public opinion polls for the candidate, there are certain guidelines which must be compiled for the firm's use. These guidelines may be structured in the form of questions which the poll is intended to answer. These are not the questions which will appear in the actual questionnaire schedule... rather, they are guidelines from which to develop this schedule.

I. Factual information.
   In addition to the latest census and election data available, the poll should tell:
   * What the key political make-up of each county is. Where Latta's loyalties lie specifically; where his 'opponent Republicans' are; where the switch votes might be found; and where the Democrat "avoidance" areas are.
   * The general demographic information will either confirm and reinforce the preliminary research, or indicate areas of difference to correct.

II. Candidate images.
   What do the people think of Delbert Latta:
   * as a citizen, family man, attorney?
   * as a Congressman? What do they think about his age?
   * as a representative of the people?
   Why do the people continue to support Latta?
   What does Latta do that the people don't like?
   Where would the people like to see changes made?

A subsequent poll could compare Latta and Gillmor and their prospective positions; and Gillmor's potential: Who would best represent the people?

In the first poll, tap recognition and initial impressions of Gillmor.
   * Does he have a 'chance'?
   * Favorable attitude about his candidacy?
   * General pro's and con's. Do people want the change he stands for?

continued...
Public Opinion Polls, 2.

III. Key issue development.
*What issues are the front-runners with the public at the present time?
*What issues have concerned them in the past? How (or has) Delbert Latta dealt with these issues? Can he satisfactorily deal with the pressing current issues?
*How familiar is the public with Latta's stands on the past and current issues?
*What indications are there that Gillmor will be able to define and deal with the issues important to the voters of the 5th district?

A subsequent poll will tap the effectiveness of Gillmor's response to these issue-identifiers; and resulting success or lack of success as they relate to his campaign.
SPECIAL EVENTS

"Golf for Gillmor"
Press relations
"GOLF FOR GILLMOR"

The major fund-raiser for the primary campaign will be a golfing fund-raiser to be held in Defiance, which is in Defiance county.

The basic planning stages for this event are laid out on the master "PERT" chart. The event will be held on Saturday, April 26, 1980 beginning at 12:00 p.m. A rain date will be the Sunday immediately following.

The cost of the fund-raiser is $100/per couple, or $75/single. Anticipated ticket sales are to target for 400-425 tickets (at $100 per ticket).

The schedule for the golf outing is arranged to allow for the guests to play golf or tennis beginning at 12:00, with a fashion show scheduled for the ladies at 1:00 p.m. The candidate is not scheduled to arrive until 2:00 p.m. This allows him the morning to campaign at various locations in the area, and to arrive at the golf club when the majority of golfers will be returning to the clubhouse, and the fashion show is just ending.

After the candidate arrives, at approximately 2:00 p.m., there will be a short rally. The activities will continue until 4:00 p.m. when a cocktail party will begin. This will be followed by a catered picnic. All activities are anticipated to end by 7:00 p.m.
Event: Golf for Gillmor!!

For: Paul E. Gillmor

Date: April 26, 1980

SATURDAY

7:00 a.m. Leave home (Port Clinton) for Defiance. Driver: Wife

8:00 a.m. Arrive Defiance: DEFIANCE COUNTY GOPs FOR GILLMOR BREAKFAST with wife.
Breakfast (100 attending)
Remarks - Gillmor (20 min.)
Q & A from audience & press (10 min.)
Advance: Wife

8:45 a.m. Leave for WONW "ENERGY FOR '80s" radio show. 9:00 a.m.
2010 Radio Dr.
692-3963
LIVE SHOW

9:30 a.m. Leave WONW for Defiance County Gillmor Headquarters
Conferences - staff time.
Wife leaves for Golf club, to arrange fund-raiser

11:30 a.m. Leave headquarters, for luncheon with PAC at Conference center.
Driver: Luncheon (50 attending)
Defiance Gillmor remarks (20 min.)
County Vice- PAC contact:
Chairman. Advance: Vice-Chairman (Defiance County)

1:30 p.m. Leave luncheon for Golf club. Driver - Vice Chairman.

2:00 p.m. Arrive Golf Club. Meet ladies at fashion show, greet golfers.

2:45 p.m. "GOLF FOR GILLMOR" rally. Comments: Gillmor (20-30 min.)
Q & A guests & press

3:30 p.m. Resume activities

4:00 p.m. Begin cocktail party

5:30 p.m. Begin picnic

7:00 p.m. Leave Golf Club for home. Driver: Wife
PRESS RELATIONS

Following is an initial press release covering the activities which will take place in Defiance, on Saturday, April 26, 1980. This release will be sent to all newspapers and radio systems covered in the campaign. Also included with the release will be an itinerary copy of the day's events.

The release as written will serve a dual purpose:
(1) It will inform the media of the events to encourage coverage;
(2) When printed, it will inform the public of the events and provide exposure for the candidate = free press.

An additional advantage to the release, and accompanying itinerary, is that it offers four good opportunities for follow-up free press: (1) the breakfast press conference; (2) the radio show, and comments there; (3) the luncheon press conference; and (4) the rally at the Golf for Gillmor event.

*Note: In reality, the release would be written on "Gillmor for Congress" stationary, so a letterhead on the following copy has been omitted.
FOR IMMEDIATE RELEASE:

STATE SENATOR PAUL E. GILLMOR (R-PORT CLINTON), A 5TH DISTRICT CANDIDATE FOR CONGRESS, will be in Defiance on Saturday, April 26th for a day of campaign activities.

The morning will begin with a GOP breakfast at [location] which will be followed by a radio show from WNOW at 9:00 a.m. After his luncheon with (PACs) at the [location], beginning at noon, Senator Gillmor will join the activities at the _______ Golf Club for the "Golf for Gillmor" campaign fund-raising event.

The Senator is running for the first time as a Congressional candidate. Gillmor's major concerns are energy, defense, and the economy. Several highlights of these issues will be discussed during Senator Gillmor's appearances throughout the area on Saturday.

In the event of rain on Saturday, the "Golf for Gillmor" event will be held on Sunday, April 27th.

-30-
MEDIA PLANNING

Newspaper ad schedule
Radio and television ad schedule
NEWSPAPER AD SCHEDULE

The strategy for newspaper advertisements covers 10 major papers throughout the district. These papers are listed in the following pages. The papers were selected to provide a wide cross-section of the district and to attempt to hit all of the voters targeted as potential votes. For example, in Fremont (Sandusky county) two papers were selected because this area presents the greatest potential of support for Gillmor.

The ad coverage was divided among five basic sizes of ads: "brochure" size, which measures the same as the front cover of an 8.5 x 11" brochure, folded in thirds; double brochure size; ¼ page; ½ page; and full page. Because it is essential to maintain consistent coverage throughout the district, rates were computed and then multiplied to provide a group rate for the ten papers, per type of ad. Obviously there will be varying circumstances where more or less coverage will be desired for certain papers. For this purpose, approximately one eighth of the total newspaper ad budget will be left open to these considerations.

Below are the base rates for the placement of one of the size of ad indicated, multiplied to include all ten papers. In the following pages is the newspaper ad strategy calendar proposed for the primary campaign.

$ 822.11 -- Brochure size ad
1644.22 -- Double brochure
1711.47 -- ¼ page
3422.94 -- ½ page
6845.83 -- full page

* These rates are based on line rates, or special rates given for certain papers listing portion-page rates. The above rates do not include placement costs (i.e. extra charge for placing the ad in a specific area of the paper) or color charges. At this point, it is not anticipated that any color will be used in the newspaper ad campaign.
MEDIA PLANNING
Newspaper reference sheet

Congressional
District 5
OHIO

BOWLING GREEN - Wood county
SENTINEL-TRIBUNE
Box 83
Bowling Green, OH 43402
419-352-4611
Robert M. Reider (Adv.)

BRYAN - Williams county
TIMES
Box 268, 127 S. Walnut
Bryan, OH 43506
419-636-1111
Tom Voigt (Bus. Mgr.)

DEFIANCE - Defiance county
CRESCENT NEWS
Box 249, 2nd & Perry Sts.
Defiance, OH 43513
419-734-5441
Alvin J. Gietgey (Adv.)

DELPHOS - Van Wert county
HERALD
405 N. Main St.
Delphos, OH 45833
419-692-5050
Robert Gillespie (Adv.)

FREMONT - Sandusky county
NEWS-MESSENGER
Box 311, 107 S. Arch St.
Fremont, OH 43420
419-332-5511
Randy Chapman (Adv.)
Fremont - also NEWS-HERALD

NAPOLEON - Henry county
NORTHWEST-SIGNAL
Route 424, East
Napoleon, OH 43543
419-592-5055
William J. Cahill (Adv.)

TIFFIN - Seneca county
ADVERTISER-TRIBUNE
320 Nelson St.
Tiffin, OH 44883
419-447-4455
John A. Sherer (Adv.)

TOLEDO - Lucas county
BLADE
541 Superior St.
Toledo, OH 43660
419-259-7370
Ben Magdovitz (Adv.)

VAN WERT - Van Wert county
Box 271, 700 Fox Rd.
Van Wert, OH 45391
419-238-2285
Eugene L. Laudick (Adv.)
In addition to the below, allow $3555.69 for pre-election day (2 brochure ads and 1/4 page and the remaining contingency fund. This provides a bottom line figure of $35,000.00 for newspaper.

March
$1644.22 Week 1: Monday and Thursday - brochure ad.
822.11 Week 2: Friday - brochure ad.
1644.22 Week 3: Tuesday and Thursday - brochure ad.
822.11 Week 4: Saturday - brochure ad.
$4932.66 Sub-total March

April
$1711.47 Week 1: Wednesday - 1/4 page ad.
1711.47 Week 2: Wednesday - 1/4 page ad.
4177.80 Week 3: Monday - brochure; Wednesday - 1/4 page; Friday - 2 brochures.
3355.69 Week 4: Tuesday - 2 brochures; Thursday - 1/4 page.
$10956.43 Sub-total April

May
$1644.22 Week 1: Monday and Wednesday - brochure ad.
1711.47 Week 2: Tuesday - 1/4 page.
1644.22 Week 3: Wednesday and Friday - brochure ad.
6711.38 Week 4: Mon., Tues., Thurs., Fri., - brochure; Wednesday - 1/4 page.
$11711.29 Sub-total May

$30956.07 GRAND TOTAL, MARCH, APRIL, MAY
On the following page is the master plan for the radio and television advertising campaign. The schedules were developed in corresponding with the print ad campaign. The idea is to always have at least one media with strong coverage throughout the campaign, and an emphasis of all the media at strategic points throughout the campaign.

The radio spots will be run on eleven radio stations throughout the county; consistently within each station to insure uniformity and measure impact. The television spots will be run on the three major television networks, as scheduling permits.

Radio will be run during "prime time" as given by each respective station, as will television. These times are "drive time" for radio (early in the morning, and late afternoon/early evening); and for television are 8p.m. - 11 p.m. on Mon. - Sat., and 7 p.m. - 11 p.m. on Sunday.
Radio reference sheet

Congressional
District 5
Ohio

WAWR (FM)
Portage Valley Broadcasters
117 E. Court St.
Bowling Green, OH 43402
419-352-8411

WMGS
WMGS, Inc.
138 N. Main St.
Bowling Green, OH 43402

WBNO-FM
Williams County Broadcasting System, Inc.
Box 603
Bryan, OH 43506
419-636-3175

WONW
Tri-State Broadcasting Co., Inc.
2010 Radio Dr.
Defiance, OH 43512
419-782-8126

WDOH (FM)
Tri-County Broadcasting, Inc.
Box 31
Delphos, OH 45833
419-692-3963

WFODB -FM
Seneca Radio Corp.
Box W
Fostoria, OH 44830
419-435-5666

WFRO
Wolfe Broadcasting Corp.
Box 271
905 W. State St.
Fremont, OH 43420
419-332-8218
(Thomas J. Wolfe)

Maumee Valley Broadcasting, Inc.
Box 87
721½ N. Perry St.
Napoleon, OH 43545
419-592-8060
Radio Reference, 2. (5th district)

Ohio Radio, Inc.
Box P
Port Clinton, OH 43452
419-734-3146

WGOR & WCWA
Reams Broadcasting Corp.
604 Jackson St.
Toledo, OH 43604
419-248-2627

WERT-FM
Radio, Inc. (WERT) Box 487
Van Wert, OH 45891
419-238-1220
Television reference sheet

ABC television:
William F. Decker, National Sales Manager
Katz Television Continental
D.H. Overmeyer Telecasting Co., Inc.
300 S. Byrne Road
Toledo, OH 43613
419-535-0024

NBC television:
Mark Whelan - Local Sales Manager
Storer Television Sales, Inc.
Storer Broadcasting Co.
The J. Harold Ryan Bldg.
136 Huron St.
Toledo, OH 43604
419-255-1313

CBS television:
Jack Sander - General Sales Manager
Cosmos Broadcasting Corp.
Box 715
604 Jackson St.
Toledo, OH 43601
419-244-7411

Congressional District 5
Ohio
March
Week of:
10-16 $221.10 radio - (3) 30 sec.
17-23 2100.00 TV - (6) 30 sec.
24-30 442.20 radio - (6) 30 sec.
S.total $2763.30

April
1-6 $663.30 radio - (9) 30 sec.
7-13 221.10 radio (3) 30 sec.
14-20 1800.00 TV (9) 30 sec.
21-27 442.20 radio (9) 30 sec.
28-5/4 663.30 radio (9) 30 sec.
S. total $3789.90

May
month $3537.60 radio - 12 spots per wk.
30 sec. for 4 wks.
12-17 3000.00 TV - (3) 60 sec.
18-24 1500.00 TV - (3) 30 sec.
25-31 3000.00 TV - (3) 60 sec.
26-31 1500.00 TV - (3) 30 sec.
6/1-6/2 3000.00 TV - (3) 60 sec.
S. total $15537.60

Grant total -- $22,090.80