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for Senator Bill Brock, serves as Dole's campaign press secretary. Goodwin, a PRSA-accredited public relations consultant, is a past director of public relations for the U.S. Jaycees.

Peter H. Sorum is Director of Scheduling and Advance Work for the Dole for President Campaign. Sorum was in charge of First Family advance in the Ford White House.

James Rockey, former Creative Director for the Republican National Committee, is the Creative Director for the campaign.

Tom Stephenson, a former member of Senator Howard Baker's senate staff and senate campaign, and Campaign Manager for Jim Martin in the 1978 Alabama Senate race, is coordinating the Southern states effort.

Vicki Tigwell, former Comptroller for the National Republican Congressional Committee and staffer at the Federal Election Commission, is the campaign Comptroller.

Prior to 1979 when the firm changed its name to Response Marketing Group, Inc., it was known as The Management Group. The firm raised funds, provided political management or communications expertise in more than 40 statewide campaigns.

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## NEWS RELEASE!

Bill Goodwin  
466-7580

May 14, 1979

Bob Dole - A Personal Profile

# Bob Dole. President.

Bob Dole knows what it's like to be down.

He's known economic depression, times when a youngster had to scramble selling the local newspaper or jerking soda at the corner drugstore just to get together enough money for an occasional movie ticket or toy.

He's known what it's like to fall behind in a sports contest--to be twenty points down in a basketball game, or three strides behind in the 440--and he's known the exhilaration of reaching deep down inside for that something extra that brings victory.

Few people have been as far down as Bob Dole was on that horrible day in 1945, when he was literally blown away by mortar and machine gun fire, left paralyzed and presumed dead on an Italian battlefield.

And that was just the beginning of his trials. For 39 long months, he fought his way back to health, overcoming his physical ailments and pessimistic prognosis.

He's known what it's like to start over again from scratch, the former three-letter man returning to college minus the use of an arm, but with a strengthened determination to succeed.

He's known what it's like to start at the bottom of the political ladder as a district attorney and state legislator.

And he's known what it's like to be behind--12 points in his Senate race in 1974 with less than two weeks to go; 33 points as his party's vice presidential nominee. No one works harder than Bob Dole when the odds are tough.

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Senator Robert Joseph Dole, 55, senior Republican Senator from Kansas, ranking Republican on the Senate Finance Committee and member of the Judiciary and Agriculture Committees, has longer experience in the U.S. Congress than any of his competitors for the Republican 1980 Presidential nomination.

"Smart and daring," said one news writer in 1976, Dole "once out-manuevered former liberal Senator J. William Fulbright on an antiwar amendment. 'Dole's stolen my cow,' grumped Fulbright. 'No,' Dole replied mildly, 'we've just milked it a little'."

In his 4 terms in the House, Dole had fought for the farmers and opposed the massive Kennedy-Johnson social programs, but voted for the landmark civil rights bills. In the Senate he has voted for income tax cuts, for curbs on busing for school integration, for restoring the death penalty for certain crimes, and for a strong national defense.

Dole was named Republican National Committee Chairman in 1971, three years after moving from the House to the Senate, where he had taken on the job avoided by his senior Republican colleagues in the Senate: defending the Republican Administration.

Dole has voted against sharp cuts in military spending, against cutting back work on the Trident submarine, against scrapping antiballistic missile defenses, and against reducing U.S. troops in Europe.

In 1979 he co-authored a bill to balance the federal budget and a bill establishing catastrophic health care guarantees. Also in early 1979 he organized a series of meetings leading to a joint letter from 12 GOP Senators to the rest of the Senate indicating serious reservations about parts of the proposed SALT II treaty with the Soviets.

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They say you can tell a lot about a man by talking to the people who know him best.

The people who know Bob Dole best are the people of Russell, Kansas.

Russell is, in many ways, a typical American small town. It reflects traditional mid-western values.

Founded in 1871 by settlers from Ripon, Wisconsin--birthplace of the Republican Party--Russell today is a closely-knit community of 8,000.

Bob Dole, born in Russell in 1923, the son of an egg and dairy station manager, was always seen as a bit special, however.

Young Bob Dole's initials are in the sidewalks--and he still gets home to visit his mother as often as possible--so he's a very real person to townsfolk.

"He was a tremendous defensive man", says Dole's old basketball coach, Harold Elliott. "He played his best basketball against the better teams."

Others recall Dole as bright, yet shy. "He had an uncanny memory for names," said one, "but he usually let others have the first and last word."

Perhaps the best testimonial of how people in Russell felt about Bob Dole came when he returned from the war. After more than three years in Army hospitals, he walked out as a captain--and without the use of his right arm. His home town raised \$5,200 enabling him to travel to Chicago for an operation that partially rebuilt his arm.

Thirty years later, the new GOP vice-presidential nominee returned to Russell to face more of the same townsfolk: "You can come from small towns in America and you do not need wealth to succeed...If I have done anything, it was because of what you did for me."

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