[ms-0398.001.007.016]

WILLIAMS CAMPAIGN BUDGET

Budget as Approved by Executive Committee, September 1, 1971

Fixed Expenses for Primary and General Elections (through November 6)

Headquarters:	
Rent (2½ mos. @ $75.00/mo.)	$ 187.50
Telephones - Installation $151.00	
Service @ $64.00/mo.	311.00
Gas & Electricity @ $5.00/mo.	15.00
Staff:	
Campaign Coordinator	1,500.00
Secretary ($100.00/wk. for 10 wks.)	1,000.00
Contingencies:	
Supplies, stationery, precincts, etc.	300.00
TOTAL FIXED EXPENSES	$3,313.50

Media Budget for Primary Election (through September 21)

Newspaper Advertising	
One page in VOICE VIEWPOINT	612.00
Literature	
10,000 brochures for precincts	200.00
Posters, signs and flyers	450.00
Additional media to be determined for radio and newspaper advertising	1,924.50
TOTAL MEDIA FOR PRIMARY	$3,186.50
TOTAL, FOR PRIMARY AND GENERAL FIXED EXPENSES AND PRIMARY MEDIA	$6,500.00