

Reagan For President: 1980

Campaign Strategy

Section II Conditions of Victory



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SECTION II CONDITIONS OF VICTORY

These "conditions of victory" have evolved from in-depth consideration of (1) the current political environment, (2) the campaign issues, (3) the present voter support and perceptions of Ronald Reagan, Jimmy Carter and John Anderson, (4) the analysis of our basic win coalitions, (5) the first cut at targeting the states, and (6) our assumptions and projections about the thrust of the Carter campaign. These sources constitute the six major sections of the plan that follows.

Conditions of Victory

Governor Ronald Reagan can win the 1980 presidential election in November if . . .

- the campaign projects the image of Governor Reagan as embodying the values that a majority of Americans currently think are important in their president -- namely, strength, maturity, decisiveness, resolve, determination, compassion, trustworthiness and steadiness;
- the Governor's natural leadership qualities demonstrate to the public that he is capable of dealing with the pressing problems of the nation, restoring the country to a position of world leadership, and maintaining world peace;
- the public image of Governor Reagan as a man of action, a doer who can solve the nation's economic problems, and a leader who can get the country moving on the right track again, is broadened to include larger blocs of voters;
- the attack strategy against President Carter reinforces his perceived weaknesses as an ineffective and error-prone leader, incapable of implementing policies and not respected by our allies or enemies;

- the candidate and/or campaign avoid fatal, self-inflicted blunders;
- the conservative, Republican Reagan base can be expanded to include a sufficient number of moderates, Independents, soft Republicans and soft Democrats to offset Carter's natural Democratic base and his incumbency advantage;
- the impact of John Anderson on the race stabilizes, and he ends up cutting more into Carter's electoral vote base than into Reagan's;
- the general strategy is built upon the premise that the election will be won in the last 20 days of the campaign, and that limited campaign resources should be encumbered early so they may be allocated dynamically in the waning days of the campaign;
- the majority of the public is convinced that Governor Reagan can present the country with a believable economic plan which increases productivity, reduces inflation and increases jobs;
- the campaign is able to turn Carter's federal "grantsmanship" from what has been a political asset into a political liability. (Carter may well have overplayed his hand in using the spending power of the White House so blatantly during the primaries. This may afford us an opening to keep him on the defensive and thus sensitize him against using his grant-making power as an incumbent.)
- we can neutralize Carter's "October Surprise;"
- the campaign counters Carter's claim that he is the "man of peace" by dramatizing the loss of American power and prestige abroad suffered since 1976;
- we blunt Carter's personal attacks against Reagan through pre-emption, neutralization and inoculation:
 - . use the convention to launch our surrogate attack that it is Carter who is "dumb, dangerous and deceptive."
 - . prepare to neutralize the Carterite attacks by combing the Reagan record so that we know exactly what it is, by establishing definitive positions on the major issues, by responding to any attacks on the Governor's record, and by preparing spokespersons who are non-partisan or Democrats who will come to Reagan's defense.
 - . inoculate the voters against Carter's personal attacks by pointing out in the early stages of the campaign through

surrogates that Carter has in the past, and will in the future, practice piranha politics.

- . minimize the credibility of a Carter attack that Ronald Reagan is anti-union, anti-Black and anti-elderly -- and a captive of the Right Wing.
- Governor Reagan can win the easiest and least expensive minimum of 270 electoral votes with victories in: California, Illinois, Texas, Ohio, Pennsylvania, Indiana, Virginia, Tennessee, Florida, Maryland, Idaho, South Dakota, Wyoming, Vermont, Utah, Nebraska, North Dakota, New Hampshire, Kansas, Montana, New Mexico, Nevada, Arizona, Oregon, Alaska, Iowa, Colorado, Washington and Maine (302 electoral votes);
- the issues of special opportunity (e.g., farm issues, urban affairs, health care, care for the elderly, immigrants, justice in America, the family and neighborhood) can be used to project the image of Reagan as a compassionate leader and to attract large blocs of swing voters to the Reagan coalition base;
- every effort possible is made to get out the identified Reagan voters.

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Campaign Strategy

“The Past May Not Be Prologue”



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media--electronic and print. The media is an important instrument in the fashioning of a political image; they are the people who not only report the news, but actively work to interpret it for the public. Hence it is essential for the Reagan for President 1980 campaign to:

- Reinforce through the Governor's speeches and the paid media the perception of the Governor as a leader and insure that the media and the public have a perception of him as a leader capable of giving direction to the country.
- Develop campaign strategies which will undercut the Carter strategy of "demonizing" Governor Reagan,--i.e., making him out to be the Barry Goldwater of the 1980s.
- Anticipate that Carter will spend considerable campaign resources to show Reagan is an unacceptable political alternative.

The Past May Not Be Prologue

There is a tendency to run presidential campaigns by identifying the trends of previous presidential elections and steering a campaign course which is fundamentally determined, even rigidified by history. There is considerable evidence to suggest that the 1980 presidential campaign ought to be informed and guided by history, but that the contemporary political environment has altered so significantly that strategies ought to weight critical contemporary forces over some historical trends. This is not to suggest, however, that history should not be used to determine the allocation of many campaign resources. Historical trends are important in the overall plan of the Reagan for President 1980 campaign strategy. In the past, soft Democrats gave early support to Republican presidential candidates, but to a large extent this flirtation frequently ended by November. Hence, we cannot ignore historical trends, but the key monitoring mechanism will likely be timely survey research. Every effort should be made to weigh properly the forces currently working in the American political environment.

Among the most important factors for which history will not be particularly informative are:

- The significance of the break-down of the Democratic New Deal coalition for Governor Reagan's candidacy;
- The fluidity and volatility of the 1980 American voter; and,
- The import of the Anderson candidacy.

Break-up of the Democratic Coalition

There has been a considerable erosion in the Democratic coalition that elected Jimmy Carter in 1976 and had been the dominant coalition in national politics since the 1930s. Conventionally the Republican party has not been able to take advantage of the defection from the Democratic coalition base. Republican presidential candidates, for example Richard Nixon, have been able to attract these defecting voters but because of Watergate the defection was never translated into new permanent allegiance with the Republican party or ballot. The 1980 Reagan for President campaign must convert into Reagan votes the disappointment felt by--

- Southern white protestants,
- blue collar workers in the industrial states,
- urban ethnics, and
- rural voters, especially in upstate New York, Pennsylvania, and Ohio.

There is every reason to suspect that the Carter campaign will not be able to make the argument believable that, "The Democrats are the only ones who can control the economy," and "If the Republicans are allowed to win in November, they will inevitably foul up the country's economic well-being." The rate of unemployment is running high,

higher than expected, across the country. Even unemployment funds created to soften the shock of the recession are already depleted, and double digit inflation continues to hurt everyone. These dismal economic factors will continue to erode the solidarity of the Democratic coalition, and the Reagan for President 1980 campaign must continue to develop voter appeal strategies that will attract the voters most directly and negatively affected by these economic failures of the Carter Administration.

The Democratic coalition was formed in response to the economic problems of the 1930s. Many of the working class voters that were drawn into the Roosevelt New Deal are now dissatisfied with the Democratic party's and the President's handling of the economy. But these voters will not switch to the Reagan candidacy without a strong appeal to them from the candidate and the campaign. It is absolutely essential that the campaign differentiate between the official position of the unions and the rank and file members of those unions. The Governor has a strong appeal among the blue collar, union vote in America. These blue collar workers want a tax cut and since the Governor has long criticized the Carter Administration's high taxes this provides a good foundation from which to make that appeal. Both leaders and the rank and file will be equally wary of the Governor because of his position on antitrust restrictions on labor, so the working class must be wooed and treated deftly.

The Fluidity and Volatility of the 1980 Voter

A critical dynamic factor affecting the outcome of the 1980 Presidential election is the fluidity and the volatility of the voters' social and political preferences. There is little question but that the primary season is a very dynamic, complex, even atypical period in American political life. But it became apparent that voters in 1980 are much more willing to move back and forth between the available political candidates. Not only are they apparently less

Reagan For President: 1980

Event Briefing- Dallas, Texas

October 29, 1980



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Oct. 29, 1980

EVENT BRIEFING -- DALLAS, TEXAS

TYPE OF EVENT: RALLY

PURPOSE: Gov. Reagan's visit will bolster support in this key part of Texas.

LOCATION: Moody Coliseum - Southern Methodist University

BACKGROUND INFORMATION: SMU is a 4-year, private institution which also offers various master's and doctoral programs. It has about 9,000 students and began holding classes in 1915.
The University offers degrees in science and engineering, law, business, the arts, theology, and the humanities.
Among the famous alumni of the school are Senator John Tower, Gov. Bill Clements, and Dr. James Cronin, a 1980 Nobel Prize winner.
SMU students are very proud of the fact that on Oct. 25, their football team (Mustangs) beat the Univ. of Texas - Austin for the first time since 1966.

INTRODUCTION OF
GOV. REAGAN:

Gov. Bill Clements

PLATFORM GUESTS:

Sen. John Tower
Ambassador Anne Armstrong
Roger Staubach
Coach Tom Landry - Dallas Cowboys
Gov. Bill Clements
Chester Upham - State GOP Chairman
Dorothy Dente - State GOP Vice-chairman
Ernest Angelo - Deputy State Chairman, Reagan/Bus.
Jim Stokes - Chairman, Black Texans for R/B
Bill Seay - Co-chairman, Dallas County R/B
Martha Weisend - Co-chairman, Dallas County R/B
Jim Oberwetter - Co-chairman, Dallas County R/B
Adolph Canales - Chairman, Dallas County
Hispanics for R/B
Fred Meyer - Dallas County GOP Chairman
Ebby Halliday - President, Ebby Halliday Real Estate
Tom Unis - Chairman, Dallas County Democrats & Independents for R/B
Irvin Jaffe - Jewish community liaison for R/B

TEXAS

"THE LONE STAR STATE"

GOVERNOR: BILL CLEMENTS (R)

ELECTORAL VOTES: 26

SENATORS:

UNEMPLOYMENT RATE: 5.6% (July '80)

JOHN TOWER (R)
LLOYD BENTSEN (D)

POLITICAL BREAKDOWN

CONGRESS: R 4
D 20

STATE SENATE: R 3
D 28

STATE HOUSE: R 20
D 130

PRESIDENTIAL VOTING

1972: R 67 %
D 33 %

1976: R 48 %
D 52 %

1980 PRIMARY VOTE

CARTER: 56 %

*KENNEDY: 22.7 %

REAGAN: 51.2 %

BUSH: 47.2 %

*Brown: 2.6 %

Uncommitted 18.7 %

ECONOMIC BASE

Finance, oil & gas, insurance, real estate, agriculture, construction, machinery and meat products.

STATE GOP ORGANIZATION

STATE CHAIRMAN: CHESTER R. (CHET) UPHAM

NAT. COMMITTEEMAN: ERNEST ANGELO, JR.

NAT. COMMITTEEWOMAN: MRS. EDDIE CHIELDS

NAT. WOMEN'S FEDERATION: KATHY SMYTH

REAGAN/BUSH CAMPAIGN

CHAIRMAN: GOV. WM. P. CLEMENTS

HONORARY CHAIRMAN: ERNEST ANGELO, JR.

EXEC. DIRECTOR: RICK SHELBY

RPD: RICK SHELBY

DEMOGRAPHIC DATA

WHITE COLLAR 48.4%

BLUE COLLAR 34.2%

FARM 4.0%

BLACK 12.4%

HISPANIC 20.4%

CATHOLIC 18.2%

SENIOR CITIZENS 9.7%

TEXAS IS A TARGET STATE

TEXAS POLITICAL BRIEF

A University of Houston poll, released October 21st, shows Governor Reagan with 47%, Carter with 36%, Anderson with 4% and 13% undecided. Allocating the undecideds on the basis of a weighting scheme, the poll's director, Professor David Brady, gives Governor Reagan a solid 50% and predicts he will carry the state. Citing private polls which he says show Governor Reagan with a 7-8 point advantage, Governor Clements says Governor Reagan will carry the state with 52% of the vote.

At least some Texas Democrats see the handwriting on the wall. Carter Campaign Chairman Bob Strauss said in Austin the other day that Texas can be won if turnout is 65% and the Carter-Mondale ticket takes 75-80% of the "normal" Democratic tally. National Democratic Party Chairman John White, a native Texan like Strauss, is not terribly optimistic either. Given the Republicans superior get out the vote organization, he estimates that the Democrats must be leading by 5 points on election day to carry the state.

Carter's Texas Coordinator, Bob Beckel, is doing his best to blunt the edge the favorable poll results will give the ticket. He claims some private polls show Carter either even or ahead of Governor Reagan. Like Strauss and White, he sees a Carter victory in Texas if turnout this year is 65 to 67% of the electorate. (For comparison, in 1976 turnout was 66%).

Even if turnout is as high as these Democrats would like it to be, its hard to see how Carter can carry Texas this year. Strauss says Carter must get 75 to 80% of the Democratic vote, yet the University of Houston Poll cited above shows Governor Reagan doing well among conservative Democrats in west Texas and Dallas-Ft. Worth. Moreover, many of these Democrats are located in the rural counties and Governor Clements' 1978 performance there augers well for the ticket. In the 150 most rural counties in Texas, Clements polled 42.5% of the vote in 1978 compared to Ford's 37.5% in 1976.

To offset losses among these Democrats, Carter must improve his 1976 performance among two minority groups: blacks and Mexican Americans.

A major effort has been made among Mexican-Americans. Carter carried 87% of the Mexican-American vote in 1976. Thus, earlier this year, Democrats mounted a massive registration drive in the Mexican-American community. It appears to have been successful. Whereas Mexican-American registration in 1976 was some 488,000, the Southwest Voter Education Project estimates this year's registration to be 760,000.

Registration figures do not tell the whole story, of course. It seems highly unlikely that Carter will garner 87% of the Mexican-American vote this year. These voters are quite disillusioned with Carter; they voted for Kennedy overwhelmingly in the primary. Moreover, on the basis of the size of the crowds and their level of enthusiasm, Kennedy's recent trip through south Texas does not appear to have rekindled their 1976 fervor for Carter.

As a result of Governor Clements' efforts over the last two years and Governor Reagan's visit in September, Bob Estrada of Senator Tower's staff estimates the ticket will receive 100,000 Mexican-American votes. This would translate into 25% of the total if turnout were only 50%. Willy Velasquez of the Southwest Voter Education Project thinks 18-20% of the vote is more realistic. The University of Houston poll cited above shows the ticket drawing 20% of the Mexican-American vote with 22% undecided. A Texas Monthly poll released October 27th also shows the ticket winning 20% of the Mexican-American vote. Clearly, Governor Reagan will do better than President Ford's 13% showing among Mexican-Americans in 1976.

The R-B ticket should also be able to improve upon Ford's 1976 results among black voters. Ford drew only 3% of their vote that year. In 1978, Governor Clements took 9% of the vote. Helping the ticket this year is the existence of a black Congressional candidate, C.L. Kennedy, running in Houston's black district. Although he is a weak candidate, his very presence on the ballot should be of some assistance.

In sum, Governor Reagan appears in excellent shape in Texas. He is drawing support from conservative Democrats and should make some inroads among Mexican-Americans and blacks. Carter won Texas by only 129,019 votes out of 4,035,619 cast. It is difficult to see how he will repeat his 1976 success this year.

Of the four incumbent Republican Congressmen from Texas, only Ron Paul, who represents an area south of Houston, faces a tough reelection fight. Paul is an outspoken opponent of federal spending, even spending on the NASA Houston flight center, the Houston Medical Center and the Houston harbor. His constituents are principal beneficiaries of federal expenditures on these projects; this is his problem. His opponent is currently given the edge; however, the R-B coattails may save him.

Republican challenger Tom Pauken is rated even in his race against Jim Mattox in the Fifth District (northeast Dallas) as is Republican Jack Fields in his fight to unseat liberal Democrat Bob Eckhardt in the Eighth (eastern Houston and Harris County). Challenger John Wright, running for an open seat in the Fourth (north of Dallas) and Jim Bradshaw, valiantly trying to unseat Democratic Majority Leader Jim Wright in the Twelfth (north of Ft. Worth), are both slightly behind.

The use of certain epithets by Carter and Governor Clements has provoked some controversy in the last several days. Carter remarked that Republicans had been spreading "horse manure" around Texas. Governor Clements replied that Carter's remark "stinks" and then went on to call the President a "goddam liar" on defense issues. The Democratic State Attorney General has demanded that Governor Clements apologize for his language, saying he has defiled the Office of the Presidency. To date, Governor Clements has refused.

STATE ISSUES -- TEXAS

1. ENERGY/NATURAL RESOURCES

(A) OIL AND NATURAL GAS - Nearly 50% of the state's revenue comes from oil & gas industries. Therefore, issues relating to energy regulation and development of natural resources are vital in Texas.

1. Windfall Profits Tax - This is one of the biggest issues in the state for a number of reasons. Number one is its devastating effect on the Texas economy. Last year Texas produced about 1/3 of the nation's oil. Therefore, about 1/3 of the WPT will come from Texas alone. To put it mildly, the Texas oil people are very unhappy with Carter policies in this area.

TENRAC (Texas Energy & Natural Resources Advisory Council) commissioned the Interstate Oil Compact Commission to do a study of just what type of impact the tax will have on Texas over the next 10 years. The Interstate Oil Compact Commission is made up of 30 oil-producing states, and Gov. Clements is the chairman of the Commission.

The study projected that 3,385 marginal wells will shut down in Texas, meaning a loss of \$2.4 billion worth of crude oil. Small volume royalty owners will be particularly hurt by shutdown of marginal wells.

Nationwide, the study projected that the WPT will cause premature abandonment of 13,140 wells over the next 10 years, at a loss of 175 million barrels of oil valued at \$6.13 billion. This, of course, will increase our dependence on foreign oil.

The WPT particularly harms small volume royalty owners. Although the WPT applies equally to all producers, large volume wells are able to take advantage of various economies of scale. Small volume producers, who, on the other hand, have the same expenses but less production, have been forced out of the market by the added cost of the WPT. In the spring of '80, Senator Bentsen of Texas introduced a bill creating an across-the-board exemption for the first \$1,000 of the WPT. (This is the Dole-Boren Amendment.) That would be particularly beneficial to small volume royalty owners. Although it passed the Senate, the Bill died in the House. Carter lobbied against it, and now bears the blame. Recently, however, Carter reversed his position and announced (in Texas) that he now supports the \$1,000 credit. The \$1,000 credit has been put in the Budget Reconciliation Bill to be considered in the lame duck session, so it is expected to be in effect for tax year 1980.

2. Deregulation of Natural Gas - Many Texans are quite upset about the present regulation of natural gas. In the '76 campaign, Carter promised then-Governor Briscoe of Texas that as President, he would deregulate natural gas. Oilmen feel that the promise was broken with the Natural Gas Policy Act of '78. Although the Act provides for phased price deregulation, it contains two particularly odious features.

For the first time in history, intrastate gas has been brought under federal price regulation. Secondly, the pricing formula was based upon 1978 oil prices, which have increased substantially since then. Texans who cry foul have pointed to three things: the broken promise of '76, the invasion of states' rights with intrastate gas regulation, and the lost profits due to an unrealistic pricing formula based upon outdated oil prices.

3. The Power Plant & Industrial Fuel Use Act of '78 - The Fuel Use Act requires that all commercial utilities have their boilers converted from an oil or gas feedstock to coal by 1990. The funding provision of \$3.6 billion as an aid to conversion never passed Congress.

Texas has an abundance of natural gas and a full 80% of its utilities operate on that fuel. It will cost Texas utilities an estimated \$30 billion in capital outlays to comply with the Act, a price which Texas consumers will eventually bear. Texans view this Act as typical of a federal government which doesn't account for regional differences. Furthermore, recent studies indicate that previous reports may have greatly underestimated our potential natural gas supply.

(B) Nuclear Power and Coal

Texas has several nuclear plants under construction and a few coal-firing plants in operation. Gov. Reagan's policies on nuclear energy are well-received.

The coal plants were put into operation by Texas Utilities as a showcase of what can be accomplished through private, independent initiative. However, any praise of the plants should be tempered with the thought that Texas brings in coal from other states, resulting in higher utility rates for coal users, as opposed to natural gas users. (The type of coal in Texas is not readily usable, whereas there is an abundance of natural gas in the state.)

2. NATIONAL DEFENSE

The issue of defense is important to Texans, not only in terms of national security, but also in terms of defense as an industry. There are a substantial number of military bases and defense manufacturing companies in Texas. Thus, all issues related to the military are important in this state -- draft, defense budget, etc.

3. JIMMY CARTER'S FIVE UNFORGIVEABLE SINS AGAINST TEXAS

(a) Windfall Profits Tax

(b) Natural Gas Policy Act of 1978 - an act which put intrastate natural gas under federal control for the first time in history.

(c) Damage to U.S. Relations with Mexico: (1) In the area of fuel agreements; (2) Undocumented workers - All border governors endorsed Gov. Clements' proposal of issuing work cards to the aliens coming in from Mexico, so that they would be issued Social Security

cards and be required to pay taxes. Carter, on the other hand, has a policy of amnesty, and opposes the work card proposal. Even the Mexican government supports the work card proposal; (3) Appointment of Bob Krueger as U.S. Coordinator for Mexican Affairs (with Ambassadorial rank) has offended many people, including Mexicans, since Julian Nava is already serving as the U.S. Ambassador in Mexico City. The offensive part is that Krueger has been campaigning publicly for Carter, and his appointment as Coordinator for Mexican Affairs is seen as a purely political, self-serving move on Carter's part.

(d) Federal government has joined in a Texas prisoners' suit against the Texas State Prison system.

(e) Justice Dept. filed a suit against the Houston school system, seeking to extend forced busing. The suit was dismissed by a federal judge, but the issue continues to be very controversial there.

4. BRILAB SCANDAL

The trial of House Speaker Billy Clayton just ended in Houston. He was charged with accepting a bribe for his aid in getting a state employees' insurance contract, but was acquitted.

5. EDUCATION OF CHILDREN OF ILLEGAL ALIENS

A recent U.S. Supreme Court decision provides that children of illegal aliens are entitled to a public school education. Texas requested federal aid for the cost of providing such education, but the Carter administration has refused to provide any assistance.

5. AGRICULTURE

(a) BEEF CATTLE IMPORTATION - One concern among the many cattle ranchers of Texas is the abundance of beef imported from Argentina. Argentina is not the only country exporting its beef to the U.S., but it is probably our main foreign source; Texas cattle ranchers are naturally interested in protecting the domestic beef market.

(b) GRAIN EMBARGO - A substantial amount of grain is grown in the Texas panhandle, and the grain growers do not like the embargo on wheat going to the Soviet Union.

10/25/80

REGIONAL DATA

CITY: DALLAS

COUNTY: DALLAS

MAYOR: ROBERT S. FOLSOM (Ind.)

COUNTY JUDGE: Garry Weber (D)

UNEMPLOYMENT: 4.8% (July '80
Dallas/Ft. Worth
SMSA)

ECONOMIC BASE: High technology, electronics & aerospace; machinery; plastics; fabricated metal products.

INFLATION: 20%
(rise in CPI during first
half of 1980; during first
half of '76 it was 4.7%)
both figures for Dallas-Ft. Worth SMSA

STATE LEGISLATORS FROM REGION

CONGRESSMEN FROM REGION

James M. Collins (R) 3rd C.D.
challenged by Earle Stephen
Porter (D)

Jim Mattox (D) 5th C.D.
challenged by Tom Pauken (R)

Phil Gramm (D) 6th C.D.
challenged by Dave "Buster"
Haskins (R)

Martin Frost (D) 24th C.D.
challenged by Clay Smothers (R)

Senate:

O. H. "Ike" Harris (R)
+ 3 Democrats

House of Representatives

Fred Agnich (R)
William W. Blanton (R)
Bill Ceverha (R)
Robert E. Davis (R)
Frank Gaston (R)
Lee F. Jackson (R)
Robert Maloney (R)
+ 11 Democrats

PRESIDENTIAL VOTING *

1972: R 69.5%
D 30.5%

1976: R 56.7%
D 43.3%

DEMOGRAPHIC DATA

	3rd C.D.	5th C.D.	6th C.D.	24th C.D.
White collar	74%	48%	53%	48%
Blue collar	19%	38%	32%	38%
Black	1%	20%	10%	26%
Spanish	1%	7%	5%	7%

* Dallas County

REAGAN/BUSH CAMPAIGN

County Co-Chairmen:
Mrs. Fritz Weitsend
Jim Oberwetter
Jack Evans

GOP ORGANIZATION

County Chairman:
Fred Meyer

3rd C.D. = north Dallas and on north into southern
edges of Collin and Denton Counties
5th C.D. = southern and eastern Dallas & suburbs
6th C.D. = southern Dallas & Tarrant Counties (met-
ropolitan areas) + rural areas to south
24th C.D. = area between Dallas & Ft. Worth, includes
parts of both cities

LOCAL ISSUES -- DALLAS, TEXAS

1. BALANCED BUDGET - The Texas State Constitution requires a balanced budget, and Texans are very much interested in seeing balanced national budget. The feeling there seems to be that if the state can do it, the federal government should be able to do it.

2. INFLATION, UNEMPLOYMENT - Because of the diversified nature of Texas industries, the Texas economy has not suffered nearly as much as some parts of the country. Dallas, for example, is the home of many large corporations. Insurance, banking, electronics, and oil are four of the big industries there. In fact, Dallas is considered the banking and insurance capital of the Southwest. It ranks 4th among U.S. cities in the number of million-dollar-net-worth companies with about 650 such companies.

2. SOCIAL SECURITY

The local Carter/Mondale campaign is trying to make it look like Gov. Reagan would abolish Social Security. Reassurances to the contrary would be very much in order.

3. TAXES

Texas people are accustomed to being taxed more lightly than people in many other states. For example, Texas has no state income tax and the gasoline tax is only 5¢ a gallon. One reason the state has been able to maintain this system is that it has allowed business properties to be assessed at higher-than-market value. This has been deemed unconstitutional and the state legislature has passed a law which says that as of 1981 all properties must be assessed at true market value.

Dallas, on its own initiative, has begun this new taxing procedure a year early. Now, many of the homeowners are upset because they feel there is going to be a big jump in their home property taxes.

Gov. Clements' office supports the new system of taxation, and his goal is to return \$1 billion in tax relief to Texas citizens.

4. BUSING

The city has a massive forced busing program, and the issue continues to be controversial. Dallas has experienced a massive exodus from public to private schools, by those who can afford it. Many locals feel that the public school system there has greatly deteriorated due to busing.

5. DEFENSE

The local people are philosophically very supportive of national defense. There is also an economic interest in national defense due to the fact that the Dallas area has Carswell Air Force Base, as well as several defense contractors.

There is also some local interest in a full accounting of the soldiers who are missing in action in Vietnam. One local source mentioned that Carter promised a full accounting of MIAs in the '76 campaign and never delivered.

6. CRIME

There is increasing local concern about crime in the Dallas area. An example of the reason for the concern is the statistic which came out in a Dallas newspaper within the last few days: Dallas now leads the nation in number of rapes.

7. ILLEGAL ALIENS

As in many cities of Texas, there is a substantial number of illegal aliens in the Dallas area. Issues such as immigration policy, border control, U.S./Mexico relations are important there. The issue of education for children of illegal aliens is also very important. Many of the citizens do not want their tax dollars used to pay for the education of aliens. Cong. Jim Collins would like to see an arrangement in which the aliens work here for the season and then return home for the rest of the year.

8. HUD'S HOUSING DIRECTIVE

Dallas recently received an HUD directive regarding the dispersement of housing projects throughout the city. In certain parts of Dallas, the people are worried about property values decreasing because of the projects. Cong. Jim Collins feels that for the most part, the projects could be located out in more rural areas, where the people could have fresh air, grow their own vegetables, and not be exposed to all the noise and problems of the cities. However, some of these projects are well accepted, so it might be wise to avoid specifics on the issue.

10/27/80

Reagan For President: 1980

Event Briefing- New Orleans, LA

October 30, 1980



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40 Presidential Drive, Simi Valley, CA 93065

EVENT BRIEFING -- New Orleans, LA.

October 30, 1980

TYPE OF EVENT: AIRPORT RALLY

PEOPLE EXPECTED: Approximately 2000

LOCATION: Lakefront Airport
Aero Services East Hanger
Municipal Airport
New Orleans, LA.

BACKGROUND INFORMATION: Purpose of Event--Louisiana polls show Governor Reagan with a slight lead. Effort to secure Republican support in LA. Entertainment will be provided by the Olympia Brass Band(local black jazz musicians)

INTRODUCTION OF RR: Governor David Treen: (R) Louisiana

VIPS EXPECTED: Congressman Robert Livingston: (R) 1st Cong. District

GOVERNOR: David Treen (R)

ELECTORAL VOTES: 10

SENATORS: Russell B. Long (D)
J. Bennett Johnson (D)

UNEMPLOYMENT RATE: 6.5% (July '80)

POLITICAL BREAKDOWN

CONGRESS: R 3
D 5

STATE SENATE: R 0
D 39

STATE HOUSE: R 10
D 95

PRESIDENTIAL VOTING

1972: R 70 %
D 30 %

1976: R 47 %
D 53 %

1980 PRIMARY VOTE

CARTER: 55.6%

KENNEDY: 22.5%

REAGAN: 73.7%

BUSH: 19.0%

ECONOMIC BASE

Agriculture (cattle, soybeans, rice and Dairy products); oil and gas extraction, chemicals (esp. industrial); ship building and repairing.

STATE GOP ORGANIZATION

STATE CHAIRMAN: George Despot

NAT. COMMITTEEMAN: Frank Spooner

NAT. COMMITTEEWOMAN: Virginia Martinez

NAT. WOMEN'S FEDERATION: Mrs. Arnold
(Carol) Fisher

REAGAN/BUSH CAMPAIGN

CO-CHAIRMAN: Bob Livingston
Henson Moore

HONORARY CHAIRMAN: Gov. David Treen

EXEC. DIRECTOR: Eddie Stikes

RPD: Kenny Klinge

DEMOGRAPHIC DATA

Black 30%

Hispanic 2%

French speaking 14%

Catholic 34%

Senior Citizens 9.3%

White Collar 45%

Blue Collar 36%

October 28, 1980

LOUISIANA POLITICAL BRIEF

Louisiana is one of the southern states the Reagan-Bush ticket is most likely to carry in 1980. Carter carried the state by only 73,919 votes out of 1,248,811 cast. There is currently widespread discontent with the Administration's energy policies.

Under Louisiana's open primary system, party labels are irrelevant. All candidates run together in a single primary in mid-September and the two who poll the highest number of votes then face one another in the general election. However, if a candidate draws more than 50% of the vote in the primary, he is automatically reelected without need to run again in the general.

Both Louisiana's incumbent Republican Congressmen, Bob Livingston and Henson Moore, won more than 50% of the primary vote and thus will not be running this fall. All Republican challengers were knocked out in the primary. Indeed, by virtue of their primary wins all but one of Louisiana's incumbent Congressman avoided having to run in the general election. In the one Congressional race, two conservative Democrats will face one another. Republican support is split between the two.

The state GOP is optimistic about the ticket's prospects in Louisiana. Several things suggest their optimism is not unfounded.

First, Republican registration is up throughout the state. GOP registration accounted for 36% of new voters in Jefferson parish and 32% in the city of New Orleans. For the first time, the total of Republicans and Independents outnumbered the Democratic registration in the area. A similar trend has been reported in other metropolitan areas (Baton Rouge, Shreveport and Monroe) and for the first time in history, statewide Republican registration is likely to top ten percent.

Second, the Democratic campaign has very little money which some feel will make it difficult to turn out the large numbers of black voters Carter needs for victory in the state. Democrats count heavily on their massive majority among blacks, who make up about 25% of the state's two million voters, to offset the Republican lead among whites.

Third, while there is little enthusiasm for the Carter-Mondale ticket among elected Democrats, Governor Treen is making a major effort on behalf of the Reagan-Bush ticket. Moreover, many question Carter Chairman Edwin Edwards' commitment to the Carter effort. Recalling the sharp criticism he levelled at Carter while he was Governor, some question whether Edwards isn't simply keeping his fences mended for another run at the Governor's Mansion in 1983. John Hainkel, a Reagan Co-Chairman in Louisiana, says he can't figure out exactly what Edwards is doing on Carter's behalf.

LOUISIANA POLITICAL BRIEF Cont.
October 28, 1980
Page Two

Fourth, Governor Reagan appears to be doing well among Democrats in southern Louisiana. This area contains a large number of Catholics and oil industry personnel.

On the other hand, most independent observers rate the Louisiana race too close to call. Governor Reagan does not seem to be doing as well in northern Louisiana as he should. Moreover, Edwards is taking steps to line up the county tax assessors and sheriffs behind Carter, key figures when it comes to voter turnout. And finally, turnout among blacks, who make up some 25% of the state's voters remains a question mark.

CITY: New Orleans

COUNTY: Orleans Parish

MAYOR: Ernest N. Morial (D)

COUNTY EXECUTIVE: Raynard Rochon (D)

UNEMPLOYMENT:

5.7% (New Orleans SMSA, July '80)

ECONOMIC BASE: Avondale Shipyards; Kaiser Aluminum; Shell Oil; (shipping, petrochemicals, the Port.)

INFLATION:

CONGRESSMEN FROM REGION

*Rep. Bob Livingston (R) 1st

Rep. Lindy Boggs (D) 2nd

*State Co-Chairman R/B

PRESIDENTIAL VOTING *

1972: R 54.6 %
D 45.4 %

1976: R 44.7 %
D 55.3 %

*Orleans Parish

REAGAN/BUSH CAMPAIGN

Parish County Chairmen:
John Hainkel (D) (Speaker
of the State House)
Ed Burkhalter (Black
businessman)
Peggy Wilson
David Stone (attorney &
leader in Jewish community)
R/B Dist. 1 Chairman (New Orleans):
Honorable Lane Carson

STATE LEGISLATORS FROM REGION

7 Senators - All Democrats

Representatives:

Terry Gee (R)
Lane A. Carson (R) *
Charles Lancaster (R)
Charles Grisbaum, Jr. (R)
+ 14 Democrats

*R/B District Chairman (New Orleans)

DEMOGRAPHIC DATA *

White collar	52%
Blue collar	34%
Black	31%
Hispanic	4%

*1st Congressional District

GOP ORGANIZATION

Chairman: Lurline Doty.
GOP District 1 Chairman (New Orleans):
Glen Buzbee
GOP District 2 Chairman (New Orleans):
(Mrs.) Lynn Ives

October 28, 1980

NEW ORLEANS POLITICAL BRIEF

New Orleans includes two Congressional Districts: Republican Bob Livingston's First District, which takes in the northeastern part of the city, and Democrat Lindy Boggs' Second District, which consists of the remainder of the City and the area directly south. Both polled more than 50% of the vote in the state's open primary and thus neither must stand for election in the November general election.

There are no local races in New Orleans this year. Among local officeholders, only City Councilman Bryan Wagner is a Republican. He is the first Republican city councilman since Reconstruction.

The race in New Orleans is now rated a tossup. The key to the ticket's fortunes in November here will be the black turnout. Blacks constitute 45% of the citywide vote and if they turnout in sufficient numbers, they will be able to offset the heavy Republican majority in the suburbs. Two things are working to keep the black turnout low: lack of funds and the absence of local races to generate interest. On the other hand, Democratic Mayor Ernest Morial, the City's first black mayor, is working on Carter's behalf.

The Regular Democratic Organization, the second oldest political organization in the country, has endorsed Governor Reagan. In the 125 years since its founding, the Regular Democratic Organization has only endorsed one other Republican presidential candidate - General Eisenhower.

STATE ISSUES -- LOUISIANA

1. OFFSHORE OIL PRODUCTION

Louisianans cannot understand why Washington continues to drag its heels on opening up new offshore areas for exploration and production. Environmental questions are answered by the fact that in 33 years of Louisiana's offshore oil industry, the offshore ecology has thrived. The value of the Gulf seafood catch has increased every year since the first well was drilled, and every Louisiana fisherman knows that the fishing is best around the offshore rigs.

According to recent studies by the Congressional Outer Continental Shelf Committee, 32-60% of our undiscovered petroleum resources are contained on the OCS. Yet only 2% of our OCS is currently under lease, with an average tract size of 9 square miles. By contrast, 42% of the rest of the non-Communist world's OCS has been leased, and the average tract size is over 3,000 sq. miles. The Louisiana experience has proved offshore operations to be productive and environmentally sound. Yet the Administration refuses to pursue an aggressive offshore policy.

2. NUCLEAR WASTE STORAGE (SALT DOMES)

Nuclear waste storage has been a hot issue in the state for some time. Louisianans don't want nuclear waste stored in Louisiana. For several years, however, the DOE has been testing salt domes in the state allegedly just to get general scientific information on salt domes as possible storage sites for nuclear waste. Several years ago, then Governor Edwards received a commitment from DOE that they would not store nuclear waste in Louisiana without the state's consent. Subsequent opinions by the General Accounting Office, however, indicated that DOE may not have had the authority to make such a promise.

Gov. Treen has been seeking assurance that nuclear waste would not be stored in Louisiana over the state's objection. Gov. Reagan recently gave him this assurance. The principle involved is that if the federal government makes a commitment, that commitment should be honored.

Note: President Carter, apparently prodded by Gov. Reagan's promise, last month said that he also would abide by the DOE commitment.

3. STRATEGIC PETROLEUM RESERVE

The current Iraq-Iran war highlights the Carter Administration's botching of the nation's strategic petroleum reserve, for which the salt domes in St. James Parish to the south of Baton Rouge are major depositories. Initial deliveries were way behind schedule. Then it was discovered that there were no pumps to pump the oil out when it was needed. Deliveries were cut off entirely during 1980 and were only recently resumed because of a Congressional mandate.

LOUISIANA ISSUES (cont.)

4. SUGAR INDUSTRY

Sugar cane is important to the economy of Louisiana, which produces nearly one-fourth of all sugar cane produced in this country. Sugar price support bills have been defeated in Congress for the past two years. There is an International Sugar Agreement, but domestic growers do not think it goes far enough. They are looking for long-term assurances that domestic sugar will be protected against the dumping of cheap foreign sugar on the U.S. market. Louisiana sugar cane growers are dissatisfied with the Department of Agriculture's 1980 proposals re price supports for cane sugar at 43% of parity (14½¢ a pound), as compared to 49% of parity for corn sugar (17¢ a pound) which is closer to the growers breakeven costs.

5. SHIPYARDS

There are shipyards in southern Louisiana. Thus, naval and merchant marine construction and repair are an important part of the local economy. Louisianans are unhappy over the lack of naval construction business received, despite efforts of Sen. Long to get some contracts for the Louisiana shipyards.

6. ABORTION

With the large number of Catholics in Louisiana, abortion is a sensitive issue. In Louisiana many blacks are Catholics. On Sept. 29 and Oct. 1 the House and Senate agreed respectively on a compromise measure to continue current abortion guidelines, which allow victims of rape and incest and women whose lives are at stake to receive federal money for abortions. In addition, each state would be able to set its own rules for abortion funding, which may be more restrictive than federal law. Under the new federal law, however, rape victims would have to report the crime within 72 hours rather than the present 60 days.

7. LUMBER INDUSTRY

The lumber industry in northern Louisiana has been hurt by rising construction costs and the slowdown in housing starts. Sawmills there are hurting, and several have closed down.

8. SUPERFUND LEGISLATION/CHEMICAL POLLUTION

The House last month passed a bill (HR 7020) setting up a \$1.2 billion "superfund" to finance the cleanup of hazardous waste dump sites. The fund would be financed 75% from chemical industry assessments and 25% from the federal government. Superfund legislation is of particular importance in Louisiana because of numerous petrochemical and other small companies producing toxic wastes there.

A companion measure (HR 85) setting up two \$375 million funds to handle chemical and oil spills into navigable waterways also passed the House on September 19.

LOUISIANA ISSUES (cont.)

A \$4 billion version of the superfund, containing much broader liability provisions, has been reported by the Senate Public Works Committee and is now pending in the Senate Finance Committee (S 1480). It appears unlikely that this legislation will pass in the upcoming lame-duck session of Congress this year.

9. SCHOOL DESEGREGATION

In the Alexandria area (central Louisiana) the Rapides Parish School Board is asking the U.S. Supreme Court to review an integration program that recently prompted a group of defiant parents to seize a grammar school. Under the Plan, based on a desegregation order issued in 1970, U.S. District Judge Nauman Scott closed Forest Hill Elementary and ordered widespread busing in Rapides Parish. There are 27,000 students in the Parish, about one-third of whom are black. A group of parents took over Forest Hill and began holding make-shift classes when Parish schools opened on Sept. 9.

10. POLITICIZATION OF THE PRESIDENCY

HUD last month announced a \$14 million federal grant for a black housing renovation project in New Orleans. The request for the grant had been made in 1977.

NEW ORLEANS ISSUES

1. INFLATION:

As in most of the urban South, inflation is a key issue which cuts across racial and economic lines. Many people in the New Orleans area have moved in from the rural South where the cost of living was very low. Thus, they are keely aware of inflation.

2. UNEMPLOYMENT:

New Orleans is a prosperous city with a booming economy. It has not felt the effects of the recession like many other cities. The metro area had a July rate of only 5.7%.

3. PORT OF NEW ORLEANS:

The Port of New Orleans is the 2nd busiest port in the nation behind only New York. It could be even busier if the channels were dredged. Considerable coal exports could be handled at New Orleans if the proper facilities were developed. President Carter was just here and promised to upgrade the Port of New Orleans to aid these coal exports. The port facilities are the most important aspect of the economic life of New Orleans. We should support further port development.

4. SHIPYARDS:

There are shipyards in southern Louisiana. Thus, naval and merchant marine construction and repair are an important part of the local economy.

5. TOURISM:

One of the largest industries in New Orleans is the tourist industry. Every year thousands of tourists flock to New Orleans' French Quarter to savor the charm of the old French city. Recently, there have been a number of tourists murdered in the city. The high crime rate is an increasing concern, not only to the general public, but also to those engaged in the tourist industry.

6. BLACKS:

New Orleans has a high percentage of Blacks, perhaps a slight majority. They are scattered throughout the city rather than confined to a ghetto area. They have always been an important part of the cultural life of the city.

7. CAJUNS:

Everyone knows that New Orleans is a French city. Most people in southern Louisiana are descended from the original French settlers. Almost all are Catholic. French is still spoken in many rural areas near New Orleans. This cultural heritage has always set this part of Louisiana apart from the rest of the Deep South. Lately, the rural areas have been changing from sleepy fishing villages to major petroleum towns. This change has made the area more Republican.

8. FISHING:

There is a considerable Gulf fishing industry near New Orleans. Lately there have been some problems in the industry. The weather has been bad and the shrimp catch is down. For a month, fishing was banned at the mouth of the river because of a chemical spill. On the whole, however, industrialization has not hurt the fishing industry. In fact, fish seem to thrive around the oil rigs.

9. DRAINAGE:

Although purely a local issue, drainage is always a problem in the New Orleans area since it is barely above sea level. Many houses have no basements and most graves are above ground. There has been considerable growth in the metro area which complicates the situation.

Reagan For President: 1980
Event Briefing- Upper Darby,
Pennsylvania
October 30, 1980



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40 Presidential Drive, Simi Valley, CA 93065

EVENT BRIEFING -- Upper Darby, Pennsylvania

October 30, 1980

TYPE OF EVENT: RALLY

PEOPLE EXPECTED: Approximately 2000

LOCATION: Upper Darby High School
Gymnasium
Upper Darby, PA.

BACKGROUND INFORMATION: Purpose of Event-Delaware County (Upper Darby) considered the most Republican County in state of Pennsylvania. Secure Republican voter turnout. Reagan will be introduced by Governor Thornburgh, where he will offer brief remarks.

INTRODUCTION OF RR: Governor Richard Thornburgh: (R) PA.

VIPS EXPECTED: Governor Richard Thornburgh: (R) PA.
Senator John Heinz: (R) PA.
Senator Richard S. Schweiker: (R) PA.

GOVERNOR: DICK THORNBURGH (R) ELECTORAL VOTES: 27

SENATORS: H. JOHN HEINZ (R) UNEMPLOYMENT RATE: (JULY '80)
RICHARD SCHWEIKER (R) 9.3%

POLITICAL BREAKDOWN

CONGRESS: R 10
D 15

STATE SENATE: R 23
D 27

STATE HOUSE: R 102
D 101

PRESIDENTIAL VOTING

1972: R 60 %
D 40 %

1976: R 49 %
D 51 %

1980 PRIMARY VOTE

CARTER: 45.4 %

KENNEDY: 45.7 %

REAGAN: 42.5 %

BUSH: 50.5 %

ANDERSON 2.1 %

BAKER 2.5 %

ECONOMIC BASE

PRIMARY METAL INDUSTRIES; TEXTILES; INSURANCE; FABRICATED METAL PRODUCTS; COAL MINING.

STATE GOP ORGANIZATION

MRS. JOHN (MARTHA BELL)
STATE CHAIRMAN: SCHOENINGER
NAT. COMMITTEEMAN: ANDREW L. (DREW) LEWIS, J.
NAT. COMMITTEEWOMAN: ELSIE H. HILLMAN
NAT. WOMEN'S FEDERATION: MRS. ALLEN D.
(JEAN) KISTLER

REAGAN/BUSH CAMPAIGN

CHAIRMAN: DICK FOX
HONORARY CHAIRMAN:
EXEC. DIRECTOR: MARK HOLTZMAN
RPD: FRANK DONATELLI

DEMOGRAPHIC DATA

WHITE COLLAR 47.3%
BLUE COLLAR 37.5%
BLACK 9 %
CATHOLIC 32 %
JEWISH 4 %
ITALIAN 4 %
SENIOR CITIZEN 12.4%

October 28, 1980

PENNSYLVANIA POLITICAL BRIEF

The latest Pennsylvania poll available to the public is a Gallup poll taken for the Philadelphia Daily News. It was released October 21st and shows Governor Reagan with 41%, Carter with 36%, Anderson with 12% and 11% undecided.

The conventional wisdom has it that the 1980 Pennsylvania race will, like the 1976 race, be decided in the Philadelphia area. In 1976, Carter carried the city of Philadelphia by 255,000 while Ford was winning in the suburbs by 105,000. The 150,000 vote margin for Carter made the difference statewide. (His statewide margin in 1976 was 123,073.)

While Governor Reagan appears to be holding his own in the Philadelphia suburbs (a Gallup poll in mid-September showed him leading Carter there 51-21), the margin Carter will realize in the city of Philadelphia remains the subject of dispute. Mayor Green predicts it will exceed 200,000. However, Billy Meehan, the City's longtime Republican leader, says it is unlikely to exceed 100,000.

Black voters in Philadelphia gave Carter 170,000 of his 255,000 vote margin in the City in 1976, and much of the dispute about Carter's 1980 prospects in Philadelphia centers on how well Carter will do among blacks this year. Many Republicans insist black turnout will be low and black leaders do admit their followers are cool to Carter. On the other hand, forty sound trucks will cruise the black wards election day and black ward leaders will receive \$100-\$150 from Carter-Mondale headquarters to stimulate interest among black voters. In addition, in 1980 the Democrats will be working from a higher base. Black registration is up 20% over 1976.

Democratic Senate candidate Peter Flaherty has a history of blowing early leads. History appears to be repeating itself. After leading Republican Arlen Specter for most of the race, he has now fallen behind. Specter's latest confidential poll shows him defeating Flaherty 46% to 41%. Furthermore, the momentum now seems to be with Specter. He has been endorsed by most of the state's major newspapers and will outspend Flaherty on media 2-1 in the last week of the campaign. Specter now seems likely to keep the seat Republican.

In House races, incumbent Republicans Ritter and Marks are both in tight races. At the moment, however, both are rated slight favorites. Among Republican challengers, Dennis Rochford is rated even with his opponent while Coyne and Nelligan are still somewhat behind in their races. ABSCAM incumbent Lederer will probably win while Ozzie Myers, the first Representative expelled from the House in over a century, will probably lose to an independent likely to organize with the Democrats.

PENNSYLVANIA
REGIONAL DATA

CITY: Upper Darby

COUNTY: Delaware

MAYOR: Eugene "Sonny" Kane (R)

COUNTY EXECUTIVE:

UNEMPLOYMENT:

ECONOMIC BASE:

6.2% (July '80, Delaware
County)

Boeing Vertol (helicopters);
Light manufacturing.

INFLATION:

STATE LEGISLATORS FROM REGION

CONGRESSMEN FROM REGION

Senators: Clarence Bell (R)
Joe Loper (R)

Rep. Richard Schultze (R)
challenged by Grady Brickhouse(D)

Representatives: Nick Micozzie (R)
Gerry Spitz (R)
Tom Gannon (R)
Kathy Durham(R)
Mary Ann Arty (R)
John Alden(R)

Rep. Robert Edgar (D)
challenged by Dennis Rochford (R)
("Rockford")

PRESIDENTIAL VOTING *

1972: R 63.9%
D 36.1%

1976: R 54.9%
D 45.1%

DEMOGRAPHIC DATA *

white collar 57%
blue collar 33%

Black 8%

*Delaware County

*7th Congressional District

REAGAN/BUSH CAMPAIGN

County Chairman: Tony Semeraro

East Penna. Deputy Chairman:
Faith Whittlesey

GOP ORGANIZATION

County Chairman: Tom Judge

Township Political Leader:
John McNichol

PENNSYLVANIA (UPPER DARBY) ISSUES

ECONOMY

1. UNEMPLOYMENT

The number one issue in Pennsylvania, Philadelphia and the surrounding area is unemployment. The statewide rate is 9.3%, yet many parts of the state go much higher. Philadelphia is around 8%, while Johnstown is near 14%. Numerous factories have closed entirely, such as the Firestone Plant outside Philadelphia in Pottstown. The Democratic Jobs program is not what the workers are looking for. They would rather have higher-paying permanent jobs which could support a family. Permanent plant closings are almost too numerous to mention.

2. IMPORT QUOTAS:

Organized labor wants import quotas or high tariffs on various Pennsylvania products, notably apparel, shoes, mushrooms, steel, and autos.

3. STEEL

The Pennsylvania steel industry has been hard hit by both foreign imports and auto industry slumps. Some of the smaller plants have permanently closed. Steel is found throughout the state. Bethlehem Steel is located in Bethlehem and Johnstown. Jones and Laughlin in the Pittsburgh area, as is U.S. Steel. Steelton, near Harrisburg also has mills.

President Carter announced on September 30, five weeks before the Presidential election, a "new" Administration program for revitalization of the U.S. steel industry. The program, patterned after a previous proposal by Governor Reagan, would relax clean air deadlines, provide tax incentives for new investment and attempt to stop unfair trade practices.

4. RAILROADS

Conrail is hurting. It is the victim of inherited problems as well as bad management. Governor Thornburgh is trying to interest some Pennsylvania Congressmen in sponsoring legislation to rehabilitate the ~~road~~beds. Rails are a vital link for two key Pennsylvania products, coal and steel.

5. TRUCKING:

Pennsylvania recently raised its weight limits to 80,000 lbs. up from 73,000 lbs. It is one of the highest limits in the country. Theoretically truckers should have been happy, but they are not because the state has begun to enforce these limits. Previously the limits were usually not enforced.

ENERGY1. COAL:

Coal is vital to the Pennsylvania economy. On the whole it is healthy except in the Northeast (Scranton) where Anthracite (hard coal) has never really made a comeback. Pennsylvania power plants have converted as much as they can to coal. The key question for coal is the ability to **ship** nationwide and overseas. National coal policy impacts as much on Pennsylvania as any other state in the Union.

2. NUCLEAR POWER:

Since the Three-Mile Island Accident near Harrisburg nuclear **power** has become one of the most important issues in the state. There are several aspects to the issue. Anti-nuclear forces use Three-Mile Island as a rallying point against all nuclear development. Thornburgh favors careful development of nuclear power and has received praise for his handling of the TMI disaster.

At TMI itself there are several unresolved issues. It appears that the plant that suffered the accident will not be in operation until at least 1985. The venting of the krypton gases is now finished. The cost to clean up the accident has been pegged at \$1 to \$2 billion - insurance covers only \$400 million. The power company cannot afford to pay for the rest nor can they pass the cost on to **consumers**. The Governor proposed that a national surcharge be levied on utility bills as a means of raising the money. This is not resolved.

Furthermore, the other unit at TMI which was down for refueling when the accident occurred has not been put back into operation. Many people have opposed making this part of the plant operational again.

SOCIAL1. WELFARE REFORM:

Governor Thornburgh is pushing for passage of a welfare reform bill. It has passed the House and is now in the Senate. It removes able-bodied people from general assistance, while substantially increasing aid to the needy. It is estimated that 81,000 people will be removed from the welfare roles, 60% of whom are from Philadelphia.

2. ABORTION:

Pennsylvania is 32% Catholic. Most of the Catholics are confined to a few areas most notably Philadelphia and the surrounding suburbs, Upper Darby. The Catholic percentage in most of these areas is well over 50%.

3. ERA:

Pennsylvania passed a state amendment on **women's** rights and has no problems stemming from it. Thornburgh and many politicians favor ERA. It is not likely that ERA will be a major factor in this state except in some of the more liberal Philadelphia suburbs.

4. BOEING-VERTOL:

Division of Boeing aircraft. Second largest employer in Delaware County. Recently granted contract by the Carter Administration to refurbish Chinook helicopters. Provided employment for approximately 900.

5. 69th STREET TERMINAL AND WALKWAY:

Gateway to Philadelphia from the suburbs. Located in Upper Darby. The walkway and terminal are in desperate need of repair. Controversy between local government and HUD over the proper use of funds. HUD funds were recently withheld resulting in the half-way completion of walkway.

Reagan For President: 1980

Event Briefing- Milwaukee, Wisconsin

October 31, 1980



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40 Presidential Drive, Simi Valley, CA 93065

EVENT BRIEFING -- Milwaukee, Wisconsin

October 31, 1980

TYPE OF EVENT: RALLY

PEOPLE EXPECTED: Approximately 2000

LOCATION: Victory Hall
Machinists Union Building
Cudahy, Wisconsin

BACKGROUND INFORMATION: Purpose of Event: Broaden our base of support in a strongly Democratic area. Victory Hall is part of the Machinists Union Building in Cudahy, a suburb of Milwaukee. We were not invited by the Machinists but were given permission to use the building by the people who operate it. Sal Bando, team captain for the Milwaukee Brewers (and a Reagan supporter), will present the Governor with a Milwaukee Brewers jersey. Gov. Reagan will offer brief remarks.

INTRODUCTION OF RR: Governor Lee Dreyfus: (R) Wisconsin

VIPS EXPECTED: Helen Bie: Co-chairman Reagan/Bush Wisconsin

WISCONSIN
"THE BADGER STATE"

GOVERNOR: LEE S. DREYFUS (R) ELECTORAL VOTES: 11

SENATORS: WILLIAM PROXMIRE (D) UNEMPLOYMENT RATE: (JUNE '80) 7.2%
GAYLORD NELSON (D)

POLITICAL BREAKDOWN

CONGRESS: R 3
D 6

STATE SENATE: R 12
D 21

STATE HOUSE: R 39
D 60

PRESIDENTIAL VOTING

1972: R 53.4 %
D 46.6 %

1976: R 51 %
D 49 %

1980 PRIMARY VOTE

CARTER: 56.2 %

KENNEDY: 30.1 %

REAGAN: 40.2 %

BUSH: 30.4 %

Anderson: 27.4 %

STATE GOP ORGANIZATION

STATE CHAIRMAN: MIKE BORDEN

NAT. COMMITTEEMAN: ODIE FISH

NAT. COMMITTEEWOMAN: HELEN BIE

NAT. WOMEN'S FEDERATION: MRS. LOWELL
B. (JONI) JACKSON

REAGAN/BUSH CAMPAIGN

JOHN MacIVER
CHAIRMAN: HELEN BIE ("BEE")
DONALD TAYLOR

HONORARY CHAIRMAN: GOV. LEE S. DREYFU
MR. RUSTY OLSEN

EXEC. DIRECTOR: THOMAS PIEHL ("PEEL")

RPD: DONALD TOTTEN

DEMOGRAPHIC DATA

BLACKS 2.8%

CATHOLICS 33.7%

GERMANS 5+%

WHITE COLLAR 48%

BLUE COLLAR 37%

ECONOMIC BASE Agriculture, notably dairy products, cattle hogs and corn; machinery, especially engines and turbines; finance, insurance and real estate; food and kindred products especially dairy products, and beverages; electrical equipment and supplies, especially industrial apparatus; fabricated metal products; paper and allied products, especially paper mills, other than building paper.

UPDATE
October 22, 1980

CURRENT STATUS OF WISCONSIN
CONGRESSIONAL RACES

- C.D. 1 GOP cand. Kathryn Canary ag. Dem. incum. Les Aspin
--is running a strong campaign, late bloomer, bright, articulate
woman who has substantial family financial backing
- C.D. 2 GOP cand. Jim Wright ag. Dem. incum. Robert Kastenmeier
--is Wright's second try, is targeted with high priority
and has a good chance to win
- C.D. 3 GOP cand. Steve Gunderson ag. Dem. incum. Alvin Baldus
--former St. Rep., close to governor, good chance to upset,
is targeted with maximum priority.
- C.D. 4 GOP cand. Elroy Honadel ag. Dem. incum. Clement Zablocki
--no real chance
- C.D. 5 GOP cand. David Bathke ag. Dem. incum. Henry Reuss
--no real chance
- C.D. 6 GOP incum. Tom Petri ag. Dem. challenger Gary Goyke
--pronounce with long "i"; won special election 15 months ago
when Bill Steiger died; should win
- C.D. 7 GOP cand. Vince Vesta ag. Dem. incum. David Obey
--is Vesta's second try; he is a nice, older man; could use
support, but probably little chance
- C.D. 8 GOP incum. Toby Roth ag. Dem. challenger Michael Monfils
--will be reelected
- C.D. 9 GOP incum. James Sensenbrenner, Jr. ag. Dem. challenger Gary Benedict
--will be reelected

September 30, 1980

UPDATE:

October 21, 1980

WISCONSIN POLITICAL BRIEF

A statewide poll to be released after this is written will show Carter running third behind both Governor Reagan and John Anderson. An earlier poll had put him second behind the Governor.

One reason Carter is doing poorly here is that Governor Reagan and Congressman Anderson are draining off traditional Democratic voters. Governor Reagan has made inroads among blue-collar workers in Milwaukee while John Anderson has captured the liberal around the University in Madison. Another reason is organizational. The Wisconsin Democratic Party was badly split in the primary. With the naming of Lucey as Anderson's running mate, some Kennedy supporters have left the Party completely. At the moment, there is little evidence of any organized Carter effort in the state.

In 1976 Ford lost the state by 36,000 votes out of two million cast. However, in 1978 Governor Dreyfus won by over 150,000 votes. Dreyfus won so handily because he appealed to both the liberal Democrat (he was a college professor) and the conservative blue collar Democrat now supporting Governor Reagan. While Governor Reagan will not get the liberal vote, Governor Dreyfus' success with the blue collar voter augers well for the Reagan/Bush ticket. Dreyfus support should also help. He remains very popular with an approval rating in excess of 70%.

Governor Reagan's inroads among blue collar workers will help offset the decline in the Republican vote in the eastern part of the state. This area, which includes the Sixth, Eighth and Ninth Congressional districts, used to be solidly Republican. Demographic changes have made it less so in recent years. Although all three districts are Republican, Tom Petrie, who took the late Congressman Steiger's district, faces a tough reelection fight.

The only statewide race this year is the Kasten/Nelson race. Kasten is hitting Nelson on the economic issues and for being a big spender. Kasten has coined the phrase "Nelson Gap" which refers to the fact that while Nelson talks conservative in Wisconsin, he votes liberal in Washington. The latest Kasten poll shows the race to be a toss-up with 14% of the vote undecided. However, Kasten's campaign hasn't gotten off the ground yet and without some momentum, he will not beat Nelson.

Anderson is draining some well-to-do Republicans away from the ticket. Lucey's presence is a wash. While it brings in some Democrats, it scares off some Republicans. On balance, a strong Anderson candidacy hurts Carter far more than Reagan/Bush.

The National Republican Congressional Committee has targetted only one race in Wisconsin: the Wright/Kastenmeier race in the Second District. Wright, a landscape architect and environmental planner, is given a good chance to unseat the eleven term incumbent. His principal problem is to win over the substantial number of Anderson voters in the District.

WISCONSIN POLITICAL BRIEF Cont.

UPDATE: October 21, 1980

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A statewide poll released yesterday by the Milwaukee Sentinel shows Anderson's support is off considerably here. Of those surveyed, 37% support Carter while 31% support Governor Reagan. Anderson got just 14% with 11% undecided.

On those most likely to vote, however, the Governor leads with 37% to Carter's 34%. Anderson gets 13% of the vote here with 11% undecided. The rest refused to answer or were voting for other candidates.

A recent phone survey by R/B Headquarters in Madison shows Reagan leading Carter in the state by 3% of the vote. The race here is obviously very close.

The Sentinel will also publish a poll tomorrow morning on the Kasten/Nelson Senate race. It shows Kasten's support eroding from a virtual dead heat in mid-September to Nelson now leading by 52% to 35% with 13% undecided. Ford will be in Oshkosh campaigning for Kasten on the 28th and Baker will be in Milwaukee on the 22nd.

REGIONAL DATA

CITY: MILWAUKEE

COUNTY: MILWAUKEE COUNTY

MAYOR: HENRY MAIER (D)

COUNTY EXECUTIVE: WILLIAM O'DONNELL

UNEMPLOYMENT: 6.6%

(JULY '80 - MILWAUKEE STANDARD METROPOLITAN STATISTICAL AREA)

ECONOMIC BASE: Beer, athletic teams (Milwaukee Brewers & Bucks; Green Bay Packers); Marquette University; University of Wisconsin - Milwaukee.

INFLATION: 13.3%

(This is rate of increase of CPI in SMSA for first half '80; in '76 it was 5.9%)

STATE LEGISLATORS FROM REGION

CONGRESSMEN FROM REGION

CLEMENT J. ZABLOCKI (D) 4th
opposed by ELROY C. HONADEL (R)
HENRY S. REUSS (D) 5th
opposed by DAVID BATHKE (R)
JAMES SENSENBRENNER, JR. (R),
9th C.D., opposed by Gary Benedict (D)

SENATOR RQD JOHNSTON (R)
+ 7 Democrats
REPRESENTATIVES:
BETTY JO NELSON (R)
GEORGE KLICKA (R)
JOHN SHABAZ (R)
+ 21 Democrats

PRESIDENTIAL VOTING *

1972: R 49 %
D 50 %

1976: R 45 %
D 54 %

DEMOGRAPHIC DATA	4th C.D.	5th C.D.
White collar	47%	47%
Blue collar	40%	38%
Black	-	21%
Spanish	2%	2%
Germany	6%	7%
Poland	6%	2%

*MILWAUKEE COUNTY

4th C.D. is south side of Milwaukee;
5th C.D. is north side.

REAGAN/BUSH CAMPAIGN

GOP ORGANIZATION

COUNTY CO-CHAIRPERSONS:
*JONATHAN SWAIN, CHAIRMAN
DARLENE WINK
JOE BROWN
ROSE BROJANAC
ERIC HALVORSON

CHAIRMAN: CORNELL STROIK
VICE CHAIRMAN: ROSE BROJANAC
CHAIRMAN: DARLENE WINK 4th Dist.
CO-CHAIRMAN: JOE BROWN 4th Dist.

October 21, 1980

MILWAUKEE POLITICAL BRIEF

Milwaukee County is a highly Democratic area. A recent poll done by Marquette University showed Jimmy Carter with 40% of the vote, Ronald Reagan with 24% and John Anderson with 12%. Reagan/Bush telephone polls in the county, however, are sharply at odds with this result. They show the area to be a toss up with between 20-24% undecided. The R/B poll shows, for example, that in the suburb of Shorewood, a liberal Republican, Jewish, affluent area, where John Anderson won the GOP primary, that Ronald Reagan is leading, followed by Anderson and then Carter, with 24% undecided.

Two major local Democrats have come out for the Reagan/Bush ticket. One is Darrel Harvey, the Democratic mayor of Greenfield. His community, located southwest of the city, consists of middle class, white collar voters. Reagan/Bush is slightly ahead here. The other Democrat for Reagan/Bush is Chuck Hansen who was the 1975-76 Milwaukee County Democratic Party Chairman. Both Harvey and Hansen will become Vice Chairmen of the Reagan/Bush campaign in the county. They are not, however, supporting any other Republican candidates.

The Milwaukee Sentinel supported Ambassador Bush in the primary. It has not yet taken a position on the presidential race, but it is expected that they will endorse the R/B ticket at the last minute. The Milwaukee Journal ran an editorial on October 20th saying that John Anderson's race was essentially over in Wisconsin. This seems to be in preparation for an endorsement of Carter.

There has been much activity in Milwaukee lately. Maureen Reagan will be here October 22nd. Barbara Bush was here Friday, October 17th, and was well-received both by the public and by the press. Both the Journal and the Sentinel ran complimentary articles on her. Vice President Mondale was there last week and addressed an AFL-CIO group. President Carter spoke recently at a local trade school. Howard Baker will be in the city on October 22nd on behalf of Bob Kasten. ¶

In the Congressional races, incumbent Republican James Sensenbrenner, Jr. of the 9th District (west of Milwaukee) will probably be reelected. Both incumbent Democrats, Clement J. Zablocki and Henry S. Reuss, are tremendously popular, even among Republicans. Reuss represents the area of north Milwaukee whose population includes 21% blacks. Zablocki represents the southside which is primarily an ethnic, working class area. It would not be unusual, however, for the Reagan/Bush ticket to do extremely well on the southside even with Democrat Zablocki being reelected in a landslide.

The Democrats strongly control both State houses in Wisconsin. The one Republican Senator from the area, Rod Johnston, is not up for reelection. The three Republican incumbents in the State House from the area, Betty Jo Nelson, George Klicka and John Shabaz, should be reelected.

Milwaukee (2)
October 21, 1980

Governor Reagan came to Milwaukee on September 9th and visited a Polish-American, Democratic stronghold in South Milwaukee in Congressman Zablocki's district. All the elected officials in that part of town are Democrats. However, Reagan was very well-received. A thousand people turned out. There would have been more if he had arrived later than 4:00 in the afternoon, as many could not afford to take the time off from work. There was a man in the audience who collapsed while Reagan was speaking. People were very impressed with the Governor's reaction. He exhibited a sense of compassion that left a strong impression on many.

The local fire chief, Jim Borzcek, the vice president of a Polish organization with a lot of local influence, took quite an active part in organizing the event for Governor Reagan. As a result, he has received a lot of criticism from the Democrats. It was his first encounter with the Republican Party. He said: "Now that I can really compare the two sides, I just can't believe the difference in the two parties--the goons in their party compared to yours."

Zablocki's office pressured two Polish high school bands not to appear at the Reagan event.

WISCONSIN (MILWAUKEE) ISSUES

ECONOMY

1. UNEMPLOYMENT:

Unemployment in Wisconsin and Milwaukee has not been as severely affected by the recession as other Midwestern industrial states and cities. Wisconsin's July rate of 7.2% and Milwaukee's rate of 7.4% are still a little below the national average.

2. AUTO INDUSTRY:

It should be noted that Kenosha, Wisconsin between Chicago and Milwaukee is the headquarters for American Motors. Kenosha's unemployment picture is worse (11.2%). Since American Motors is so much smaller than the big three, trends in the auto industry do not always apply to AMC.

3. RAISING OF USURY RATES:

Realtors, bankers and savings and loan personnel were working on raising the usury rates above 12% due to tight money situation. Effort passed. Interest rates and housing a concern.

4. AGRICULTURE: MILK PRICE SUPPORTS

Agriculture is important in this state. Wisconsin is a major dairy state. Over 60% of all Wisconsin farm income is from dairy products. For 30 years there has been a national system of milk price supports. Based on 1979 legislation, the support level is at 80% parity. This means that the bottom cannot fall out of the market. The legislation must be renewed in 1981. Dairy farmers are in favor of the support level, but also are afraid of too high levels stimulating overproduction. Dairy farmers also leary of foreign competition. At the same time they seek markets overseas. Foreign trade in dairy products is a ticklish situation.

5. ENERGY:

People in this cold state are very aware of the cost of energy with the approaching winter. The Iran/Iraq blowup will raise questions about adequate supply. Production as well as conservation should do well. Alternate fuel sources in the long run, gasohol, methanol, fuel from agricultural waste. Nuclear power is important to state, but it is against storing waste. Would welcome any prospect of veto of storage sites.

STATE GOVERNMENT

1. SHORTFALL IN STATE TRANSPORTATION BUDGET:

There is projected to be a \$50 million shortfall in the state transportation budget due to decreased gasoline taxes paid and fewer automobiles sold because of the energy crisis. There is a possibility of an increase in the gas tax or license fees to make up the \$50 million, and both proposals generate much opposition.

2. STATE AID:

Some municipal officials are critical of Governor Dreyfus' 4.4% cut-back in state expenditures. The public seems to accept it, however.

3. PRISON SPACE SHORTAGE:

There is a space shortage in Wisconsin prisons, and the location of future prisons is a hot issue. The Governor vetoed suggestions made by the state budget committee on location and has "opened up options" again in the state. Several communities are being considered, but not Milwaukee at this time.

4. CITIZEN UTILITY BOARD LOBBYING BILL:

A CUB (Citizen Utility Board) bill just passed the State Legislature requiring utilities to establish a private group that is authorized to lobby the Public Service Commission on "behalf of the people" against rate increases. The utility lobbyists gave up opposing this legislation so they could trade-off by preventing passage of an elected Public Service Commission legislative draft.

SOCIAL

1. CUBAN REFUGEES AND FORT McCoy

Governor Lee Dreyfus had to ask the White House to send troops to take control of the Fort McCoy Cuban refugee settlement center from a thug-run refugee "government." A commission that spent two days at the military post in west-central Wisconsin verified reports of gang rapes, beatings, and robberies. All the refugees have now been moved out, but resentment will linger during the upcoming trial of a refugee who killed his woman sponsor.

2. ABORTION AND CATHOLIC ISSUES

Wisconsin is about 1/3 Catholic, but as usual the Catholics are concentrated in certain areas. Milwaukee, Green Bay, Kenosha, Manitowoc, and the rural northwoods counties adjacent to Michigan's upper Peninsula have the greatest proportion of Catholics. The Catholics represent the more conservative wing of the Democratic Party. It should be noted, however, that many Catholics are Republicans. The South side of Milwaukee is heavily Polish, while the North side is traditionally German. Milwaukee County accounts for 25% of

the state. If we are to win Wisconsin, we must have the support of the Polish and German Catholics. Tuition tax credits are popular in this highly Catholic state.

3. LIBERALISM AND THE MULTI-PARTY SYSTEM

Wisconsin is one of the few states in the Union which had a multi-party political system. There were the Republicans, Democrats, Progressives, and Socialists. The Socialists went into the Democratic Party, but the Progressives are found in both major parties. Thus there is a considerable body of liberal opinion in both parties. This accounts for Wisconsin's progressive tradition, but it does not mean that the state is overwhelmingly liberal.

4. THE DRAFT

Wisconsin has several important college campuses which impact on the political process. The University of Wisconsin virtually dominates Madison. There are also activist campuses in the Milwaukee area. A latent issue here would be the draft and draft registration. It has been reported that the Anderson-Lucey ticket is doing well in these areas, which should aid the Republican effort.

5. FEDERAL DISASTER AID

Aid for storm damage in the western part of the state is a concern. State wants 100%, FEMA holding to 75%. Governor has made it an issue, but recently settled for the 75% federal payment after Senator Nelson publicly sided with FEMA.

DOCUMENT OF THE MONTH



Political Brief for your State:

List and describe two important points from this piece.

Regional Data:

Compare and contrast the state and regional data.

Issues:

How do the regional issues compare to “Conditions of Victory” document?

Use the following documents:

- **Campaign Strategy: “Conditions of Victory”**
- **Campaign Strategy: “The Past May Not Be Prologue”**
- **Your campaign stop event briefing**
- **Timeline**

Create and describe Six Talking Points for your speech for your campaign stop. Each talking points needs to be 3-5 sentences. Be prepared to discuss your talking points with the group.



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DOCUMENT OF THE MONTH



Event Briefing:

What city is your event briefing for?

What is the date of your event?

How many people are expected at your rally?

Who is listed as a VIP?

Why do you think these people are listed as VIPs?

Demographic Data:

Why do you think this demographic data is included?

Based on the demographic data, do you think Governor Reagan would have a good chance at winning the 1980 election in this state? Explain why or why not?



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