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# REAGAN-BUSH '84

The President's Authorized Campaign Committee

✓  
Carmen  
E.  
Dick W.  
Pl.

M E M O R A N D U M

TO: Jim Baker, Mike Deaver, Dick Darman, Margaret Tutwiler, Mike McManus

THROUGH: Ed Rollins

FROM: Doug Watts

DATE: June 6, 1984

RE: Television Advertising

Recently, the idea was advanced that Reagan-Bush '84 should develop negative television advertising - utilizing derisive issue and personality oriented statements made by Democratic presidential candidates about one another - to be broadcast during the periods ten days before and after the Democratic Convention (July 16-20). The thought apparently was to highlight within an issue framework, not only the chaotic and contentious democratic contest, but to point out the insipid, petty and self-serving manner in which the debate has been conducted. The attack themes presumably were to be directed primarily at Mondale and Hart before the convention and at the nominee following the convention.

The above described approach was discussed Thursday and Friday (5/31/84 & 6/1/84) during a meeting with myself, Ed Rollins, Lee Atwater and Jim Lake, and then myself and the Tuesday Team. Additionally, the contents of this memorandum have been discussed with Dick Wirthlin personally and with Stu Spencer and Bob Teeter by telephone.

The purpose of this memorandum is to:

- o Discuss more fully the strategy,
- o Define optional scenarios,
- o Provide a recommendation,
- o Provide creative concepts and draft scripts,
- o Discuss execution of the plan when adopted.

## STRATEGY

The strategy presumes Walter Mondale will be the Democratic nominee for President. After his nomination and without regard for his selection of a running mate, we presume the beginnings of a drive for unity and closing of ranks. The expected traditional euphoria following his nomination will undoubtedly register with public opinion. This is a time when his negative ratings will remain constant or dip slightly while his positive ratings will increase.

An intense, sharply focused attack on Mondale, immediately following his nomination (July 25-August 3) will drive up his negative scores and, additionally, make it very difficult for him to enhance his positive scores. It should, in effect, curtail, if not stifle his effort to develop momentum from the convention.

## SCENARIOS

There are basically four scenarios that have been suggested:

Option #1: Negative before convention. Negative following convention.

Option #2: Nothing before convention. Negative immediately following convention.

Option #3: Positive immediately before convention. Positive immediately after convention.

OK Option #4: Positive immediately before convention. Negative immediately following convention.

## RECOMMENDATION

The consensus opinion holds that any negative advertising prior to the Democratic convention is too risky in that it may:

- o Provide a catalyst for Democrats to unify more readily, and
- o Be perceived as interfering in their selection process.

Options #2 and #4 merit strongest consideration, in our view, because of their ability to meet the strategic objective. The positive commercial program in option #4 (immediately before the convention) would consist of re-running some or all of the ads run during the May flight. This is the preferred approach. However, because of budget constraints, this approach may be unrealistic. In that event, we recommend option #2 wherein no advertising takes place between now and the Democratic convention but a 7 to 10 day flight of negative attack ads begin within seven days of the nomination of Walter Mondale.

SCRIPTS

Attached are draft scripts and rough concepts of negative attack spots. Their focus is directed at those issue areas where Mondale's negative scores are most credible and therefore those scores will most likely be increased as a result of an advertising program. These areas are:

- o The Carter connection,
- o AFL-CIO "special interest" politics, and
- o Lacks leadership/old policies of tax more, spend more.

As you will see by reviewing the scripts, we have employed the concept of Democrats attacking each other and we have developed attack concepts that stand on their own. Additionally, we are considering "man-on-the-street" ads which focus on a single issue, i.e., Carter connection, etc. These "men-on-the-street" would be exclusively democrats.

Regardless of which ad or ads are used, it is our strong recommendation that these spots be aired under the aegis of "Democrats for Reagan."

I would like to emphasize that nobody is wedded to any of the concepts or scripts. Please feel free to harshly judge their content and style.

EXECUTION

Upon your return from Europe, we are prepared to meet and discuss the strategy, options, concepts and scripts. Please advise as to your first opportunity for such a meeting and I will make the necessary arrangements. I propose the following people in attendance:

- |                   |               |                      |
|-------------------|---------------|----------------------|
| Jim Baker         | Stu Spencer   | Jim Travis           |
| Mike Deaver       | Ed Rollins    | Wally Carey          |
| Richard Darman    | Lee Atwater   | Sig Rogich           |
| Margaret Tutwiler | Jim Lake      | Roger Ailes          |
| Mike McManus      | Doug Watts    | Additionally Tuesday |
|                   | Dick Wirthlin | Team Creative        |
|                   |               | Directors-Jim Weller |
|                   |               | and Tom Messner will |
|                   |               | be available if      |
|                   |               | desired.             |

We are also prepared to produce the agreed upon spots quickly and inexpensively. They should be thoroughly tested with focus groups and recall testing before general broadcasting.

①  
 Can we do this during the primary w/ primary election matching funds? also - or ②  
 Dem. for the primary clearly strong.

ROUGH DRAFT

Date June 6, 1984	Title Bush Standup :30
Client Reagan-Bush '84	Comm'l. ID# QRRP 0213
Job # 4110-11-16	

VIDEOAUDIO

THIS IS ANOTHER APPROACH THAT WOULD BE SPONSORED BY REAGAN-BUSH.

Stand up delivery by Vice President Bush. Style of delivery should be very relaxed.

Now that the Democratic Convention is over, you have to remember that the democrats are not quite as bad as they appear.

For instance, many of them supported President Reagan's programs which are bringing about our economic recovery.

And many of them have backed the President all along on defense.

So don't be too swayed by all that talk at their convention.

A lot of democrats are really sensible people who will continue to support President Reagan after his reelection in November.

Super: Reagan-Bush '84

## ROUGH DRAFT

Date June 6, 1984	Title "I Apologize" :30
Client Democrats for Reagan	Comm'l. ID# QRRP-0223
Job # 4110-11-17	

VIDEOAUDIO

Various outtakes of Walter Mondale and Senator Hart in debates, on The Stump, etc., etc.

Hart: "And I think Mr. Mondale owes an apology to the voters of..."

Mondale: "Mr. Hart owes the voters of New Jersey an apology..."

Mondale: "Mr. Hart should clearly apologize..."

Hart: "Walter Mondale owes the nation an apology."

Cut to real "man-in-the-street."

I'm a Democrat. All my life I've voted democratic. This year, I'm going for Reagan. And I've got nothing to apologize for.

Super: Democrats for Reagan

ROUGH DRAFT *Wash*

Date June 6, 1984	Title "The 10 Second Pause" :60
Client Democrats for Reagan	Comm'l. ID# QRRP-0236
Job # 4110-11-18	

VIDEO

AUDIO

THIS COMMERCIAL IS TAKEN DIRECTLY FROM A CALL-IN SHOW ON PBS CHANNEL 13 IN NEW YORK

Mondale on talk show  
 Caller on phone:

Caller: My question is, "What leader  
 in the world today do you  
 respect the most, and Why?"

Cut to same caller's next  
 question.

Caller: I was hoping you could give me  
 me a leader who's living.

Mondale says nothing: He  
 stares innocuously into  
 camera for 10 seconds.

Mondale: Well, uh, let me think a  
 minute here, uh...  
 (PAUSE)  
 (PAUSE)  
 (PAUSE)

FADE UNDER. ANNCR. VO:  
 Alternate Ending #1

*OK*  
 If he can't answer the easy questions,  
 what's he going to do with the  
 difficult ones?

Alternate Ending #2

Ah, the decisiveness of a man who  
 wants to be President. Now you know  
 why there's an organization called  
 ? Democrats for Reagan.

Alternate Ending #3

Walter Mondale has said there are no  
 easy answers, but this is kind of  
 ridiculous. Now you know why there's  
 ? an organization called Democrats for  
Reagan.

Super: Democrats for Reagan

OK

ROUGH DRAFT

Date June 6, 1984	Title "Democratic Party Leaders" :30
Client Democrats for Reagan	Comm'l. ID# QRRP-0243
Job # 4110-11-19	

VIDEO

AUDIO

Various outtakes from New Hampshire, Des Moines debates in which contenders beat up on Mondale about his promising everything to everybody.

- Glenn: (Disparaging remarks)
- Hart: ( )
- Hollings: ( )
- Askew: ( )
- Cranston: ( )
- McGovern: ( )

FADE UNDER, ANNCR. VO

Alternate Ending #1:

OK

If this is the way the leaders of <sup>so</sup> the Dem. ~~our~~ party feel, well, the only thing to do is vote for Reagan.

Alternate Ending #2:

Who are we, the rank and file of the Democratic party, to disagree with our leaders?

Super: Democrats for Reagan



*Very Good as dup'd.*

ROUGH DRAFT

Date 6/5/84	Title "They're Both Right" :30
Client Democrats for Reagan	Comm'l. ID# QRRP-0163
Job # 4110-11-03	

VIDEO

AUDIO

CU of Gary Hart behind Walter Mondale at New Hampshire debate.

(Mondale) ". . . .I seek the Presidency. . . ." (Hart interrupts . . ."Fritz, you cannot lead this country if you have promised everybody everything."

Sound under, video continues; Anncr V.O.

According to Senator Hart, Walter Mondale's promises represent quote "t failed policies of the past."

Cut to Mondale and Glenn at New Hampshire debate.

(Mondale): "Hold it."  
(Glenn) : "It's because your administration gave us 21 percent interest rates and 17 percent inflation."

Sound under, video continues. Anncr V.O.

According to Senator Glenn, if Walter Mondale's promises are met he will quote "break the bank."

Cut to split screen freeze of John Glenn and Gary Hart. Anncr V.O.

*Work in here: re Carter*

maybe they're both right.

Dissolve to black. "Democrats" super begins to crawl up on screen from bottom.

After all. . . .  
Why should the party that gave us Roosevelt and Truman  
have to settle for Walter Mondale.

"For Reagan" super appears crawling up from bottom.

*clips this to:*

Final super: Democrats for Reagan.

*Mondale - what if his worse than Carter*

OK

ROUGH DRAFT

Date 6/6/84	Title "The Mad Hatter" :30
Client Democrats for Reagan	Comm'l. ID# QRRP 0193
Job # 4110-11-11	

VIDEOAUDIO

Pix: Walter Mondale in hard hat.

"I have promised..."

Anncr. V.O.:

When it comes to making political promises, Walter Mondale wears many hats.

To labor, he's promised a 20 billion dollar a year training program for jobs.

Pix: Walter Mondale in business hat.

To industry, he's promised a \$130 billion a year subsidy for business.

Pix: Walter Mondale in mortar-board.

To education, he's promised to increase federal support to 45 billion a year.

To the point that Gary Hart has accused Walter Mondale of promising everything to everybody.

Super: Democrats for Reagan

Other Democrats simply think that he's talking through his hat.

**THE TUESDAY TEAM, INC.**

1270 AVENUE OF THE AMERICAS, NEW YORK, NY 10020 (212) 315-0440

ROUGH DRAFT

Date 6/6/84	Title "Land of Promises" :30
Client Democrats for Reagan	Comm'l. ID# QRRP 0203
Job # 4110-11-15	

VIDEO

Beautiful fairy tale music under beautiful stock footage of workers, factories, happy school children, lovely scenery, etc. throughout.

Show yellow brick road illustration leading up to castle.

Super: Democrats for Reagan

AUDIO

Today, Walter Mondale is turning America into the land of promise.

To labor, he's promised a 20 billion dollar a year training program for jobs.

To industry, he's promised a 130 billion dollar a year subsidy for business.

To education, he's promised to increase federal support to 45 billion dollars a year.

As Gary Hart and John Glenn have said, Walter Mondale is promising everything to everybody.

It's easy to lead a nation down a yellow brick road until you realize that the streets aren't paved with gold.

ROUGH DRAFT

<b>Date</b> 6/6/84	<b>Title</b> "Bill of Goods" :30
<b>Client</b> Democrats for Reagan	<b>Comm'l. ID#</b> QRRP 0183
<b>Job #</b> 4110-11-10	

VIDEO

AUDIO

Walter Mondale giving a speech throughout.

"If elected I promise ...."

Sound fades under Ann cr.  
V.O.:

During his 1984 Presidential campaign, Walter Mondale has been trying to sell us a bill of goods.

SFX: Ringing cash register  
Super over face: \$20,000,000,000

He's promised a new 20 billion dollar a year job training program for labor.

SFX: Ring  
Super: \$150,000,000,000

He's promised a new 130 billion dollar a year subsidy for business.

SFX: Ring  
Super: \$195,000,000,000

He's promised to increase the federal share of education to 45 billion dollars a year.

SFX: Ring  
Super: \$205,000,000,000

He's promised tens of billions to be spent on programs for the inner cities...

SFX: Ring  
Super: \$215,000,000,000

To the point that Walter Mondale's new promises alone could cost the average taxpayer \$5000 a year in additional taxes.

Fade to black  
SFX: Ring  
Super: \$230,000,000,000

If Walter Mondale sells our nation this bill of goods, we'll all end up paying the price, Democrats, Republicans, all of us.

Super: Democrats for Reagan

*Good*

Date 6/5/84	Title "I Have Promised" :30
Client Democrats for Reagan	Comm'l. ID# QRRP-0173
Job # 4110-11-05	

VIDEO

AUDIO

CU of Walter Mondale at New Hampshire debate.

"I have promised. . . "

Freeze frame on Walter Mondale with Announcer V.O.

Today Walter Mondale is running for President based on promises he made for the future.

Cut to Walter Mondale

"I have promised. . . "

Freeze frame on Walter Mondale with Announcer V.O.

*Jimmy Carter*  
How soon he thinks we forget. As Vice President, his Administration brought us the highest inflation rate in 20 years.

Cut to Walter Mondale.

"I have promised. . . "

Freeze frame; Announcer V.O.

And interest rates over 20 percent.

Cut to ECU of Walter Mondale.

"I have promised. . . "

Freeze frame on ECU of Walter Mondale. Announcer V.O.

Because behind all of Walter Mondale's promises for the future. . . .

Pull back on freeze of Walter Mondale to reveal giant poster of Jimmy Carter behind Walter Mondale.

Lie the failures of his past.

*Mondale - what if his worse than Carter?*

Super: Democrats for Reagan.

1066  
NNNNVZCZCWHB  
RR WTE13  
DE WTE60 #0000 1532045  
R 012033Z JUN 84  
FM JULIE BRINK  
TO MARGARET TUTWILER/ASHFORD CASTLE  
ZEM  
UNCLAS  
DELIVER UPON ARRIVAL

MARGARET: HERE IS THE LIST FOR THE DREW LEWIS POLICY COMMITTEE.  
ED AND I HAVE NO PARTICULAR INTEREST IN ANY OF THE ABOVE ONE WAY  
OR THE OTHER AND WILL GLADLY AND QUIETLY DELETE ANY NAMES OR ADD  
ANY NAMES THAT ARE SUGGESTED.

OUTSIDE EXPERTS

- MARTIN ANDERSON ?
- RICHARD ALLEN ?
- BOB CARLESON ?
- WENDELL GUNN
- LARRY KUDLOW
- KEN DUBERSTEIN

*Especially this is an effort  
to get around the  
mechanism  
we already have  
set up.*

CAMPAIGN

- SENATOR PAUL LAXALT
- DREW LEWIS
- ED ROLLINS/LEE ATWATER
- DICK WIRTHLIN
- KEN KHACHIGIAN / KEVIN HOPKINS
- LYN NOFZIGER

MAYOR MARGARET HANCE

*?*

- ~~WHITE HOUSE~~
- ~~ED MEESE~~
- ~~DICK DARMAN~~
- ~~BT~~
- ~~0130~~
- ~~#0000~~

*W.H. Policy will  
utilize ~~some~~ regular  
mechanisms.*

JAB

*ATWATER - CALLED ME LAST NIGHT  
AND THE JUNE 5 MEETINGS HAS  
BEEN DELAYED UNTIL YOU GET  
BACK. TWO YOUR MO APPROVE  
THIS LIST - DREW IS FINE  
ABOUT IT AND AGREES PER LEE  
ASHFORD CASTLE - MDT  
FRIDAY NIGHT*

SENATOR RICHARD G. LUGAR,  
CHAIRMAN

MITCHELL E. DANIELS, JR./  
EXECUTIVE DIRECTOR

# National Republican Senatorial Committee

May 25, 1984

To: Sen. Alfonse D'Amato  
Sen. John Danforth  
Sen. Jeremiah Denton  
Sen. John P. East  
Sen. Slade Gorton  
Sen. Charles Grassley  
Sen. Orrin Hatch  
Sen. Robert Kasten, Jr.  
Sen. Paul Laxalt  
Sen. Mack Mattingly  
Sen. Frank H. Murkowski  
Sen. Don Nickles  
Sen. Steven Symms  
Sen. Paul Trible, Jr.

From: Sen. Richard G. Lugar, Chairman

The attached is an IN-HOUSE document only, containing our official public line in capsule form on each of the 33 Senate races. Our press and political staff have instructions to conform every statement, public or private, to this material.

I thought it ought to be shared FYI with a very few folks outside the NRSC. It is reviewed and updated once a week and occasionally in between.

We request that, whenever possible, you refer press questions about the Senate elections to our committee. But in any speeches or other comments you do choose to make, please try to stay close to the information provided in these updates.

1. HOW MANY SENATE SEATS ARE UP IN 1984?

33 seats are up  
17 Republican incumbents seeking re-election  
12 Democrat incumbents seeking re-election  
4 open seats where no incumbent is seeking re-election  
2 represented by GOP (Baker-TN, Tower-TX)  
2 represented by Democrat (Randolph-WV, Tsongas-MA).

2. WHAT IS THE PARTY MARGIN IN THE SENATE?

55 Republicans  
45 Democrats

3. WHICH DEMOCRAT INCUMBENTS ARE MOST VULNERABLE?

Survey research shows voter support thinnest for Carl Levin, Walter Huddleston, Max Baucus. Real opportunities exist with the right GOP challengers, then, to win the seats of Levin, Huddleston, Baucus, Joe Biden, Claiborne Pell, Jim Exon, David Pryor and the open Dem seats in Massachusetts and West Virginia.

4. A STATE-BY-STATE RUNDOWN OF '84 SENATE RACES:

ALABAMA -- Dem Howell Heflin appears strong. GOP challengers: former GOP Rep. Albert Lee Smith, neurosurgeon Dr. Joseph Keith, businessman Clint Wilkes, and former Wallace speech writer Doug Carter. Latest survey: 2/18-24/84, by Birmingham Post-Herald, sample 605; Heflin 60%, Smith 17%, undecided 23%. Senate primary: Sept. 4. Filing deadline: July 6. Heflin's 1978 Senate vote: 94%, Ronald Reagan's 1980 vote: won with 49%

ALASKA -- GOPer Ted Stevens is raising money and organizing. Former Dem Alaska atty. gen. John Havelock may be credible; two other minor candidates have filed. Stevens looks very strong. Senate primary: Aug. 28. Filing deadline: June 1. Stevens' 1978 Senate vote: 76%, Reagan's 1980 vote: won with 62%.

ARKANSAS -- Dem David Pryor will get a real run for his money against GOP Rep. Ed Bethune; this is a race to watch. National Journal officially rated Pryor the most liberal southern senator on foreign and defense issues in 1982. For the first half of the 98th Congress, Congressional Quarterly officially rated him the Senate's no. 1 opponent of President Reagan. Pryor feeling the heat; recently flip-flopped on tax-indexing and school prayer. Senate primary: May 29. Filing deadline passed. Pryor's 1978 Senate vote: 77%, Reagan's 1980 vote: won with 48%.



\*KENTUCKY -- Former Dem Gov. John Y. Brown's withdrawal of challenge to Sen. Walter Huddleston helps GOPer Mitch McConnell: Brown's six-week campaign freed Huddleston to spend \$500,000 and put on record strong Huddleston criticisms. McConnell is running TV ads which make overt pitch to pick up Brown supporters. Prior to Brown's withdrawal, Lance Tarrance numbers showed only 45% of voters think Huddleston deserves re-election. Primary date moved from Aug. 28 to May 29. Filing deadline passed. Huddleston's 1978 Senate vote: 61%, Reagan's 1980 vote: won with 49%.

LOUISIANA -- Dem Bennett Johnston is not invulnerable, but is currently without GOP opposition. Johnston faces Dem Woody Jenkins in a primary. Senate primary: Sept. 29. Filing deadline: July 20. Johnston's 1978 Senate vote: 59%, Reagan's 1980 vote: won with 51%.

MAINE -- GOPer Bill Cohen looks very strong against Elizabeth Mitchell, House Majority Leader in the Maine House. She has gotten off to a slow start; is declining all PAC money. Latest survey: 1983 MOR figures show Cohen with 83% approval rating. Senate primary: June 12. Filing deadline passed. Cohen's 1978 Senate vote: 57%, Reagan's 1980 vote: won with 46%.

\*MASSACHUSETTS -- Now a "PAC-less" race, with all candidates of both parties declining PAC funds. Dem Paul Tsongas not seeking re-election for medical reasons. Dem Rep. Ed Markey has withdrawn, leaving Lt. Gov. John Kerry and Dem Rep. Jim Shannon as major Dem contenders. Latest survey: May 1-6, Boston Globe poll, sample 602 Dems and Dem-leaning Independents, shows it: Lt. Gov. John Kerry 26%, Cong. Jim Shannon 21%, Sec. of State Mike Connolly 10%, former State House Speaker Dave Bartley 9%, John Pierce Lynch 3%, and teacher unionist Wm. Herbert 1%. For Republicans, May 1-13, Harrison & Goldberg, sample 392 GOPers and Independents leaning Republican, Elliot Richardson 50%, Ray Shamie 34%, Dr. Mildred Jefferson 4%, and 12% undecided. Filing deadline: June 5. Tsongas' 1978 Senate vote: 55%, Reagan's 1980 Senate vote: won with 42%.

MICHIGAN -- Dem Carl Levin is as weakest Democratic incumbent up in 1984, polls show. GOP announced candidates are native Michigander and recently retired astronaut Col. Jack Lousma, and former U.S. Rep. and businessman Jim Dunn. Latest survey: 3/15/84, Teichner & Associates, sample 950, shows only 35% for Levin against the two GOP contenders, with 50% undecided. Senate primary: Aug. 7. Filing deadline: June 5. Levin's 1978 Senate vote: 52%, Reagan's 1980 vote: won with 49%.

NEW HAMPSHIRE -- GOPer Gordon Humphrey Humphrey has led Dem Rep. Norm D'Amours by several points in polls taken by both parties. Active on environmental issues (very important in N.H.), Humphrey last year scored a major legislative victory when his amendment terminated the Clinch River breeder reactor project. Latest survey: 4/1-4/5, Univ. of New Hampshire, sample 531, shows Humphrey 40%, D'Amours 35%. Senate primary: Sept. 11. Filing deadline: June 20. Humphrey's 1978 Senate vote: 51%, Reagan's 1980 vote: won with 58%.

\*NEW JERSEY -- Running against Dem Bill Bradley is GOP Montclair Mayor Mary Mochary, an attorney and businesswoman who speaks six languages. Also announced: Robert Morris, a Mantoloking attorney. NRSC Chairman Dick Lugar's pledge of maximum support for all GOP women nominated could mean some \$450,000 in this populous state. Senate primary: June 5. Filing deadline passed. Bradley's 1978 vote: 56%, Reagan's 1980 vote: won with 52%.

\*NEW MEXICO -- GOPer Pete Domenici is extremely strong with all voter blocs in state, including Hispanics. Dem opponents: State Dem Chairman Nick Franklin, State Rep. Judy Pratt, engineer Anselmo Chavez. Latest survey: April 2-6, Chris Brown (Santa Fe) poll for Franklin, sample 406, gives Pratt 14%, Chavez 5%, 63% undecided. A March 30-April 2 Zia poll for KOAT-TV in Albuquerque, sample 600, gives Chavez 19.2%, Franklin 15%, Pratt 15%. Senate primary: June 5. Filing deadline is past. Domenici's 1978 Senate vote: 53%, Reagan's 1980 vote: won with 55%. *gives Franklin 18%*

\*NORTH CAROLINA -- GOPer Jesse Helms in dead heat with opponent, Dem Gov. James Hunt. Helms standing has risen from a reported 20-point gap last summer. Latest survey: 4/10, Wilmington Morning Star & WWAY-TV, sample 416 likely voters, shows Helms 46%, Hunt 45%, with undecideds leaning 25-17 toward Helms. Helms' 1978 Senate vote: 55%, Reagan's 1980 vote: won with 49%.

OKLAHOMA -- Dem David Boren appears to be escaping serious opposition. Polls indicate that OK is a conservative state with only a few more people considering themselves Democrats than Republicans. Support for Ronald Reagan is strong and a coattails could affect the Senate race. Senate primary: Aug. 28. Filing deadline: July 11. Boren's 1978 Senate vote: 65%, Reagan's 1980 vote: won with 60%.

\*OREGON -- GOPer Mark Hatfield will face Dem State Sen. Margie Hendrickson, and appears in good shape. Latest survey: A recent DSCC poll published by Oregon Statesman Journal, showed it Hatfield 59%, Hendriksen, 17%. Seventy-seven percent "didn't know anything about" Hendriksen. Hatfield's 1978 Senate vote: 62%, Reagan's 1980 vote: won with 48%.

\*VIRGINIA -- GOper John Warner has fended off credible opposition. Liberal Dem and former delegate Edythe Harrison of Norfolk is Dem nominee. Warner preparing for a real race - has raised more than \$1.5 million; Reagan very strong in VA; Warner looks in good shape. GOP state nominating convention: June 2-3. Warner's 1978 Senate vote: 50%, Reagan's 1980 vote: won with 53%.

WEST VIRGINIA -- Six GOPers vie June 5 to run against Dem Senate nominee, Gov Jay Rockefeller. Rockefeller in last year has spent \$1 million and dropped in public polls; all his money is from loans to himself, save \$112 million. Leading GOP contenders: veteran state legislator Frank Deem, businessman John Raese, former state Senate Minority Leader Sam Kusic. Latest survey: 4/3-5, Ryan Reapass Research, sample 500, shows 52.6% for Rockefeller, 40.8% for any Republican. Among contenders, poll shows: undecided 51.7%, Deem 22.8%, Raese 4%, Kusic, 3.4%. Earlier polls showed: 65% percent agree Rockefeller is a political opportunist; 43% agree Rockefeller would forget about West Virginia's problems if elected; 62% agree that Rockefeller would spend his time running for president; 59% agree that it's unfair for Rockefeller to use his personal wealth to buy elections in W. Va.; and 25% to 30% said they wouldn't vote for Rockefeller under any circumstances. Senate primary: June 5. Filing deadline passed. Retiring Dem Jennings Randolph's 1978 Senate vote: 50%, Reagan's 1980 vote: lost with 45%.

WYOMING -- Alan Simpson - popular senator, strong at home - no opponent visible - is one of the least vulnerable senators in either party. Senate primary: Sept. 11. Filing deadline: July 13. Simpson's 1978 Senate vote: 62%, Reagan's 1980 vote: won with 63%.

-end-

THE WHITE HOUSE

WASHINGTON

May 24, 1984




MEMORANDUM FOR MARGARET TUTWILER

FROM: Peter Roussel 

Margaret, can we please take another look at this? I'm afraid it got a perfunctory brush off by the campaign staff.

Bill Scanlon (he beat John McEnroe in the quarterfinals of the U.S. Open last year) is the #9-ranked tennis player in the world, a native of Dallas who heads the Dallas Youth Foundation. A number of prominent Dallas business and political leaders and prominent athletes such as Roger Staubach are supportive of this and would be involved. The event Bill is proposing would involve very little of the President's time, a minimum of logistical movement and could generate some very favorable press coverage for the President during the convention period. It touches a number of constituencies, including youth, minorities, athletes and business/political leadership.

It seems to me that with all the emphasis on partisan politics at that time that an event such as this, even just a brief drop-by, would be a very positive thing to do.

cc: James A. Baker, III   
Michael K. Deaver  
Fred Ryan

May 9, 1984

Dear Mr. Scanlon:

Your recent letter regarding a visit by the President to a sports clinic sponsored by the Dallas Youth Foundation has been forwarded to me by Michael Deaver.

We appreciate your extending this kind invitation to the President. Unfortunately, the President's schedule is such during this time that he will be unable to observe one of your clinics. However, you are to be commended for your good work in this field, and please accept our best wishes for a most successful summer.

With best regards,

Sincerely,

FREDERICK J. RYAN, JR.  
Director, Presidential  
Appointments and Scheduling

Mr. Bill Scanlon, President  
Dallas Youth Foundation  
3333 Lee Parkway  
Suite 680  
Dallas, Texas 75219

FJR:JAJ  
bcc: Michael Deaver



# DALLAS YOUTH FOUNDATION

3333 Lee Parkway • Suite 680 • Dallas, Texas 75219 • (214) 528-8812

Trustees: April 26, 1984

225607

Bill Scanlon  
Bob Mooty  
Craig Massey

Mr. Michael Deaver  
Assistant to the President  
The White House  
Washington, DC 20501

Dear Mr. Deaver:

At the suggestion of Pete Roussel, I am writing with regard to President Reagan's visit to Dallas for the Republican National Convention in August.

The Dallas Youth Foundation is a non-profit organization which will conduct sports clinics for underprivileged children aged 8-18 in the Summer of 1984, each featuring a sports personality for the purpose of inspiration and motivation. As an example, 7-11 Stores, (the Southland Corporation) our major sponsor, and an official sponsor of the 1984 Summer Olympic Games, have arranged for our participants to meet the U. S. Medal winners as a part of a four-city tour of the U. S. following the Games.

We would be very honored if the President could attend, even briefly, one of these sports clinics during the convention. The positive benefits for our participants would be immeasurable. We would be eager to conduct a first class event in close proximity to the President's hotel, at any time during his visit which would be convenient to his schedule. Our full staff, plus a recognized sports personality, would of course conduct the event as usual, including any changes that you might feel necessary.

I have enclosed information on the Dallas Youth Foundation for your benefit and hope that you will contact me if you have any questions.

With sincerest thanks, I am

A handwritten signature in cursive script that reads "Bill Scanlon". The signature is written in black ink and is positioned above the typed name.

Bill Scanlon  
President

BS/wdd

Enclosures

cc: Mr. Pete Roussel  
Mr. Bob Mooty  
Mr. Craig Massey



# DALLAS YOUTH FOUNDATION

3333 Lee Parkway • Suite 680 • Dallas, Texas 75219 • (214) 528-8812

## Trustees:

Bill Scanlon  
Bob Mooty  
Craig Massey

## FACT SHEET

### Trustees:

Bill Scanlon  
13418 Hughes Lane  
Dallas, Texas 75240  
(214) 239-3038  
(214) 987-0664

Bob Mooty  
The Northwood Club  
6524 Alpha Road  
Dallas, Texas 75240  
(214) 239-3402

Craig Massey  
Deering Massey International, Inc.  
3333 Lee Parkway, Suite 680  
Dallas, Texas 75219  
(214) 528-8812

### Management:

Deering Massey International, Inc.  
3333 Lee Parkway, Suite 680  
Dallas, Texas 75219  
(214) 528-8812

Craig Massey - Chief Executive Officer  
Robin Blakeley - President

### Promotions/PR:

DBG&H Unlimited, Inc.  
1430 Empire Central, Suite 3000  
Dallas, Texas 75247  
(214) 638-7723

Brenda Sandoz - Vice-President  
Betsy Field - Account Executive

### Administration:

David Morton  
Dallas Youth Foundation  
3333 Lee Parkway, Suite 680  
Dallas, Texas 75219  
(214) 528-8812



**FUNCTION:**

The Dallas Youth Foundation, conceived and developed in July, 1983 by Dallas-native Bill Scanlon, will provide athletic instruction and sportsmanship excellence to young men and women in the State of Texas. Funded by philanthropic contributions, the Dallas Youth Foundation will conduct a series of sports clinics during 1984 with a banquet featuring a guest speaker in January 1985.

**1984 SCHEDULE:**

A tentative schedule has been slated for the Dallas Youth Foundation's 1984 summer sports clinics. Activities and guest speakers will be finalized as commitments from former and present-day professional athletes are received for the given dates. As information becomes available, a press release will accompany the announcement. Below are the six dates an event will take place with a proposed site and activity included. They are:

July 21, 1984	9-12 a.m.	Fair Oaks
July 28, 1984	9-12 a.m.	Samuell-Grand
August 4, 1984	9-12 a.m.	Kiest Park
August 11, 1984	9-12 a.m.	Fretz Center
August 18, 1984	9-12 a.m.	TBA
August 25, 1984	9-12 a.m.	TBA

Jan. 5, 1985 8-12 p.m. The Registry Hotel Annual Banquet

PROPOSED ACTIVITIES:

During the first year of operation, the Dallas Youth Foundation will conduct a series of sports clinics on successive Saturdays in July and August and a banquet scheduled in January, 1985. Outings in conjunction with our sponsors and local sporting events will be scheduled according to availability. The Dallas Youth Foundation will provide activities for Dallas youths that will be long remembered as a learning experience as well as a good time.

The banquet, to be held at a local hotel, will feature a guest speaker and will provide additional funding for potential activities, scholarships, junior endorsements and other areas. All expenditures will be determined at the close of each calendar year and voted on by the Trustees and Board of Directors.

Additional revenues and exposure may be generated through the production and syndication of the sports clinics. Arrangements with a production company or a local television station will be made to produce a 30-minute program or a series of 60-second drop-in spots. Depending on program content, length and quality, the Dallas Youth Foundation will solicit sponsorships for its use.

In conclusion, the Dallas Youth Foundation will solicit contributions and sponsorships to conduct clinics, banquets, or any feasible activity to enhance the mental, physical and spirtual well-being of Texas youths.

BILL SCANLON

Currently ranked 9th on the men's professional tennis tour, the Dallas native reached the WCT Finals of Dallas and U. S. Open semifinals in 1983 and duly earned a nomination for "Player of the Year" by the Association of Tennis Professionals. A graduate of Trinity University, where he captured the N.C.A.A. Singles Championship in 1976, Scanlon has wins over virtually all the top pros including Bjorn Borg and John McEnroe. To compliment his interest in Dallas, Scanlon founded the Dallas Youth Foundation in July, 1983 and is actively involved in the Dallas Tennis Association's Junior Excellence Program. His victories over Borg and McEnroe are overshadowed by his unprecedented "Perfect Set" in Del Ray Beach, Florida in 1983 where he won 24 consecutive points against Marcos Hocevar, the 37th ranked player.

CRAIG MASSEY

A native of Miami, Florida, Massey is a cum laude graduate of Southern Methodist University with a B.B.A. degree in Accounting and Real Estate. He is a graduate of the Southern Methodist University School of Law. A past student body president of SMU, he currently serves on the Board of Directors of the SMU Alumni Association. Massey is the Chief Executive Officer of Deering Massey & Associates, Inc. and oversees the management of Deering Massey and its clients.

BOB MOOTY

A native of San Antonio, and a 1959 graduate of Trinity University, Mooty was a four year letterman and reached the fourth round of the NCAA Singles Championship. After being an assistant pro at the San Antonio Country Club under Trinity Coach Clarence Mabry, Moody moved to Dallas in 1965 and became the pro at The Northwood Club and began working with Bill Scanlon a year later. He served as president of the Texas Professional Tennis Association in 1969 and TPTA Doubles Champ in 1967 and 1969. He is the co-chairman of the D.T.A. Junior Excellence Program and was tournament director for the U.S.T.A. National Indoor Championships from 1967-1974. Besides his responsibilities with Northwood and star-pupil Bill Scanlon, Mooty is active in the Northwest Bible Church and has two married daughters, a son, two grandchildren and a wife to keep him busy.

ROBIN BLAKELEY

A native Dallasite, Blakeley served the last three years as tour director for the Volvo Grand Prix tennis circuit. Previously, Blakeley served as tour manager and player liaison for the Association of Tennis Professionals as an on-site representative. Blakeley is a 1978 graduate of North Texas State University where he received a Degree in Marketing with special studies in Sports Management.

DAVID MORTON

A native of New Jersey, Morton received Bachelor of Science Degrees in Radio/TV and Journalism from Butler University in Indianapolis, Indiana. He served as the promotions assistant for the 1982 National Sports Festival and a promotions/P.R. intern to the Indiana Pacers. Morton, as a media representative and statistician, has worked the U.S. Open, U.S. Clay Court Championships, WCT Finals of Dallas, Volvo Masters and A.T.P. Championships. He served as General Manager of the Dallas Stars-Team Tennis prior to coming to the Dallas Youth Foundation.

\*RHODE ISLAND -- Dem Claiborne Pell will face GOP businesswoman and one of 200 top U.S. female CEOs, Barbara Leonard. Her slogan, "One Tough Lady" is reiterated by Leonard's own budget proposal, which cuts \$116B from deficit, erasing it entirely in second year two. Leonard serves on the Board of Directors of the Small Business Association of New England, and the R.I. Port Authority and Economic Development Corp. Earlier matchups with Rep. Claudine Schneider (who isn't running) show that Pell can be beaten. Senate primary: Sept. 11. Filing deadline: June 11. Pell's 1978 Senate vote: 75%, Reagan's 1980 vote: lost with 37%.

SOUTH CAROLINA -- GOPer Strom Thurmond has served since 1956 and is another Senate tradition. Neither of his minor Dem opponents were endorsed at recent Dem nomination convention. Thurmond has raised more than \$1M; has inconsequential primary challenge; looks good. Senate primary: June 12. Filing deadline passed. Thurmond's 1978 Senate vote: 56%, Reagan's 1980: won with 49%.

SOUTH DAKOTA -- GOPer Larry Pressler has an unusually high favorable rating of 85% and will face longtime McGovern aide George Cunningham. Pressler has hired media consultants Bailey-Deardourff. Senate primary: June 5. Filing deadline passed. Pressler's 1978 Senate vote: 67%, Reagan's 1980 vote: won with 61%.

\*TENNESSEE -- GOPer Victor "Bulldog" Ashe has been endorsed pre-primary by NRSC based on his more than \$600,000 raised, and slashing by half of opponent Dem Rep. Albert Gore, Jr.'s lead during last year. Using his boyhood nickname as campaign mascot and theme in advertising, Ashe has signed on political consultant Rich Bond. GOP has won 7 of last 11 statewide elections. Latest poll: 4/18-24, MOR sample 600, shows it: Ashe 50%, all other GOPers, 8% or less. Ashe has cut Gore's lead from 37 to 19 points. It's now Ashe 36%, Gore 55%. In March 1983 it was Ashe 25%, Gore 62%. Senate primary: Aug. 2. Filing deadline: June 7. Baker's 1978 Senate vote: 56%, Reagan's 1980 vote: won with 49%.

\*TEXAS -- Dem Senate primary runoff June 2 will see Boll Weevil Rep. Kent Hance vs. liberal State Sen. Lloyd Doggett. Either one has work cut out for them in facing Phil Gramm this fall. Reagan very strong in Texas. Latest polls, May 8-9, Lance Tarrance, sample 595, show Gramm leading Hance 48-39%, and Doggett 49-37%. Tower's 1978 Senate vote: 50%, Reagan's 1980 vote: won with 55%.

\*MINNESOTA -- Reagan leads Mondale here, in Dem's homestate, 49 to 43% according to Mps. Star & Tribune poll conducted March 30-April 4. GOPer Rudy Boschwitz continues climbing in polls and has raised more than \$3M. Abortion issue is controversial among Dem challengers: Rep. Jim Oberstar, Sec. of State Joan Grove, former governor and senator Wendell Anderson, and Hennepin County Commissioner John Derus, with Grove running the strongest in early polls. Latest survey, 3/30-4/4, Minneapolis Tribune, sample 617, gives Boschwitz 59%, Grove 26%; Boschwitz 61%, Anderson 25%; Boschwitz 58%, Oberstar 23%; Boschwitz 62%, Derus 11%. And 75% of poll respondents -- 10% more than six weeks earlier -- approved of Boschwitz's performance. Senate primary: Sept. 11. Filing deadline: July 17. Boschwitz' 1978 Senate vote: 57%, Reagan's 1980 vote: lost with 43%.

\*MISSISSIPPI -- GOPer Thad Cochran picks up strength against former Gov. William Winter, still plagued by charges of indecisiveness. Cochran has raised more than \$444,000 and started TV ads. Latest poll: May 1-6, MOR, sample 600, shows it: Cochran 58%, Winter 39%, (27% of the sample was black.) Senate primary: June 5. Filing deadline passed. Cochran's 1978 Senate vote: 45%, Reagan's 1980 vote: won with 49%.

MONTANA -- Dem Max Baucus is being called ineffective and liberal by primary challenger conservative Dem and ex-Marine Bob Ripley. President Reagan is running very strong here. For Republicans, businessman and former state Rep. Chuck Cozzens is running and has hired consultant Chuck Bailey. State Rep and former state GOP chair Aubyn Curtiss and Ralph Bouma are also running. Senate primary: June 5. Filing deadline passed. Baucus' 1978 Senate vote: 56%, Reagan's 1980 Senate vote: won with 57%.

\*NEBRASKA -- GOP nominee state Regent Nancy Hoch emerged from recent primary strong (40% vs. 17% and under for all others.) She faces "backbencher" Dem Sen. Exon in November. In a Republican state and with Reagan coattails, this could develop into one to watch. Exon's 1978 Senate vote: 68%, Reagan's 1980 vote: won with 66%.

COLORADO -- GOper Bill Armstrong has raised \$1.2 million, but is taking nothing for granted. Dem primary will include a floundering Lt. Gov. Nancy Dick; a hard-charging Carlos Lucero, Hispanic attorney and former Colorado Bar President; and Steve Leatherman, Denver investment banker. Dem Gov. Dick Lamm is out; endorsed Dick, but retreated to a "neutral" position as her campaign stalled and other candidates entered. Eight prominent state legislators have also defected from Dick to Lucero. Senate primary: Sept. 11. Filing deadline: July 27. Armstrong's 1978 Senate vote: 59%, Reagan's 1980 vote: won with 55%.

DELAWARE -- Dem Joe Biden knows he's in for tough challenge from man who helped bring DE four balanced budgets: Former State Rep. and Majority Leader John Burris. Burris has dogged Biden for repeated tries to scuttle tax-indexing; has seen his name ID rise from 8 to 21%. Even got Biden to declare: 'I'm not running for President.' Burris has signed on consultant Eddie Mahe. Latest survey 4/11-15 by Pat Caddell, sample 600 shows: Biden 70%, Burris 17%. Senate primary: Sept. 8. Filing deadline: July 27. Biden's 1978 Senate vote: 58%, Reagan's 1980 vote: won with 47%.

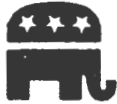
GEORGIA -- Dem Sam Nunn appears a sure winner. Senate primary: Aug. 14. Filing deadline: June 13. Nunn's 1978 Senate vote: 83%, Reagan's 1980 vote: lost with 41%.

\*IDAHO -- GOper James McClure continues raising money and organizing. Former Marine Pete Busch will be Dem nominee. McClure appears in good shape. McClure's 1978 Senate vote: 68%, Reagan's 1980 vote: won with 66%.

\*ILLINOIS -- Charles Percy is strengthened personally and organizationally after GOP Rep. Tom Corcoran's primary challenge and loss. Percy faces Dem Rep. Paul Simon. Latest survey: 3/5 Chicago Sun-Times poll by Gallup, sample 1061; Percy 54%, Simon 41%. Percy's 1978 Senate vote: 53%, Reagan's 1980 vote: won with 50%.

IOWA -- GOper Roger Jepsen has made impressive gains and is up 11 points from last fall; now in dead heat with expected opponent, liberal Dem Rep. Tom Harkin. Momentum is clearly going Jepsen's way. Likely to be one of '84's closest races. Latest survey: 12/11/83, Iowa Poll, sample 1,001; Harkin 45%, Jepsen 44%. Senate primary: June 5. Filing deadline passed. Jepsen's 1978 Senate vote: 51%, Reagan's 1980 vote: won with 51%.

KANSAS -- GOper Nancy Kassebaum looks like a shoo-in. Dem Kansas city banker and '78 Senate primary loser Jim Maher has announced. Kassebaum looks very strong. Latest survey: 1/84 Wichita Eagle-Beacon gives her 75% approval rating. Senate primary: Aug. 7. Filing deadline: June 11. Kassebaum's 1978 Senate vote: 54%, Reagan's 1980 vote: 58%.



**Bill Phillips**  
Chief of Staff

**Republican  
National  
Committee**

May ~~22~~<sup>'84</sup>, MAY 22 1982 P4:25

TO: Margaret Tutwiler

FROM: Bill Phillips

Per my conversation with Caron Jackson, here  
is article about which we are concerned.

*P/S. Show To JAB — SINCE  
FRANK IS CONCERNED —*



# RENO GAZETTE-JOURNAL

5/22/84

## Fahrenkopf says it's a mistake to be involved

By MARTIN GRIFITH



FAHRENKOPF

Republican National Committee Chairman Frank Fahrenkopf said Monday it would be a "mistake" for the Reagan administration to side with Iraq in its war against Iran.

However, in an interview at his Reno law office, the former Nevada GOP boss said he doubted news reports that the Reagan administration is on the verge of entering the conflict. Until recently, the U.S. has maintained a generally neutral posture in the lengthy war.

Fahrenkopf was asked to comment on a report that the Reagan administration is prepared to intervene militarily in the war, and has a policy that might require a commit-

See FAHRENKOPF, back page

## Fahrenkopf

from page 1A  
ment of U.S. air support on the side of the Iraqi government.

"I would think it would be a mistake for us to become involved under the present circumstances," Fahrenkopf said. "I don't think direct intervention is required, but war has been going on a long time" and should be settled by Iran and Iraq.

Reagan runs the risk of suffering a severe political fallout if he decides to intervene, Fahrenkopf added. Many Americans could object to U.S. involvement in the conflict, he said.

"I think any commitment of U.S. armed forces always is a (political) risk,

whether the president is a Republican or Democrat," he said. "You run the risk of making some people unhappy."

The GOP chairman said he believes Reagan has three potential "danger areas" heading into the 1984 election — overconfidence, the economy and foreign affairs.

Referring to the latter, he said, "So much is out of our control. You only have to look at what happened to Jimmy Carter and Walter Mondale after the Iran hostage incident. You have little control over what happens in other countries."

However, Fahrenkopf questioned news reports about the latest incident, saying Reagan is unlikely to send U.S. troops to Iraq.

"I'm in Washington and I get briefed on

a regular basis and I haven't heard any thing about it," he said. "I find it hard to believe they'll (Reagan administration) intervene in Iraq."

Turning to other issues, Fahrenkopf said:

He would be "very surprised" if a pro-Equal Rights Amendment plank was inserted in the GOP's platform at the National Republican Convention.

This year's Democratic presidential nominee will not select a woman to run out the ticket as vice president. He predicted the GOP would have the first presidential ticket with a woman.

The Soviets decided to stage the Olympic boycott to "make President Reagan look bad so people won't vote for him."

THE WHITE HOUSE  
WASHINGTON

MEMORANDUM FOR JAMES A. BAKER, III ✓  
MICHAEL K. DEEVER

FROM: MARGARET D. TUTWILER

DATE: MAY 7, 1984

SUBJECT: NATIONAL WOMEN'S COALITION

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As you requested, please find attached a copy of the most recent listing of the National Women's Coalition, the group Betty Heitman has put together. You mentioned you would like to look this over for any potential keynoters.

Thank you.

**NATIONAL WOMEN'S COALITION**

## Membership List - 1984

- ANDERSON, CATHERINE, Minneapolis, Minnesota  
- Assistant County Attorney  
Office of the Hennepin County Attorney
- ANNE ARMSTRONG, Armstrong, Texas  
- Former Ambassador to the Court of St. James
- ASCHER, ANN, Los Angeles, California  
- President, Ann Ascher Interiors, Inc.
- BAILEY, ELIZABETH, Pittsburgh, Pennsylvania  
- Dean, Graduate School of Industrial Administration  
Carnegie-Mellon University
- BEDELL, CATHERINE MAY, Palm Desert, California  
- Former Congresswoman, Washington
- BRANDON, MABEL H., Washington, D.C.  
- President, Rogers & Cowan, Inc.
- BURNS, JOY S., Denver, Colorado  
- Owner and President, The Burnsley Hotel
- CLEMENTS, RITA, Dallas, Texas  
- Former First Lady of Texas
- CORNELIUS, GLENNA, Oklahoma City, Oklahoma  
- Vice Chairman, U.S. Department of Energy Advisory Board
- ELDER, ROSE, Washington, D.C.  
- President, Rose Elder & Associates, Inc.
- FISHER, SUSAN G., New York, New York  
- Senior Vice President, Investment Services Division  
Marine Midland Bank
- FRANKLIN, BARBARA HACKMAN, Washington, D.C.  
- Senior Fellow, The Wharton School of the University of Pennsylvania
- GALANTI, PHYLLIS, Richmond, Virginia  
- Former Chairman, Families of POWs and MIAs

HARRISON, JOAN, New Fairfield, Connecticut  
- President, U.S. Jaycee Women

HAYS, MAXINE R., Junction City, Oregon  
- Businesswoman  
-(Former National President of Business and Professional Women -  
not for publication)

HILLS, CARLA, Washington, D.C.  
- Attorney at Law, Latham, Watkins and Hills

HOLM, MAJOR GENERAL JEANNE M., USAF RETIRED, Edgewater, Maryland

HOHBERG, TONIAN, Los Angeles, California  
- President, The Fashion Institute of Design and Merchandising

HUGHES, PAULA, New York, New York  
- First Vice President and Director  
Thomson McKinnon Securities, Inc.

HUTAR, PATRICIA, Glenview, Illinois  
- Director, Office of International Medicine  
American Medical Association

HUTCHISON, KAY BAILEY, Dallas, Texas  
- Attorney at Law, Hutchison, Price, Boyle and Brooks

LAFONTANT, JEWEL, Chicago, Illinois  
- Attorney at Law, Vedder, Price, Kaufman & Kammholz

LANSDALE, MARIANTHI, Seal Beach, California  
- Vice President, The Lansdale Company

LEAR, MOYA, Reno, Nevada  
- Chairman, Lear Avia Corporation

LINDH, PATRICIA, Los Angeles, California  
- Vice President and Director of Corporate Communications  
Bank of America

LINDSEY, JEAN C., Laurel, Mississippi  
- Managing Partner, Brandon Petroleum Properties

MANNING, SHERRY, Englewood, Colorado  
- Assistant to the President for Marketing and Development  
The John Madden Company

MEEHAN, PAULA KENT, Canoga Park, California  
- Chairman, Redken Laboratories, Inc.

MEHOS, RITA, Darien, Connecticut  
- Musician and Civic-Leader

MILLER, ANGELA, Miami, Florida  
- Vice President of Corporate Affairs  
First Florida Building Corporation

MURPHY, BETTY SOUTHARD, Washington, D.C.  
- Attorney at Law, Baker and Hostetler

ORR, KAY A., Lincoln, Nebraska  
- State Treasurer of Nebraska

PEACOCK, JACQUELINE M., Chicago, Illinois  
- Second Vice President and Employee Relations Manager  
Continental Illinois National Bank  
and Trust Company of Chicago

PERRY, MARCELLA D., Houston, Texas  
- President and Managing Officer  
Heights Savings Association

PORTELA, GLORIA, Houston, Texas  
- Attorney at Law, Hutcheson and Grundy

RAWLS, BARBARA W., Villanova, Pennsylvania  
- Senior Economic Consultant, Sun Company

REID, CHARLOTTE T., Aurora, Illinois  
- Former Congresswoman from Illinois

REISTER, RUTH, Minneapolis, Minnesota  
- President, First Bank System, Agriculture Credit Corporation

REYNOLDS, NANCY CLARK, Washington, D.C.  
- President, Wexler, Reynolds, Harrison and Schule, Inc.

ROVNER, ILANA DIAMOND, Chicago, Illinois  
- Deputy to the Governor for Chicago and Legal Counsel  
Office of the Governor

SHAPIRO, JOAN M., Newburgh, New York  
- Mayor, City of Newburgh, New York

SHATTUCK, CATHIE A., Los Angeles, California  
- Partner, Epstein, Becker, Borsody & Green

SHRADER, BETTY, Los Angeles, California  
- President, Sunset National Financial Corporation

SHRIVER, PAM, Lutherville, Maryland  
- Professional Tennis Player

SINGLETERY, MARY, Montclair, New Jersey

- Immediate Past President, National Association  
Negro Business and Professional Women's Clubs, Inc.

SMOLEY, SANDRA R., Sacramento, California

- Chairman, Board of Supervisors, County of Sacramento

TALLEY, MAE SUE, Washington, D.C.

- Consultant to National Aeronautics and Space Agency

VOGELPOHL, KRIS ANNE, Galveston, Texas

- Civic Leader, Lecturer
- Immediate Past President of Women's Auxillary to Texas State  
Society

WACHNER, LINDA J., Hollywood, California

- President, Max Factor & Company

WEXLER, HILDEGARDE S., Denver, Colorado

- President, H.S. Wexler Associations, Inc.

WRISTON, KATHRYN D., New York, New York

- Director to many organizations
- Member of the Bar of the State of New York

May 3, 1984

AGENDA

May 3, 1984  
11:00 a.m.

*2 Opp. Research items.*

- Presidential Travel
  
- Leadership '84
  
- Media
  - Program
  - Documentary
  
- Reagan Roundup
  
- Regional Conferences
  
- Personnel

THE WHITE HOUSE

WASHINGTON

MEMORANDUM FOR JAMES A. BAKER, III ✓  
MICHAEL K. DEEVER  
RICHARD G. DARMAN  
MICHAEL A. MCMANUS



FROM: MARGARET TUTWILER *MT*  
DATE: MAY 2, 1984  
SUBJECT: AGENDA FOR WEEKLY TUESDAY MEETING

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Attached please find the agenda for the meeting tomorrow in Mr. Baker's office at 11:00 a.m.

Thank you.



AGENDA

May 3, 1984  
11:00 a.m.

- Presidential Travel
- Leadership '84
- Media
  - Program
  - Documentary
- Reagan Roundup
- Regional Conferences
- Personnel

# REAGAN-BUSH '84

## The President's Authorized Campaign Committee

MEMORANDUM TO: Ed Rollins

FROM: Doug Watts

RE: Advertising Update

DATE: May 2, 1984

Since our last meeting (April 18) whereupon the Tuesday Team was given approval to proceed with production, we have made significant progress with all facets of our advertising program. Specifically, our efforts have been directed in the areas of:

- Organization
- Production of spots
- Media Placement
- Integration of Tuesday Team with Convention

### Organization

- A contract has been executed between Reagan-Bush '84 and Tuesday Team, Inc.
- Tuesday Team has established its offices: 1270 Avenue of the Americas, 11th Floor, New York, New York 10021.
- Reagan-Bush '84 media budget, incorporating all media and advertising programs through the convention, has been designed and approved.
- Tuesday Team budget through convention has been designed and approved by Reagan-Bush '84.
- Reagan-Bush '84 has hired all necessary media personnel for primary election effort.
- Tuesday Team has hired most principal personnel including media director (Buyer), accountant and production coordinator. A decision on media buying service (used primarily for spot buying) is expected by 5/4.

### Production of Spots

- Scripts and copy have been creatively and politically refined.
- Production has commenced on eight television spots:
  - "Bear": 30"
  - "They Never Thought": 30"/60"
  - "Spring of '84": 30"/60"
  - "Prouder, Stronger, Better": 30"/60"
  - "Statue of Liberty": 30"/60"
- Legal clearance for spot concepts has been researched and obtained.
- Network clearance documentation on factual matters is in progress.
- Focus groups testing prior to White House preview has been scheduled.
- Hispanic radio concepts and scripts are in development.

### Media Placement

- Television and radio spots will air May 21 through May 28.

# REAGAN-BUSH '84

The President's Authorized Campaign Committee

Advertising Update, p. 2

- A \$1.4 million television network buy has been effected, approximately 280 GRP's (Gross Rating Points).  
A \$3-400 thousand spot buy in select, strategic ADI's (areas of dominant influence) will soon be effected, increasing GRP's in these following markets to 360 to 400 GRP's:

Cleveland	Des Moines
Columbus	Portland, Oregon
Houston	Richmond
Chicago	Norfolk
Miami	Charlotte
Los Angeles	Greenville/Spartanburg
Dallas/Ft. Worth	Greensboro/Winston-Salem/High Point
Tampa/St. Petersburg	Columbia
Peoria	Charleston, South Carolina
Rockford	New Orleans
Seattle	Baton Rouge

- Hispanic radio buy of \$50 to \$100 thousand in Texas and California.

## Integration Of Tuesday Team With Convention

- Discussions about Tuesday Team involvement with convention program and activities have focused on:
  - Production of President Reagan documentary
  - Production of Nancy Reagan documentary
  - Production of "up-close" and personal "introductions" of speakers
  - Consultation in staging and multi-media presentations

Due to intense demands of organization, conceptual, production, research, and approval deadlines, and our mutual desire to be on the air by May 21, the wrap-up schedule is undesirably compressed. As a result, here is the proposed chronology of final phase events:

- May 15th (early afternoon): Completion of all eight television spots and Hispanic radio spots.
- May 15th (evening): Focus group testing (two groups each location), Trumbull, Connecticut, and Santa Ana, California.
- May 17th, 10:30 a.m.: White House preview of spots. In attendance:

Tuesday Team  
Mr. Travis  
Mr. Carey  
Mr. Rogich

Reagan-Bush '84  
Mr. Rollins  
Mr. Lake  
Mr. Watts  
Mr. Wirthlin  
Mr. Teeter  
Mr. Ailes

White House  
Mr. Baker  
Mr. Deaver  
Mr. Darman  
Mr. McManus  
Ms. Tutwiler

440 First Street N.W., Washington, D.C. 20001 (202) 383-1984

Paid for by Reagan-Bush '84: Paul Laxalt, Chairman; Angela M. Buchanan Jackson, Treasurer

# REAGAN-BUSH '84

The President's Authorized Campaign Committee

Advertising Update, p. 3

- May 17th: Review by President and Mrs. Reagan.
- May 17th (Late evening): Editing for requested changes in audio or video.
- May 18th, 4:00 p.m.: Deadline for station delivery.

Please contact me at 383-5475 if you require any further details or information.

SENATOR RICHARD G. LUGAR  
CHAIRMAN

# National Republican Senatorial Committee

MITCHELL E. DANIELS, JR.  
EXECUTIVE DIRECTOR

May 16, 1984

TO: Frank Fahrenkopf  
Bill Greener  
Guy Vander Jagt  
Joe Gaylord  
Rich Galen  
Jim Lake  
Jim Baker  
Stu Piper  
Ken Duberstein  
Ed Rollins  
Lee Atwater  
Bill Phillips  
Bill Lacey  
Sally Trott  
Ted Welch

FROM: Mitch Daniels

The attached is an IN-HOUSE document only, containing our official public line in capsule form on each of the 33 Senate races. Our press and political staff have instructions to conform every statement, public or private, to this material.

I thought it ought to be shared FYI with a very few folks outside the NRSC. It is reviewed and updated once a week and occasionally in between.

We request that, whenever possible, you refer press questions about the Senate elections to our committee. But in any speeches or other comments you do choose to make, please try to stay close to the information provided in these updates.

1. HOW MANY SENATE SEATS ARE UP IN 1984?

33 seats are up  
17 Republican incumbents seeking re-election  
12 Democrat incumbents seeking re-election  
4 open seats where no incumbent is seeking re-election  
2 represented by GOP (Baker-TN, Tower-TX)  
2 represented by Democrat (Randolph-WV, Tsongas-MA).

2. WHAT IS THE PARTY MARGIN IN THE SENATE?

55 Republicans  
45 Democrats

3. WHICH DEMOCRAT INCUMBENTS ARE MOST VULNERABLE?

Survey research shows voter support thinnest for Carl Levin, Walter Huddleston, Max Baucus. Real opportunities exist with the right GOP challengers, then, to win the seats of Levin, Huddleston, Baucus, Joe Biden, Claiborne Pell, Jim Exon, David Pryor and the open Dem seats in Massachusetts and West Virginia.

4. A STATE-BY-STATE RUNDOWN OF '84 SENATE RACES:

ALABAMA -- Dem Howell Heflin appears strong. GOP challengers: former GOP Rep. Albert Lee Smith, neurosurgeon Dr. Joseph Keith, businessman Clint Wilkes, and former Wallace speech writer Doug Carter. Latest survey: 2/18-24/84, by Birmingham Post-Herald, sample 605; Heflin 60%, Smith 17%, undecided 23%. Senate primary: Sept. 4. Filing deadline: July 6. Heflin's 1978 Senate vote: 94%, Ronald Reagan's 1980 vote: won with 49%

ALASKA -- GOPer Ted Stevens is raising money and organizing. Former Dem Alaska atty. gen. John Havelock may be credible; two other minor candidates have filed. Stevens looks very strong. Senate primary: Aug. 28. Filing deadline: June 1. Stevens' 1978 Senate vote: 76%, Reagan's 1980 vote: won with 62%.

ARKANSAS -- Dem David Pryor will get a real run for his money against GOP Rep. Ed Bethune; this is a race to watch. National Journal officially rated Pryor the most liberal southern senator on foreign and defense issues in 1982. For the first half of the 98th Congress, Congressional Quarterly officially rated him the Senate's no. 1 opponent of President Reagan. Pryor feeling the heat; recently flip-flopped on tax-indexing and school prayer. Senate primary: May 29. Filing deadline passed. Pryor's 1978 Senate vote: 77%, Reagan's 1980 vote: won with 48%.

COLORADO -- GOPer Bill Armstrong has raised \$1.2 million, but is taking nothing for granted. Dem primary will include a floundering Lt. Gov. Nancy Dick; a hard-charging Carlos Lucero, Hispanic attorney and former Colorado Bar President; and Steve Leatherman, Denver investment banker. Dem Gov. Dick Lamm is out; endorsed Dick, but retreated to a "neutral" position as her campaign stalled and other candidates entered. Eight prominent state legislators have also defected from Dick to Lucero. Senate primary: Sept. 11. Filing deadline: July 27. Armstrong's 1978 Senate vote: 59%, Reagan's 1980 vote: won with 55%.

\*DELAWARE -- Dem Joe Biden recently co-sponsored a budget freeze; proof he knows he's in for tough challenge from man who helped bring DE four balanced budgets: Former State Rep. and Majority Leader John Burris. But Burris has dogged Biden for recent tries to scuttle tax-indexing and other more typical big-dollar Biden priorities. Even got Biden to declare: 'I'm not running for President.' Burris has signed on consultant Eddie Mahe. Latest survey 4/11-15 by Pat Caddell, sample 600 shows: Biden 70%, Burris 17%. Senate primary: Sept. 8. Filing deadline: July 27. Biden's 1978 Senate vote: 58%, Reagan's 1980 vote: won with 47%.

GEORGIA -- Dem Sam Nunn appears a sure winner. Senate primary: Aug. 14. Filing deadline: June 13. Nunn's 1978 Senate vote: 83%, Reagan's 1980 vote: lost with 41%.

\*IDAHO -- GOPer James McClure continues raising money and organizing; opposed by Dem former Marine Pete Busch and real estate broker Louis Hatheway. McClure appears in good shape. Senate primary: May 22. Filing deadline passed. McClure's 1978 Senate vote: 68%, Reagan's 1980 vote: won with 66%.

\*ILLINOIS -- Charles Percy was easily renominated over March 20 primary over GOP Rep. Tom Corcoran, 59%-36%. Percy will face Dem Rep. Paul Simon. Latest survey: 3/5 Chicago Sun-Times poll by Gallup, sample 1061; Percy 54%, Simon 41%. Percy's 1978 Senate vote: 53%, Reagan's 1980 vote: won with 50%.

IOWA -- GOPer Roger Jepsen has made impressive gains and is up 11 points from last fall; now in dead heat with expected opponent, liberal Dem Rep. Tom Harkin. Momentum is clearly going Jepsen's way. Likely to be one of '84's closest races. Latest survey: 12/11/83, Iowa Poll, sample 1,001; Harkin 45%, Jepsen 44%. Senate primary: June 5. Filing deadline passed. Jepsen's 1978 Senate vote: 51%, Reagan's 1980 vote: won with 51%.

KANSAS -- GOPer Nancy Kassebaum looks like a shoo-in. Dem Kansas city banker and '78 Senate primary loser Jim Maher has announced. Kassebaum looks very strong. Latest survey: 1/84 Wichita Eagle-Beacon gives her 75% approval rating. Senate primary: Aug. 7. Filing deadline: June 11. Kassebaum's 1978 Senate vote: 54%, Reagan's 1980 vote: 58%.

\*KENTUCKY -- Former Dem Gov. John Y. Brown has dropped out of Dem Senate primary for health reasons. Polls reportedly showed him losing ground to incumbent Dem Walter Huddleston. Too early to tell what effect Brown's announcement will have on GOP Senate candidate Mitch McConnell, but prior to Brown's withdrawal, Lance Tarrance numbers showed only 45% of voters think Huddleston deserves re-election. Primary date moved from Aug. 28 to May 29. Filing deadline passed. Huddleston's 1978 Senate vote: 61%, Reagan's 1980 vote: won with 49%.

LOUISIANA -- Dem Bennett Johnston is not invulnerable, but is currently without GOP opposition. Johnston faces Dem Woody Jenkins in a primary. Senate primary: Sept. 29. Filing deadline: July 20. Johnston's 1978 Senate vote: 59%, Reagan's 1980 vote: won with 51%.

MAINE -- GOper Bill Cohen looks very strong against Elizabeth Mitchell, House Majority Leader in the Maine House. She has gotten off to a slow start; is declining all PAC money. Latest survey: 1983 MOR figures show Cohen with 83% approval rating. Senate primary: June 12. Filing deadline passed. Cohen's 1978 Senate vote: 57%, Reagan's 1980 vote: won with 46%.

\*MASSACHUSETTS -- Now a "PAC-less" race, with all candidates of both parties declining PAC funds. Dem Paul Tsongas not seeking re-election for medical reasons. Dem Rep. Ed Markey has withdrawn, leaving Lt. Gov. John Kerry and Dem Rep. Jim Shannon as major Dem contenders. Latest survey: May Boston Globe poll, sample 602 Dems and Dem-leaning Independents, shows it: Lt. Gov. John Kerry 26%, Cong. Jim Shannon 21%, Sec. of State Mike Connolly 10%, former State House Speaker Dave Bartley 9%, John Pierce Lynch 3%, and teacher unionist Wm. Herbert 1%. For Republicans, March MRK Research poll shows: 37.5% for Richardson, 28.1% for Shamie, 7.8% for Dr. Mildred Jefferson. In head-to-head matchups, Richardson has led all Dems. Same poll shows GOper Richardson getting up to a third of Dem vote. Filing deadline: June 5. Tsongas' 1978 Senate vote: 55%, Reagan's 1980 Senate vote: won with 42%.

MICHIGAN -- Dem Carl Levin is as weak as any Democratic incumbent up in 1984 according to polling data. GOP announced candidates are native Michigander and recently retired astronaut Col. Jack Lousma, and former U.S. Rep. and businessman Jim Dunn. Latest survey: 3/15/84, Teichner & Associates, sample 950, shows only 35% for Levin against the two GOP contenders, with 50% undecided. Senate primary: Aug. 7. Filing deadline: June 5. Levin's 1978 Senate vote: 52%, Reagan's 1980 vote: won with 49%.



\*MINNESOTA -- Reagan leads Mondale here, in Dem's homestate, 49 to 43% according to Mps. Star & Tribune poll conducted March 30-April 4. GOPer Rudy Boschwitz continues climbing in polls and has raised more than \$3M. Dem challengers: Rep. Jim Oberstar, Sec. of State Joan Grove, former governor and senator Wendell Anderson, and Hennepin County Commissioner John Derus, with Grove running the strongest in early polls. Latest survey, 3/30-4/4, Minneapolis Tribune, sample 617, gives Boschwitz 59%, Grove 26%; Boschwitz 61%, Anderson 25%; Boschwitz 58%, Oberstar 23%; Boschwitz 62%, Derus 11%. And 75% of poll respondents -- 10% more than six weeks earlier -- approved of Boschwitz's performance. Senate primary: Sept. 11. Filing deadline: July 17. Boschwitz' 1978 Senate vote: 57%, Reagan's 1980 vote: lost with 43%.

\*MISSISSIPPI -- GOPer Thad Cochran is an extremely strong incumbent, even in overwhelmingly Dem Mississippi where no Republican has ever received over 50% of the vote. Dem former Gov. William Winter will run, after accepting the chancellorship of the Univ. of Mississippi, then reneging, then saying he'd challenge Cochran, injecting a decisiveness problem into his race. Cochran has raised more than \$444,000 and started TV ads. Latest poll: 4/15-29, Mississippi State Univ., sample 424 likely voters, shows it: Cochran 53%, Winter 40%. Early May, MOR, sample 600, shows it: Cochran 58%, Winter 39%, (27% of the sample was black.) Senate primary: June 5. Filing deadline passed. Cochran's 1978 Senate vote: 45%, Reagan's 1980 vote: won with 49%.

\*MONTANA -- Dem Max Baucus is being called ineffective and liberal by primary challenger conservative Dem and ex-Marine Bob Ripley. President Reagan is running very strong here. For Republicans, businessman and former state Rep. Chuck Cozzens is running and has hired consultant Chuck Bailey. State Rep and former state GOP chair Aubyn Curtiss and Ralph Bouma are also running. Senate primary: June 5. Filing deadline passed. Baucus' 1978 Senate vote: 56%, Reagan's 1980 Senate vote: won with 57%.

\*NEBRASKA -- Nebraska Regent Nancy Hoch handily won -- 40% of vote with 80% of precincts reporting -- nomination over May 15 GOP primary opponents: businessman Dick Thompson, 17.5%; state legislator John DeCamp, 15.9%; CPA Fred Lockwood, 13.7%; '82 Senate primary loser Ken Cameron, 10.5%; and rancher George Boucher, 2.5%. Hoch faces Dem Sen. Exon in November. In a Republican state and with Reagan coattails, this could develop into one to watch. Exon's 1978 Senate vote: 68%, Reagan's 1980 vote: won with 66%.

NEW HAMPSHIRE -- GOPer Gordon Humphrey has just announced amid reports that optimism by supporters of Dem Rep. Norm D'Amours is slipping. Humphrey has led by several points in polls taken by both parties. Active on environmental issues (very important in N.H.), Humphrey last year scored a major legislative victory when his amendment terminated the Clinch River breeder reactor project. Latest survey: 4/10/84, Wilmington Morning Star and WWAY-TV, sample 416 likely voters, shows Helms 46%, Hunt 45%, with undecideds leaning 25-17 toward Helms. Humphrey's 1978 Senate vote: 51%, Reagan's 1980 vote: won with 58%.

\*NEW JERSEY -- Running against Dem Bill Bradley is GOP Montclair Mayor Mary Mochary, an attorney and businesswoman who speaks six languages. Also announced: Robert Morris, a Mantoloking attorney. NRSC Chairman Dick Lugar's pledge of maximum support for all GOP women nominated could mean some \$450,000 in this populous state. Senate primary: June 5. Filing deadline passed. Bradley's 1978 vote: 56%, Reagan's 1980 vote: won with 52%.

\*NEW MEXICO -- GOPer Pete Domenici is extremely strong with all voter blocs in state, including Hispanics. Dem opponents: State Dem Chairman Nick Franklin, State Rep. Judy Pratt, engineer Anselmo Chavez. Latest survey: April 2-6, Chris Brown (Santa Fe) poll for Franklin, sample 406, gives Pratt 14%, Chavez 5%, 63% undecided. A March 30-April 2 Zia poll for KOAT-TV in Albuquerque, sample 600, gives Chavez 19.2%, Franklin 15%, Pratt 15%. Senate primary: June 5. Filing deadline is past. Domenici's 1978 Senate vote: 53%, Reagan's 1980 vote: won with 55%.

\*NORTH CAROLINA -- GOPer Jesse Helms in dead heat with opponent, Dem Gov. James Hunt. Helms standing has risen from a reported 20-point gap last summer. Latest survey: 4/10, Wilmington Morning Star & WWAY-TV, sample 416 likely voters, shows Helms 46%, Hunt 45%, with undecideds leaning 25-17 toward Helms. Helms' 1978 Senate vote: 55%, Reagan's 1980 vote: won with 49%.

OKLAHOMA -- Dem David Boren appears in good shape. Polls indicate that OK is a conservative state with only a few more people considering themselves Democrats than Republicans. Support for Ronald Reagan is strong and a coattails could affect the Senate race. Senate primary: Aug. 28. Filing deadline: July 11. Boren's 1978 Senate vote: 65%, Reagan's 1980 vote: won with 60%.

OREGON -- GOPer Mark Hatfield will face Dem State Sen. Margie Hendrickson, and appears in good shape. Latest survey: A recent DSCC poll published by Oregon Statesman Journal, showed it Hatfield 59%, Hendriksen, 17%. Seventy-seven percent "didn't know anything about" Hendriksen. Senate primary: May 15. Filing deadline passed. Hatfield's 1978 Senate vote: 62%, Reagan's 1980 vote: won with 48%.

\*RHODE ISLAND -- Dem Claiborne Pell will face GOP businesswoman and one of 200 top U.S. female CEOs, Barbara Leonard. Her slogan, "One Tough Lady" is reiterated by Leonard's own budget proposal, which cuts \$116B from deficit, erasing it entirely in year two. Leonard serves on the Board of Directors of the Small Business Association of New England, and the R.I. Port Authority and Economic Development Corp. Earlier matchups with Rep. Claudine Schneider (who isn't running) show that Pell can be beaten. Senate primary: Sept. 11. Filing deadline: June 11. Pell's 1978 Senate vote: 75%, Reagan's 1980 vote: lost with 37%.

SOUTH CAROLINA -- GOPer Strom Thurmond has served since 1956 and is another Senate tradition. Neither of his minor Dem opponents were endorsed at recent Dem nomination convention. Thurmond has raised more than \$1M; has inconsequential primary challenge; looks good. Senate primary: June 12. Filing deadline: April 30. Thurmond's 1978 Senate vote: 56%, Reagan's 1980: won with 49%.

SOUTH DAKOTA -- GOPer Larry Pressler has an unusually high favorable rating of 85% and will face longtime McGovern aide George Cunningham. Pressler has hired media consultants Bailey-Deardourff. Senate primary: June 5. Filing deadline passed. Pressler's 1978 Senate vote: 67%, Reagan's 1980 vote: won with 61%.

\*TENNESSEE -- GOPer Victor "Bulldog" Ashe has been endorsed pre-primary by NRSC in light of his nearly \$500,000 raised, and his slashing by half of opponent Dem Rep. Albert Gore, Jr.'s lead in the last year. Using his boyhood nickname as campaign mascot and theme in advertising, Ashe has signed on political consultant Rich Bond. GOP has won 7 of last 11 statewide elections. Latest poll: 4/18-24, MOR sample 600, shows it: Ashe 50%, all other GOPers, 8% or less. Ashe has cut Gore's lead from 37 to 19 points. It's now Ashe 36%, Gore 55%. In March 1983 it was Ashe 25%, Gore 62%. Senate primary: Aug. 2. Filing deadline: June 7. Baker's 1978 Senate vote: 56%, Reagan's 1980 vote: won with 49%.

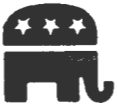
\*TEXAS -- Dem Senate primary runoff June 2 will see Boll Weevil Rep. Kent Hance, 31.2% vs. liberal State Sen. Lloyd Doggett, 31.2%. '78 Tower opponent Bob Krueger came in a close third, 31.1%, but did not ask for a recount. Rep. Phil Gramm won GOP primary with overwhelming 73% over Rep. Ron Paul 16.5%, and businessman Rob Mosbacher 7.8%. Both Paul and Mosbacher have endorsed Gramm. Tower's 1978 Senate vote: 50%, Reagan's 1980 vote: won with 55%.

\*VIRGINIA -- GOper John Warner has fended off credible opposition. Liberal Dem and former delegate Edythe Harrison of Norfolk is sole Dem announced. Warner preparing for a real race - has raised more than \$1.5 million; Reagan very strong in VA; Warner looks in good shape. GOP state nominating convention: June 2-3; Dem state convention: May 18-19. Warner's 1978 Senate vote: 50%, Reagan's 1980 vote: won with 53%.

\*WEST VIRGINIA -- Six GOPers vie June 5 to run against Dem Senate nominee, Gov Jay Rockefeller. Rockefeller in last year has spent \$1 million and dropped in public polls; all his money is from loans to himself, save \$112 million. Leading GOP contenders: veteran state legislator Frank Deem, businessman John Raese, former state Senate Minority Leader Sam Kusic. Latest survey: 4/3-5, Ryan Reapass Research, sample 500, shows 52.6% for Rockefeller, 40.8% for any Republican. Among contenders, poll shows: undecided 51.7%, Deem 22.8%, Raese 4%, Kusic, 3.4%. Earlier polls showed: 65% percent agree Rockefeller is a political opportunist; 43% agree Rockefeller would forget about West Virginia's problems if elected; 62% agree that Rockefeller would spend his time running for president; 59% agree that it's unfair for Rockefeller to use his personal wealth to buy elections in W. Va.; and 25% to 30% said they wouldn't vote for Rockefeller under any circumstances. Senate primary: June 5. Retiring Dem Jennings Randolph's 1978 Senate vote: 50%, Reagan's 1980 vote: lost with 45%.

WYOMING -- Alan Simpson - popular senator, strong at home - no opponent visible - is one of the least vulnerable senators in either party. Senate primary: Sept. 11. Filing deadline: July 13. Simpson's 1978 Senate vote: 62%, Reagan's 1980 vote: won with 63%.

-end-



Republican  
National  
Committee

Frank J. Fahrenkopf, Jr.  
Chairman

MEMORANDUM

To: James A. Baker, III ✓  
Fred Biebel  
Dick Darman  
Michael K. Deaver  
Ron Kaufman  
Ollie Kinney  
Bill Lacy

Senator Laxalt  
Drew Lewis  
Mike McManus  
Ed Rollins  
Arnold Tompkins  
Dick Wirthlin

From: Frank J. Fahrenkopf, Jr. ✓

Date: April 23, 1984

Attached you will find "talking points"  
produced by the RNC Communications Division.

Please contact our Communications Director,  
Bill Greener, at 863-8614 if you have any questions  
or comments.

FOREIGN POLICY/DEFENSE FACTS 4-20-84

- Bush unveiled the Administration's proposal to ban chemical weapons. The treaty would ban the possession & production of all chemical weapons. Verification would take place under the "open invitation" concept; i.e., all nations signing the treaty would agree to allow inspection on short notice by international experts of any suspected chemical weapons facilities.
- R.R. ordered \$32 million in emergency arms shipments to El Salvador, after Congress adjourned for a 10-day recess without voting whether to approve the money.
- R.R. signed NSDD 138 which calls for stronger measures to deal with terrorism.

**RNC Communications Division**

FOREIGN POLICY/DEFENSE POINTS 4-20-84

- U.S. Military & Economic Assistance, FY 1984:
  - Egypt & Israel -- \$4,537 million or 49%
  - El Salvador -- 260 million or 3%
  - All Others -- 4,496 million or 48%

**RNC Communications Division**

ECONOMY FACTS 1 4-20-84

- Factory output rose 0.4% in March, while wholesale prices climbed 0.5%.
- Business inventories in February grew 1.8%, the fastest pace since 1974.
- U.S. manufacturing industries operated at 81.1% of capacity last month, the highest level in 4 years.
- Housing starts plunged a record 26.6% in March. Many economists said home-building was simply settling down to a healthy pace after extraordinary strength.
- Americans' personal income rose 0.5% in March, the smallest gain in 7 months, down slightly from 0.7% increase in February and 1.6% January increase. This rate, combined with other economic statistics, seem to indicate an economic slowdown.

**RNC Communications Division**

*Corrected 4-23-84  
Stat3tr2*

ECONOMY FACTS 2 4-20-84

- The economy grew at a strong 8.3% pace during the first three months of this year, the largest rise in gross national product since a 9.7% surge in the second quarter of 1983, the Commerce Department reported.

**RNC Communications Division**

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DOMESTIC FACTS 4-20-84

- The U.S. Supreme Court agreed to decide the constitutionality of a federal law that limits expenditures by independent political committees to help presidential candidates.
- The Supreme Court upheld immigration agents' sweep of factories and businesses to search for illegal aliens. It also upheld searches of open field by police without a court warrant.
- The Food and Drug Administration will require food labels to show sodium content in products disclosing other nutritional data, starting July 1, 1985.
- The Environmental Protection Agency agreed to tighten water pollution rules for oil refineries.

**RNC Communications Division**

# REAGAN-BUSH '84

TUESDAY TEAM (HR)

"Bear"

:30 TV

4/20/84

1-TV-NC

ANNCR(VO):

THERE IS A BEAR IN THE WOODS. FOR  
SOME PEOPLE THE BEAR IS EASY TO SEE.  
OTHERS DON'T SEE IT AT ALL.

SOME PEOPLE SAY THE BEAR IS TAME.  
OTHERS SAY IT'S VICIOUS AND  
DANGEROUS.

SINCE NO ONE CAN REALLY BE SURE WHO'S  
RIGHT, ISN'T IT SMARTER TO BE AS  
STRONG AS THE BEAR?

IF THERE IS A BEAR.

PRESIDENT REAGAN

4/25/84



# REAGAN-BUSH '84

TUESDAY TEAM(RT/JW  
"They Never Thought  
:30 TV Rev.  
4/20/84

2-TV-TT

(MUSIC UNDER)

ANNCR(VO): DURING THE PAST YEAR, THOUSANDS OF FAMILIES  
(Dog runs into new empty home followed by family.) HAVE MOVED INTO NEW HOMES, THAT ONCE SEEMED OUT OF REACH.

(Woman comes out of house to see new car tied with big red bow.) MILLIONS OF PEOPLE ARE BUYING NEW CARS, THEY ONCE THOUGHT THEY COULDN'T AFFORD.

(Workers going back to work with lunch pails. One man feigns running with pail as football.) WORKERS ARE RETURNING TO FACTORIES THAT JUST FOUR SHORT YEARS AGO, WERE CLOSED.

(Man hanging American flag bunting on the grand opening of a store.) AND AMERICA IS BACK WITH A SENSE OF PRIDE, PEOPLE THOUGHT WE'D NEVER FEEL AGAIN.

PRESIDENT REAGAN FOR PRESIDENT.  
NOW THAT OUR COUNTRY'S TURNED AROUND.  
WHY SHOULD WE TURN BACK.

(ALTERNATE LINE:

(NOW THAT OUR COUNTRY'S TURNING AROUND.  
WHY SHOULD WE TURN BACK.)

# REAGAN-BUSH '84

TUESDAY TEAM (TM/BV)  
"Spring of '84"  
:60 TV  
4/20/84  
3-TV-TT

ANNCR(VO): THIS IS AMERICA, SPRING OF '84.

AND THIS IS AMERICA.

AND THIS IS AMERICA.

AND THIS.

AND THIS.

AND THIS, TOO, IS AMERICA.

AND THIS IS AMERICA.

JUST FOUR YEARS AGO PEOPLE WERE SAYING ITS  
PROBLEMS WERE TOO BIG AND TOO DIFFICULT  
TO BE HANDLED BY ANY ONE PRESIDENT.

YET WHAT DO WE SEE NOW?

JOBS ARE COMING BACK.

HOUSING IS COMING BACK.

THE STRENGTH OF THE COUNTRY IS COMING BACK.

AND FOR THE FIRST TIME IN A LONG TIME, HOPE  
FOR THE FUTURE IS COMING BACK.

AND ISN'T IT INTERESTING THAT NO ONE, ANYWHERE,  
IS SAYING THE JOB OF PRESIDENT IS TOO BIG FOR  
ONE PERSON.

PRESIDENT REAGAN.

HE'S DOING WHAT HE WAS ELECTED TO DO.

The purpose of this submission of scenes is, with music and images of America and Americans in the Spring of '84, to show the single biggest accomplishment of the administration- the restoration of leadership to the Presidency.

SPRING OF '84  
:60  
4/20



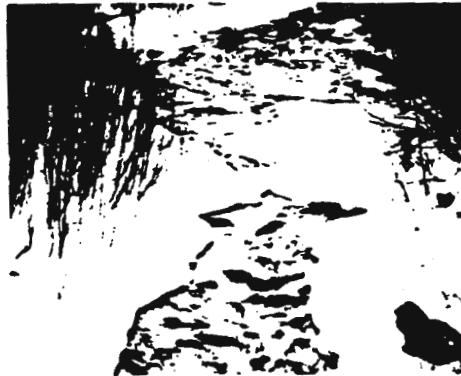
This is America, Spring of '84.



And this is America.



And this is America.



And this.



And This

~~SECRET~~



And this, too, is America.



And this is America.



Just four years ago people were saying



its problems were too big and too difficult



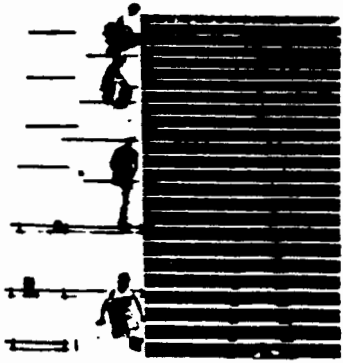
to be here in 1977 as President.



Yet what do we see now?



Jobs are coming back.



Housing is coming back.



The strength of the country is coming back.



And for the first time in a long time, hope for the future is coming back.



And isn't it interesting that no one, anywhere,



Republican or Democrat, to avoid the subject President



is the key for the work



*Handwritten scribbles*

President Reagan

He's doing what he was elected to do

PRESIDENT REAGAN

*Handwritten scribbles and the word "out" with a line underneath.*

# REAGAN-BUSH '84

TUESDAY TEAM  
"Spring of '84"  
:30 TV  
4/20/84  
Job # 4-TV-TT

ANNCR(VO):

THIS IS AMERICA.

JUST FOUR YEARS AGO PEOPLE WERE SAYING ITS  
PROBLEMS WERE TOO BIG AND TOO DIFFICULT  
TO BE HANDLED BY ANY ONE PRESIDENT.

YET WHAT DO WE SEE NOW?

JOBS ARE COMING BACK.

HOUSING IS COMING BACK.

THE STRENGTH OF THE COUNTRY IS COMING BACK.

AND FOR THE FIRST TIME IN A LONG TIME,  
HOPE FOR THE FUTURE IS COMING BACK.

AND ISN'T IT INTERESTING THAT NO ONE,  
ANYWHERE, IS SAYING THE JOB OF PRESIDENT IS  
TOO BIG FOR ONE PERSON.

PRESIDENT REAGAN.

HE'S DOING WHAT HE WAS ELECTED TO DO.

# REAGAN-BUSH '84

TUESDAY TEAM(HR)  
"Prouder, Stronger,  
Better"  
:30 TV  
4/20/84

6-TV-TT

ANNCR(VO):

IN AMERICA TODAY THERE ARE MORE MEN AND  
WOMEN WORKING THAN EVER BEFORE. WITH  
INFLATION AT IT'S LOWEST LEVEL SINCE  
1973, MORE PEOPLE ARE BUYING NEW HOMES  
AND AMERICA'S NEW FAMILIES CAN HAVE  
CONFIDENCE IN THE FUTURE.

AMERICA TODAY IS PROUDER AND STRONGER  
AND BETTER.

WHY WOULD WE EVER WANT TO RETURN TO  
THE WAY WE WERE LESS THAN FOUR SHORT YEARS  
AGO?

PRESIDENT REAGAN



# REAGAN-BUSH '84

TUESDAY TEAM(HR)  
"Prouder, Stronger,  
Better"  
:60 TV  
4/20/84  
Job # 5-TV-TT

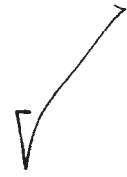
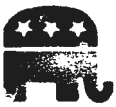
ANNC(VO):

IN AMERICA TODAY THERE ARE MORE MEN AND MORE WOMEN EARNING MORE INCOME THAN THEY'VE EVER EARNED BEFORE. WITH INTEREST RATES AT NEARLY HALF THE RECORDS HIGHS OF 1980, MORE PEOPLE ARE BUYING NEW HOMES THAN AT ANY TIME IN THE LAST FIVE YEARS. WITH INFLATION AT ITS LOWEST LEVEL SINCE 1973, AMERICA'S NEW FAMILIES CAN HAVE CONFIDENCE IN THE FUTURE.

UNDER THE LEADERSHIP OF PRESIDENT REAGAN, AMERICA TODAY IS PROUDER AND STRONGER AND BETTER.

WHY WOULD WE EVER WANT TO RETURN TO THE WAY WE WERE LESS THAN FOUR SHORT YEARS AGO?

PRESIDENT REAGAN



# Republican National Hispanic Assembly

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Tirso del Junco, M.D.

**Co-Chairmen**

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Fernando E.C. DeBaca

**Vice Chairmen**

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**Southeast**  
Pablo Gomez

**South-Central**  
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**Midwest**  
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**Mountain**  
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**West**  
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**Caribbean**  
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Alicia Casanova

**General Counsel**  
Eva Irizarry Guardarramas, Esq.

**Executive Director**  
James L. Brulte

April 19, 1984

MEMORANDUM FOR FRANK FAHRENKOPF

FROM: TIRSO DEL JUNCO M.D. *TDS*

RE: ACTIVITY UPDATE

Attached is a synopsis of our activities for the last few weeks.

cc: Sen. Paul Laxalt  
James A. Baker III ✓  
Mike Deaver  
Edwin Meese III  
Jennifer Fitzgerald  
Betty Heitman  
Margaret Tutwiler  
Jim Ciccone  
Cathi Villapando  
Bill Lacy

April 18, 1984

MEMORANDUM FOR ED ROLLINS

FROM: TIRSO DEL JUNCO, M. D.  
RE: Activity Update

Outlined are the activities in which our organizations have been involved. It is not all inclusive; it does, however, give a good picture of our efforts.

GENERAL

o In many states, I have been in contact with the State Party and Reagan-Bush leadership requesting that they seriously consider including Hispanics as delegates and alternates to the Dallas convention. I am confident that we will have representation from key Hispanic states, such as California, Texas, Florida, New Mexico, New York, New Jersey and Colorado. In addition, we should have some representation from Kansas, Pennsylvania, Michigan, Louisiana, Oregon, Arizona, Virginia and D. C.

o Our RNHA county organizational efforts are continuing with great success. In the last 10 months, RNHA membership has tripled.

o The first installment of VIVA 84 income is being distributed to state Republican parties for hiring of staff to accomplish Hispanic voter registration. Currently four state parties will hire VIVA 84 financed staff: Texas, California, Florida and New Mexico.

New York

Coordinating May 24 VIVA 84 fundraiser for the NY State Republican Party. Goal - \$150,000 - 250,000. Monies to go to state party for Hispanic Republican Voter Registration.

o Met with Ramon Velez, leading Democrat Hispanic. Introduced him to George Clark. (In all states, I am putting the Hispanics in touch with the Reagan-Bush and State Republican Party leadership.) Velez would like to endorse the President.

April 18, 1984

Page Two

o Met with Joseph Unanue, President of Goya Foods, one of the largest Puerto Rican-owned businesses in the U. S. Joe will endorse the President and has committed to lead our VIVA 84 efforts in the Northeast. Next week, I will introduce him to the NJ Reagan-Bush and State Party leadership.

#### New Jersey

Meeting planned next week with Frank Holman, State Party Chair to discuss establishment of a VIVA 84 effort in New Jersey.

Working with Hispanic Longshoreman Association. They would like to endorse the President.

Planning meeting with Congressman Courter to discuss Hispanic efforts in New Jersey.

RNHA has held voter registration drives in Hudson County.

#### Florida

Carlos Salman selected as State Reagan-Bush Chairman.

VIVA 84 program chartered by the State Party as an official party-building program. Goal \$1 million.

VIVA 84 press conference in Florida received substantial press coverage.

VIVA 84 kick-off reception attended by over 750 participants. Offices attended in Dade and Broward counties. Hillsborough (Tampa) office to open soon.

Provided up to \$2,000 per month for staffer to coordinate Hispanic voter registration.

#### Louisiana

RNHA State Convention held last weekend. Over 120 Hispanics in attendance. RNHA is working with George Despot - State Party Chair - on fundraising, voter registration and precinct programs.

April 18, 1984

Page Three

Texas

Met with Chairman Strake to discuss VIVA 84 fund-raising program.

State Party has approved VIVA 84 program. Fund-raising events are planned in Houston and San Antonio.

RNHA is organizing Hispanic high school students in the Houston area as well as recruiting Hispanics to be precinct chairmen.

Planning seven-state Hispanic Regional Leadership Conference for late June in Houston.

Provided up to \$2,000 per month to State Party for hiring of staffer to coordinate voter registration.

Met with Senator Tower to pledge assistance for Texas campaign.

Coordinating voter registration drives in Houston and assisting with efforts in Dallas and Fort Worth.

Virginia

RNHA just completed fund-raising event for Senator Warner. Over \$15,000 raised for the Warner campaign.

Voter registration drives in three counties with 10,000 or more Hispanic population.

Colorado

Traveled to Colorado in March.

Met with Holly Coors and Bo Callaway to discuss campaign efforts.

RNHA organizing voter registration drives in five key Hispanic counties.

April 18, 1984

Page Four

Held press conferences in Denver, Colorado Springs and Pueblo.

Attended three fund-raising events. Monies raised to go to Hispanic programs.

#### Illinois

Developing RNHA Chapters in four counties in Chicago metro area.

Planning to meet with State Party leadership to establish VIVA 84 program for Chicago area.

#### California

Sergio Arredondo appointed as Reagan-Bush Hispanic Chair.

RNHA forming organizations in Los Angeles, Orange, San Diego, Santa Clara, San Bernardino and Fresno counties.

Provided State Party with up to \$2,000 per month for staffer to coordinate Hispanic voter registration.

Working with the Mexican & American Foundation to secure endorsements for President Reagan.

Assisting RNC with Hispanic voter registration in selected counties.

RNHA just completed fund-raising dinner honoring Senator Pete Wilson. Raised \$50,000 for Hispanic party-building in state.

Working with State Party to establish VIVA 84 program for state.

#### Others

RNHA is working in all other states to form County organizations in all counties with over 10,000 Hispanic voting age populations. Chapters have been organized. Chapters now exist in places like Kansas, South Carolina, Missouri, Wisconsin, Ohio, Utah, Nevada, Oklahoma, Arizona, etc. County Chapter building programs will be intensified to assure that Hispanic Republican organizations are in place in all critical areas for Election 84.

# REAGAN-BUSH '84

The President's Authorized Campaign Committee

*RR  
wrote to see  
P&R: Bice  
Sullivan*

April 18, 1984

Ms. March Fong Eu  
Secretary of State  
State of California  
1230 J Street  
Sacramento, California 95814

Dear Madame Secretary:

In compliance with Section 6071 of the California Elections Code, I herewith submit a list of the delegate candidates who shall be identified with my candidacy for President on the June 5, 1984 California Presidential Preference Primary Ballot.

Sincerely,

*Ronald Reagan*

FIRST CONGRESSIONAL DISTRICT

C. Robert Barnum  
Anna Sparks  
Margie Handley

SECOND CONGRESSIONAL DISTRICT

Wanda Agostini  
Virginia Yerxa  
Connie Vogt

THIRD CONGRESSIONAL DISTRICT

Ingrid Azvedo  
Kathleen Calderon  
Esther Greene

FOURTH CONGRESSIONAL DISTRICT

Maria Kennedy  
Hon. James Nielsen  
Hon. John Dolittle



FIFTH CONGRESSIONAL DISTRICT

Dorothy Vuksich  
Henry Lucas  
Steve Diaz

SIXTH CONGRESSIONAL DISTRICT

Hon. Sam Hayakawa  
Chip Nielsen  
Bobbe Vargas

SEVENTH CONGRESSIONAL DISTRICT

Susan Heffernan  
Jacquelyn Ferre  
Leo Silva

EIGHTH CONGRESSIONAL DISTRICT

Clarence S. Avery  
Mike Evans  
C. J. Patterson

NINTH CONGRESSIONAL DISTRICT

Frank Light  
Howard Peterson  
Evva B. Stivers

TENTH CONGRESSIONAL DISTRICT

Cynthia Mozzetti  
Harriet McIntyre  
Juanita Stanhope

ELEVENTH CONGRESSIONAL DISTRICT

Barbara Rathbun  
Shirley Royer  
Peter Schragger

TWELFTH CONGRESSIONAL DISTRICT

Katherine E. Boyd  
Isabella Dunn  
Hon. Robert Naylor

THIRTEENTH CONGRESSIONAL DISTRICT

Larry Fargher  
Steven Nakashima  
Elizabeth Simms

FOURTEENTH CONGRESSIONAL DISTRICT

Ed Reinecke  
Fred Nagel  
Shirley West

FIFTEENTH CONGRESSIONAL DISTRICT

Sandra J. Boese  
Carol Harris  
Hon. Ken Maddy

SIXTEENTH CONGRESSIONAL DISTRICT

Bonnie Derdivanis  
Sal Russo  
Hon. Eric Seastrand

SEVENTEENTH CONGRESSIONAL DISTRICT

Virginia Rice  
Clara Rutherford  
Donna Sharp

EIGHTEENTH CONGRESSIONAL DISTRICT

Evelyn Costa  
Fred Garrison  
Louina Sakajian

NINETEENTH CONGRESSIONAL DISTRICT

Marian Koonce  
Don MacGillvray  
Hon. Bob Lagomarsino

TWENTIETH CONGRESSIONAL DISTRICT

Myrtle Park  
Patti Russell  
Hon. William Thomas

TWENTY-FIRST CONGRESSIONAL DISTRICT

Hon. Bobbi Fiedler  
Hon. Marian LaFollette  
Frank McDonald

TWENTY-SECOND CONGRESSIONAL DISTRICT

Ginny Braun  
Jane Crosby  
Marcella Whitmore

TWENTY-THIRD CONGRESSIONAL DISTRICT

Marsha Hobbs  
Joanne Kozberg  
Jeanne Nemo

TWENTY-FOURTH CONGRESSIONAL DISTRICT

Dick Gulbranson  
Joan Castle Joseff  
David I. Olch, M.D.

TWENTY-FIFTH CONGRESSIONAL DISTRICT

Gil Avila  
Arline DeSanctis  
Ardith Shetler

TWENTY-SIXTH CONGRESSIONAL DISTRICT

Eleanor Ashmore  
Sue Cummings  
Bonnie McClure

TWENTY-SEVENTH CONGRESSIONAL DISTRICT

Jordan Daniels, Jr.  
Jack Flanigan  
Jerome Prewoznik

TWENTY-EIGHTH CONGRESSIONAL DISTRICT

Peter W. Dauterive  
Jim Flournoy  
Anita King

TWENTY-NINTH CONGRESSIONAL DISTRICT

Echo Goto  
Carl Johnson  
Dr. Alfred Otero, Jr.

THIRTIETH CONGRESSIONAL DISTRICT

Richard Chavez  
Carol Li  
Rosemarie Morales

THIRTY-FIRST CONGRESSIONAL DISTRICT

Heidi T. Bannai  
Sam Fujimoto  
Mary Gray

THIRTY-SECOND CONGRESSIONAL DISTRICT

Toni McMurray  
Thelma Morris  
Jim Willingham

THIRTY-THIRD CONGRESSIONAL DISTRICT

Hon. William Campbell  
Lodi Flores  
Sarah Flores

THIRTY-FOURTH CONGRESSIONAL DISTRICT

Rusty Feddersen  
Xavier Hermosillo  
Ernie Padilla

THIRTY-FIFTH CONGRESSIONAL DISTRICT

Max Binswanger  
Hon. Jerry Lewis  
Norma Pepiot

THIRTY-SIXTH CONGRESSIONAL DISTRICT

Frank Dominguez  
Richard Solarzano  
June Wallin



THIRTY-SEVENTH CONGRESSIONAL DISTRICT

Dick Darling  
Lu Schlack  
Charlene Stover

THIRTY-EIGHTH CONGRESSIONAL DISTRICT

Rufina Chavez  
Hon. Robert Dornan  
Raoul Silva

THIRTY-NINTH CONGRESSIONAL DISTRICT

Robert Beaver  
Lois Lundberg  
Stella Sandoval

FORTIETH CONGRESSIONAL DISTRICT

Hon. Robert Badham  
Marian Bergeson  
Charlotte Mousel

FORTY-FIRST CONGRESSIONAL DISTRICT

Al Anderson  
Oscar Padilla  
Bob White

FORTY-SECOND CONGRESSIONAL DISTRICT

Hon. George Deukmejian  
Hon. Dan Lungren  
Verna Mattox

FORTY-THIRD CONGRESSIONAL DISTRICT

Carla Hills  
Elsa Sandstrom  
J. Neil Reagan

FORTY-FOURTH CONGRESSIONAL DISTRICT

Cheryl Cox  
Uvaldo Martinez  
Hon. Pete Wilson

FORTY-FIFTH CONGRESSIONAL DISTRICT

Melinda Brock  
Margaret Dailey  
George Gorton

DELEGATES AT-LARGE

Mike Antonovich	Ken Khachigian
Sergio Arredondo	Gordon Luce
Hon. Robert Beverly	Curtis Mack
Delilah Blake	Trudy McDonald
Linda Brewer	Steve Merksamer
Margaret Brock	Connie Minsky
Hon. Clair Burgener	Ed Mills
Manuel Caldera	Parker Montgomery
Dolores Cisneros	Hon. Carlos Moorhead
Charles Cook	Hon. Dick Mountjoy
Jack Courtemanche	Bob Nesen
Kathleen Crow	Hon. Bruce Nestande
Mike Curb	Vance Raye
Don DeFore	Maureen Reagan
Tirso del Junco, M.D.	Hon. John Rousselot
Ann Evans	Karl Samuelian
Myra Goldwater	Hon. John Seymour
Mable Hay	Hon. Sandy Smoley
Debbie Hesse	Holmes Tuttle
Jack Hume	Doug Watts
	Jack Wrather