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September 18, 1988

MEMORANDUM TO NATIONAL COALITION LEADERS

FROM: THE OFFICE OF NATIONAL VOTER COALITIONS

This is your Bush-Quayle '88 Voter Coalitions manual, a compilation of advice, resources, and suggested activities.

While most coalition activities will be spearheaded by state Bush-Quayle '88 coalitions, as a National Coalition leader, feel free to contact the Coalition Staff in your state Bush-Quayle '88 headquarters to inquire about becoming involved.

Meanwhile, pay particular attention to Section 7. This information, repeated on speech cards contained in this manual, should arm you as a National Coalition Leader to speak on behalf of George Bush at every available opportunity.

We urge you to do so and we stand ready to answer any questions you may have.

RECEIVED

OCT -6 1988

TIRR FOUNDATION

National Coalitions Leaders Manual



Bush 88 Quayle



BUSH-QUAYLE 88

NATIONAL COALITIONS LEADERS MANUAL

COALITION /koo-a-lish-an/ n. (1612): An alliance of distinct individuals, parties, or groups that unite for a common goal.

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I. THE FOUNDATION FOR WINNING

COALITION BUILDING

WELCOME TO THE BUSH '88 COALITION LEADERS MANUAL!

It has been put together to answer most of your questions and to help in carrying out your role as Coalition State Staffer or Leader. As Coalition Staffer or Leader, you have one of the most important jobs in the campaign.

Successful coalition work will increase and strengthen communications between the **Bush-Quayle** campaign and the various communities of minority, ethnic, and special interest groups throughout our nation. This important cornerstone of our campaign is referred to as **Coalition Building**.

Coalitions are made up of issue-driven activists who can keep the issues in front of the public without media bias. This campaign will be won if we can keep the focus on the issues. Your coalition's effort towards this goal will be critical to a Republican victory in 1988.

Your specific coalition will be made up of organizations, groups and individuals. Each organization or group is represented in your coalition by one or two of their key leaders. Well-known individuals, major donors or elected officials associated with your coalition's key issues of interest should also be invited to join. Members of the coalition will carry out the coalition's activities as well as act as the coalition's liaison to their respective organizations or constituencies.

THE CRITICAL LINK!

As the link between the **Bush-Quayle** campaign and your coalition, it is your responsibility to familiarize yourself with the contents of this manual, as well as the workings of the **Bush-Quayle** campaign in your state.

To the various organizations and groups within your coalition you may be the only contact with the campaign. In some instances you will be a facilitator, helping to obtain answers to all sorts of questions about the campaign in general.

The success of your coalition's support for the **Bush-Quayle** ticket will be the result of your guidance. Don't try to do too much, but what you choose to do, do well.

GOALS

A successful coalition program achieves three primary goals.

1. **"Politics of Inclusion."** Vice-President George Bush wants to include on the **Bush-Quayle** team as broad a representation of our great nation as possible.
2. **Visibility.** Through a coalition a candidate can target a message for maximum visibility. Earning this media coverage is critical to a successful coalition program.
3. **Feedback.** A successful coalition program provides an effective way to hear directly from the **grassroots** constituency. An efficient coalition program actually becomes the "eyes and ears" of a campaign. And not just on special interest issues, but for general campaign feedback as well.

THE SECRET INGREDIENT

While reading the materials contained within this manual, begin to think not only of ways to implement the various tactics, but also ways to make your interest group feel included and needed.

If you complete only one task, complete the easiest, which is making them feel special. If you can do that, **we will win!**

II. YOUR PIPELINE TO RESOURCES

SERVICE AND SUPPORT HELP

WE'RE HERE TO HELP!

Remember, you're an important part of a winning team and help is always close at hand. If you ever have questions about how to handle issues or special coalition activities don't hesitate to call your State Contact Person (see page II-5). We're depending on people like you and will willingly provide any help or resources you may need. **Just ask!**

In the coming weeks, the National Coalitions staff will keep you informed of special videos, coalition brochures and other valuable new materials through weekly mailings. We'll also keep you updated on campaign issues and activities right through the election.

NATIONAL VS. STATE COALITION LEADERS

There are approximately 20 individual **Bush-Quayle** coalition groups forming in certain states (see page II-3). Also, each coalition has a **national** leadership structure (except Youth For Bush). These National Leaders have agreed to serve as surrogates in addition to lending their good names to demonstrate depth and breadth of support for **Bush-Quayle** in their coalition communities. State Coalition staff should consider them resources to the **state** coalition structures they are designating. But know that only a State Coalition staffer can designate a **State** Coalition Leader.

RESOURCES FROM THE NATIONAL BUSH-QUAYLE 88 COALITIONS OFFICE

- **Coalitions Manual**. The material contained in this manual provides everything you will need to get your coalition up and running, including recommended activities, media tips, and issue talking points on speech cards.
- **Weekly Mailings**. The National Coalitions Office will provide updates about the campaign, the candidates, and information specific to your particular coalition's interests. These will be mailed each week to all BQ88 or Victory '88 coalition staffers, all National Coalition Leaders, and to State Coalition Leaders once designated by the State Coalition staff. (If you are a State Coalition Leader and are not receiving these mailings, contact us here in the National Coalitions Office.)

- **Brochures.** Ready-to-print artwork for coalition-specific brochures will be provided for the following major coalitions and can be reproduced with Victory '88 funds for use by volunteers:

Black Americans For Bush
 Asian Americans For Bush
 Hispanics For Bush
 Catholics For Bush
 Youth For Bush
 Seniors For Bush
 Veterans For Bush
 Bush '88 Coalition of American Nationalities
 Bush '88 Women's Task Force: Workforce 2000
 Bush '88 Family Issues Coalition
 Bush '88 RuralUSA
 Bush '88 Education America, Bush '88 Drug Free America, and
 Bush '88 Citizens Against Crime share a brochure.

- **Videotapes.** A limited number of several videotapes and reels of Bush advertising will be sent to each State Coalition Office for your use and can be reproduced with Victory '88 funds for volunteer activities.

NOTE: All coalition buttons and bumper strips will need to be funded by individual state or Victory '88 operations. See Page IV-14 for guidelines to raise these funds.

SURROGATE SPEAKERS

To help you get the word out to your coalition you will want to use National Coalition Leaders as surrogate speakers. A complete listing of the Bush-Quayle National Coalition Leadership begins on page 8 of this section.

NOTE: Before you plan on using any of these surrogates, refer to Surrogate Speakers Program on page IV-19.

IN SUMMARY

Know that the National Coalitions staff is available to help you regarding:

- Particular activities.
- Copies of materials.
- Direct mail ideas.
- Major surrogates.
- Questions.

We look forward to working with you! Thanks for joining our winning team!

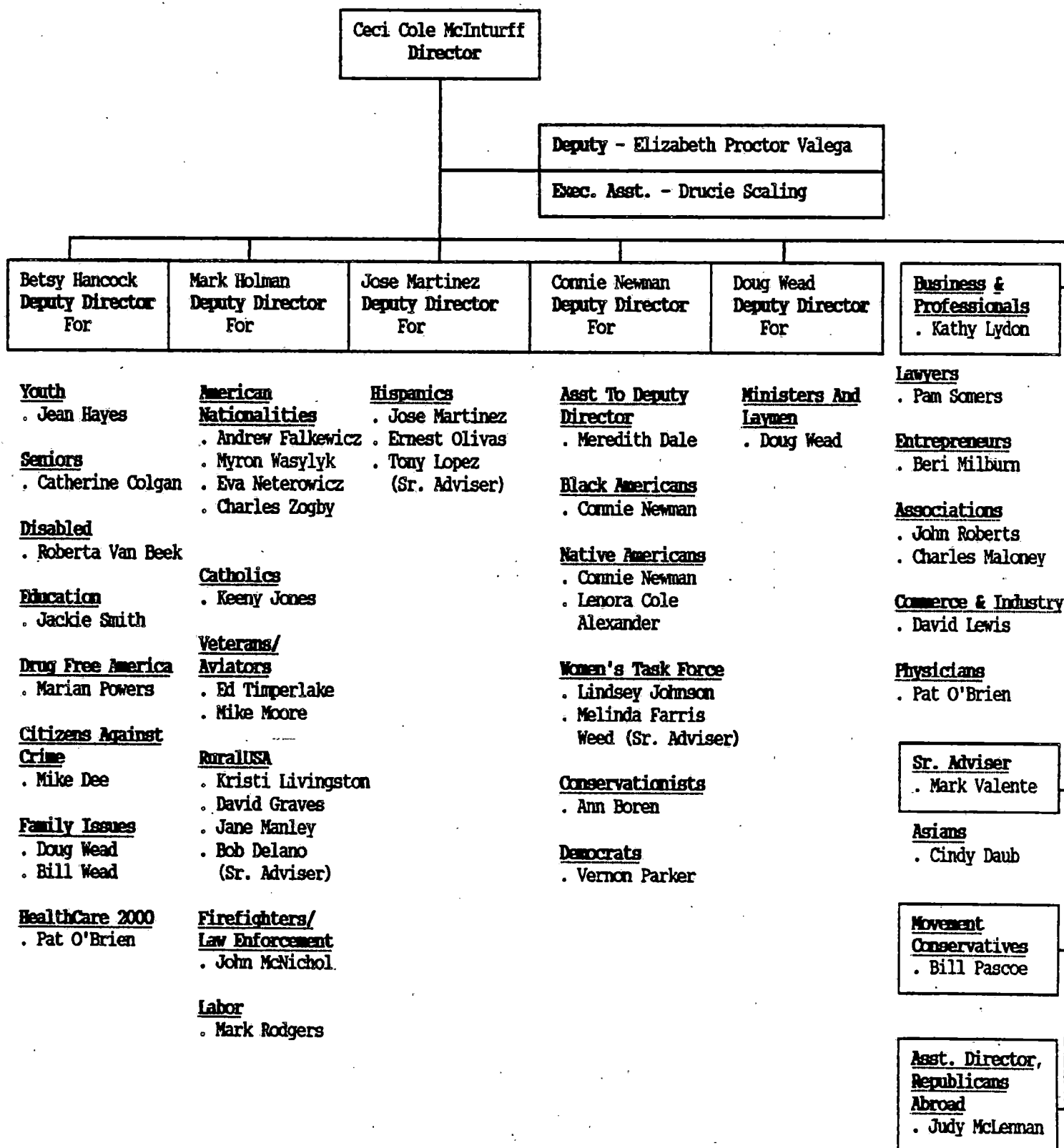
BUSH-QUAYLE 88

NATIONAL VOTER COALITIONS

Black Americans For Bush
Bush '88 Women's Task Force
Bush '88 Workforce 2000
Bush '88 Coalition of American Nationalities
Hispanics For Bush
Asian Americans For Bush
Catholics For Bush
Democrats For Bush
Bush '88 Citizens Against Crime
Bush '88 Drug Free America
Bush '88 EducationAmerica
Bush '88 Family Issues Coalition
Bush '88 RuralUSA
Bush '88 Public Service Partners
Native Americans For Bush
Environmentalists For Bush
Veterans For Bush
Aviators For Bush
Firefighters For Bush
Entrepreneurs For Bush
Seniors For Bush
Disabled Americans For Bush
Bush '88 Healthcare 2000
Ministers For Bush

BUSH-QUAYLE 88

NATIONAL OFFICE OF VOTER COALITIONS (202) 624-8601



BUSH-QUAYLE 88
VOTER COALITION STATE CONTACTS

The following lists the State Contact Persons for all coalitions. These individuals are to be made aware of all coalition activities, and should be your first resource to answer any questions.

ALASKA

National Coalition Office
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BUSH-QUAYLE 88

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Congresswoman Nancy Johnson
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New Jersey

Congressman Jack Kemp
District 31, New York

Senator James McClure
Idaho

Governor Robert Orr
Indiana

Congressman Ron Packard
District 43, California

Congressman Thomas Petri
District 6, Wisconsin

Congresswoman Marge Roukema
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Congressman Thomas Tauke
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III. COALITION KICK-OFF

START-UP ACTIVITIES

YOU ARE NOW READY TO BEGIN

This section is designed to offer specific suggestions on how to get your coalition **formed**. Once formed with your membership, structure and plan in place, you will then be ready to begin your coalition's activities.

The following step-by-step approach is presented in chronological order and should be thought of as a detailed guide. There obviously may be many things you will want to do in forming your own coalition that are not included here. Of course, you are encouraged to do so. However, remember, only a short time remains until the General Election, so every day counts!

For specific answers to questions that may arise when working with this section, Coalition Leaders should contact their State BQ88 or Victory '88 headquarters staff. **The Bush-Quayle 88 National Office of Voter Coalitions is always available to be used as an additional resource.**

ONE STEP AT A TIME

STEP 1: **Appoint State Coalition Leaders.** If you are a BQ88 or Victory '88 Coalitions staffer and have not yet appointed all your State Coalition Leaders, **STOP HERE!** Complete this task immediately! State Coalition Leaders are those individuals designated by the BQ88 or Victory '88 Coalitions staff to be responsible for the activities and programs of each particular coalition in their state. Each individual selected should be well-respected and easily associated with the coalition's issue interests.

Once your State Coalition Leaders are in place, go to **STEP 2.**

STEP 2: **Identify potential coalition membership.** There should be as broad a representation of your entire state within the coalition as possible. This is achieved by including all organizations (more formal structures) and groups (more loosely organized) which are concerned about or have an interest in the founding principles of your coalition. Also, well-known individuals, leading spokesmen, and major donors identified with your coalition's key issues should be invited to join. For the purpose of this manual, the terms

organization and group are interchangeable and refer to the various constituencies represented in your particular coalition.

State Coalition Leaders should make a list of all organizations, groups and individuals within their state that may be interested in being part of their coalition. Here are some suggested starting points.

Organizations. Most Organizations today are interested in a variety of issues. For example, teachers unions are involved with everything from child care to labor issues. Don't rule out an organization because you think they may not be interested. Think broadly!

Types of Organizations to consider for your state coalition are:

- National with a state chapter
- State-wide
- Regional
- County

Groups. You will find that Groups are usually formed around a particular issue and are therefore in existence for shorter periods of time. You may find it necessary to spend some extra time in locating Groups to join your coalition.

A good place to become aware of new Groups is in the newspaper. For example, if you're involved in RuralUSA you may read in the paper about some truckers in a particular part of the state who have gotten together to donate the use of their rigs to transport feed to a drought-stricken area. This Group would be a potential coalition member. As a rule, these groups usually produce good workers.

Types of Groups to consider for your state coalition are:

- Geographic
- Issue-oriented
- Centered around individuals or causes

Individuals: Every State Coalition Leader should try to have at least one or two famous or well-known individuals as members of their coalition.

Usually these individuals are extremely busy and may not be able to donate a lot of time. However, there is still great benefit in having their name associated with your coalition.

Types of individuals to consider for your state coalition are:

- Authors
- Media-personalities
- Lecturers or leading spokesmen
- Elected officials
- Former elected officials
- Past Presidents of current organizations
- Major donors sympathetic to your coalition's issues
- Current organization leaders in lieu of their entire organization
- National Coalition Leaders (see page II-8)

While compiling your initial list of potential coalition members, be sure to include:

- name of each organization
- address and phone number of each organization or group
- key leaders' addresses and phone numbers

STEP 3: **Contact potential members on your list.** Once the list is compiled, begin immediately to contact the leader of each organization and invite their participation in the coalition. Stress the fact that the **Bush-Quayle** ticket supports their position on their issues and that a strong show of unity in the state will be critical for victory in November and ultimately for their cause. (Have your documentation ready.)

Be sure to keep an accurate record of all conversations and contacts. (See Organization Contact Log, Section VIII.)

If the response is:

- **enthusiastic**, and they agree to participate in at least some capacity, **GO DIRECTLY TO STEP 7.**
- a definite **NO**, move on to the next organization or group on your list.
- **reluctant, hesitant, or undecided**, proceed to **STEP 4.**

STEP 4: **Resolve concerns!** During the initial contact, (Step 3), a group or organization may be hesitant or perhaps afraid of being "too political." In this case, always try to keep the door open by being understanding. Try to carefully uncover the basis of their concerns.

Attempt to set up a face-to-face meeting with one or two of their key leaders for the purpose of answering their objections. **It is important for you to determine their precise concerns during your initial contact so you can effectively obtain the correct answers in advance of your first meeting. As Coalition Leader, it is your job to try and alleviate concerns. This is what "coalition-building" is all about!**

STEP 5: **Conduct a leadership meeting.** For this first face-to-face meeting with the leaders, a small informal setting is recommended. If it is a state-wide organization, or the leaders are in different cities, this may be more difficult. You may have to travel to meet them. In any case, keep their costs down and remain flexible. Avoid conference calls, they are too impersonal. Restaurant meetings are okay, as long as the setting is quiet with a minimum of interruptions. Proper etiquette dictates that you make all the meeting arrangements and, of course, pay for the meal!

STEP 6: **Convince the organization to join in!** You should now be ready for the meeting. **Remember the purpose of your meeting is to convince them to join your coalition.** Here are some helpful hints:

- Be relaxed and friendly.
- Answer all of their concerns from a personal perspective. For example, talk to them as one businessman to another, or as one farmer to another. **Let them know you're working for the Bush-Quayle team for personal reasons, not just political ones.**
- If there is a complicated issue and you don't have the answer, remember, you have resources. Depending on the particular concern, you should first contact your State BQ88 or Victory '88 Coalition staffer. In some instances, it may be necessary to contact the National BQ88 Coalitions Office.

The organization that posed the question will understand and appreciate you finding out the answer and getting back to them.

- A concern other than issues may be a group or organization's hesitancy to "get involved", or to appear "too political". In this case, invite and encourage the leaders to join as individual members. **Perceptually**, it is just as effective to have John Doe, President of ABC Organization as a member, as it is to have the ABC Organization itself as a member.

If, after discussing and offering what you feel are viable solutions, and there is still reluctance on their part, try to determine their sincerity. It may be they are just making excuses. Suggest something like, "If we can resolve that problem, can we count on your support?"

There may be still other reasons an individual or group remain undecided. For example, the leader you are meeting with is convinced, but the Board of Directors must vote on it.

Whatever the reason for indecision, **don't leave the meeting without setting up the procedure for resolution. The purpose of the meeting was to "get them on board". If they are not, what has to happen to get them "on board"?**

Once all obstacles are removed, proceed with **STEP 7**.

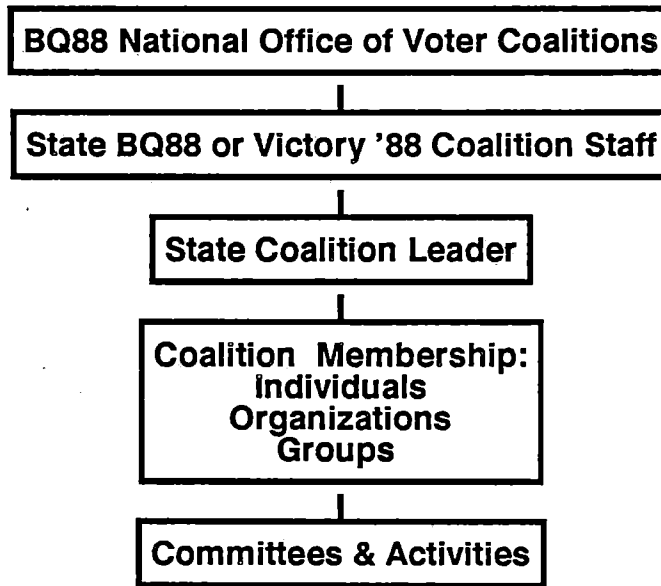
STEP 7:

Design your State Coalition Structure. As Coalition Leader one of your tasks will be to set up the state coalition's structure. In developing your structure, you'll be dealing with two major areas: (1) **membership in the coalition**, and; (2) **how the coalition is organized**. You should have already identified and contacted your potential coalition members by now (Steps 2 and 3). Therefore, let's take a look at a suggested organizational structure.

Your state coalition's structure should be kept as simple as possible. Although your coalition may be quite large or very active, there are still only five basic elements.

1. BQ88 National Office of Voter Coalitions
2. State BQ88 or Victory '88 Coalition Staff
3. State Coalition Leader
4. Members who make up the actual State Coalition
5. Committees and Activities of the Coalition

On a flowchart these elements would look like this:



As you can see from the diagram, the State Coalition Leader is the **vital link** between the campaign and the coalition. If another type of organizational structure is used, keep it simple, making sure it provides for definite leadership and accountability.

At this point, the membership and organizational structure should be decided. If so, you are ready to begin planning your first state coalition meeting.

STEP 8.

Prepare for your first meeting. The purpose of your first meeting is to agree upon the coalition's activities and to form committees to carry out these activities. As State Coalition Leader the coalition will be looking to you for this direction. You won't have time nor do you want your first meeting to become just a general discussion or brainstorming session; therefore, be prepared to go to the meeting with everything, from a Coalition Plan to a plan for the Election Night party! Remember these people are leaders themselves and are probably quite busy. They want to help and expect you to tell them what the Bush campaign wants them to do.

At the meeting, you should be prepared to present the following:

- A Coalition Plan.
- A list and description of key committees.
- A coalition organizational chart.

STEP 8A.

Write your Coalition Plan. Each State Coalition Leader will be writing at least an outline, or ideally, a detailed plan to keep the coalition on track and effective between now and Election Day. The plan should include the coalition's goals, its planned activities and who will be responsible for their completion and deadlines. Use the following model plan as your guide.

MODEL COALITION PLAN

I. GOALS

To gain as much visibility and positive attention for the **Bush-Quayle** team within the _____ community as possible.

To identify **Bush-Quayle** with the _____ issue as the ticket that will do the most to promote and prioritize it.

To have a majority of the _____ community within the state supporting and enthusiastically working for the **Bush-Quayle** ticket.

II. ACTIVITIES

This portion of your plan should list those one, two, three or more activities your coalition plans to engage in. Choose from the list of activities in Section IV of this manual.

When selecting your coalition's activities remember the mission: **to gain as much visibility and positive attention as possible**. Your coalition should first and foremost "**think visibility**"!

Be flexible and ready to include suggestions from coalition members.

III. TIMELINES AND DEADLINES

For each activity selected above, this section should clearly state how soon things must get started. Each activity should be realistically presented, reflecting the 45 days remaining until the election.

List specific dates for project start-up as well as completion. Be sure to include some intermediate checkpoint dates as well.

Once you're comfortable with at least an outline of your plan, you're ready for implementation.

STEP 8B.

Determine your Coalition Committees. Each state coalition should set up committees to do the actual work of the coalition. It is up to the State Coalition Leader to appoint and have actively working committees. The State Coalition Leader should avoid serving on any committees as a great deal of time will be taken up as general coordinator of the coalition's activities and liaison with the campaign.

At the first coalition meeting, committee chairs and their committee members should be appointed. A typical committee profile should be as follows:

Committee Chair. Ideally, the chair will be a coalition member who represents an organization as opposed to an individual member.

Committee Co-chair. (Consider having more than one.)

Committee Secretary.

Committee Members. An additional five to six members who will be assigned to various committee tasks or serve as liaisons with other committees.

Members of every committee should be encouraged to get as much help as possible to accomplish their assigned responsibilities. If your coalition membership is small, or you're not familiar with the individuals and their talents, you may ask the committee chairs to appoint their own committee members. However, as **State Coalition Leader** it is your responsibility to provide as much direction as possible.

You are encouraged to copy and distribute any part of this manual that may be helpful to a particular committee in carrying out its activities.

Your coalition can have as many committees as it needs to achieve its goals. Obviously some coalitions will be more active than others. Some coalitions may be larger than others. And, of course, all coalitions will vary according to the state in which they are located. There are, however, certain committees that every coalition regardless of size or activity should appoint.

The following is a list of recommended committees for your state coalition, reflecting the committee's purpose and charge.

PRESS COMMITTEE

Purpose: This committee is responsible for all publicity and media relations for the coalition.

Charge: To work under the direction of the State BQ88 or Victory '88 Press Office.

- To identify and work with all specialty media within the state.
- To develop a coalition press kit.
- To write coalition press releases and news advisories.
- Help set up coalition press conferences.
- To monitor all state-wide newspapers, clipping articles of coalition interest and forwarding them to both your State and National BQ88 Coalitions staff.

SURROGATE SPEAKERS COMMITTEE

Purpose: This committee is responsible for providing speakers and issue talking points on behalf of the coalition.

- Charge:**
- To work under the direction of the state surrogate speaker staff and either State BQ88 or Victory '88 headquarters.
 - To ensure a **Bush-Quayle** presence at every gathering related to the coalition's issue interests.
 - To identify and train as many individuals as possible from within the state coalition membership to become surrogate speakers.
 - To identify as many surrogate speakers as possible from other sources (i.e. National Coalition staff, etc. Also, see page II-8 for listings of potential speakers).
 - To identify and book as many speaking engagements as possible for the coalition's surrogate speakers, including but not limited to: chapter meetings, community forums, civic organizations, and home parties. (See Section IV for funding guidelines on suggested surrogates you can contact directly.)

MATERIALS COMMITTEE

- Purpose:** This committee will be responsible for all campaign materials to the coalition for the entire state.
- Charge:**
- To work under the direction of the State BQ88 or Victory '88 headquarters staff.
 - To make sure that all campaign materials are being ordered and distributed in an efficient manner throughout the state.
 - To develop specialty campaign materials unique to the coalition such as buttons, bumper strips, posters, brochures, issue and candidate comparisons, etc.
 - To become the only supply source to the coalition for all national and state volunteer campaign material.

VOLUNTEERS COMMITTEE

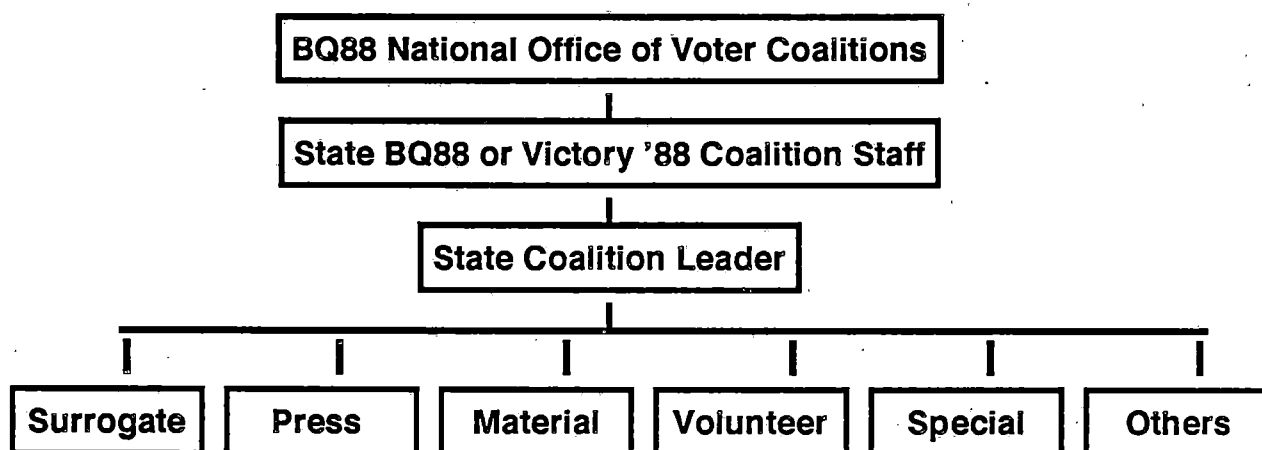
- Purpose:** This committee will be responsible for the recruitment and assignment of the volunteers that will be needed to carry out the coalition's activities.
- Charge:**
- To work under the direction of the State BQ88 or Victory '88 headquarters staff.
 - To develop a system to identify and recruit volunteers according to their area of interest.
 - To develop a training session as needed for any particular coalition or campaign activities.
 - To maintain a communications system within the coalition to contact volunteers as needed. (See Telephone Call List, Section VIII.)
 - To continually identify and recruit new volunteers.

OTHER COMMITTEES

- Purpose:** To be formed or appointed as any particular project dictates.

STEP 8C.

Organization Chart. At your first state coalition meeting, it will be helpful and informative to distribute the organizational chart reflecting as much detail as possible. For example, using the chart below, under the words "State Coalition Leader," insert the actual name. If you know what committees will be formed and who the chairmen will be, add them in also.



NOTE:

Distributing the above flowchart for your particular state coalition will be helpful and appreciated by your coalition membership. However, it should be emphasized that the National Coalition Office is an additional resource for the coalition; not to circumvent the authority of the State BQ88 or Victory '88 Coalitions staff, but to expedite answers to questions or concerns.

STEP 9.

Plan your first state coalition meeting. The entire State Coalition should meet as soon as possible. This may be the only time the entire coalition will meet before the election. It is therefore important to bring the entire coalition together as soon as possible and get the coalition's activities started in time to impact the election. In preparation complete the following:

- Choose a date and a central location.
- Secure a facility adequate for the size of the coalition membership and any guests that may be attending. Either a church, hotel meeting room, civic center or party headquarters, etc. may be appropriate.
- Determine the cost and how it will be paid.

- Once the date, time and location have been finalized, contact each coalition member by phone and a **follow-up letter**.
- Begin to prepare individual packets for each attendee which includes a copy of your plan, organizational structure, agenda, and any other hand-outs which may be helpful.

STEP 10.

Prepare an agenda. You are now ready to draft an agenda for your first state coalition meeting. A sample agenda should include the following:

- Welcome and Introductory Remarks
- Introduction of all participants
- Remarks by State BQ88 representative with Q & A
- Remarks by State Coalition Leader with Q & A
- Distribute and discuss the Coalition Plan and the organizational structure
- Entertain suggestions for additional activities and committees
- Appoint Committee Chairs and Co-chairs
- Break-out into committees to discuss their goals and timelines, and to begin their assignments
- Reconvene and receive report from each committee (use Committee Report Form, see Section VIII)
- Have each organization and group representative fill out an Organization Profile Sheet (see Section VIII)
- Set reporting deadlines and methods for each committee
- Set date for next coalition meeting (optional)
- Adjourn - Make sure there are plenty of handouts, campaign literature, brochures, etc., for everyone to take with them

IV. YOU'VE GOT WHAT IT TAKES

ACTIVITIES

THE HEART OF COALITION WORK

The way your coalition will get exposure and ultimately get its message out is through its "**activities**". In this section, you'll find a list of recommended activities for your coalition to choose from.

Obviously, there are countless imaginative and innovative activities your coalition can initiate and plan that are not listed here. Feel free to do them! Your enthusiasm and creative ideas are essential to the success of the **Bush-Quayle** ticket. However, **don't forget, that there are approximately 45 days remaining until the election, and you will most likely be working with limited funds.**

When choosing your coalition's activities, think of what your coalition will respond to, and what will get your coalition the most visibility and positive attention. And, don't overlook the obvious: it may be big news that your coalition was even formed!

HIT THE GROUND RUNNING!

The activities outlined in this section have been carefully selected and designed to help you make the most of the time remaining between now and November 8. Here's an overview of the recommended activities:

1. Design and produce your coalition's promotional **materials**.
2. **Distribute** these materials along with other valuable information such as newsclips, handouts, and the campaign updates received each week from the national office.
3. Submit pro-Bush **Letters-To-The-Editor** and **Op-Ed** pieces to your local and specialty media.
4. Raise **funds**, per your state law, to be given to your Republican State Party's Victory '88 Account and spent on Republican coalition activity.
5. Organize a program which will ensure viewing of Bush **videos** in homes and at meetings every night until November 8.
6. Gain valuable local publicity by using **Bush-Quayle Surrogate Speakers** before meetings and gatherings of your coalition members or member organizations.

7. Generate **direct mail** to potential supporters of your coalition issues.
8. Gain valuable local publicity by gathering signatures on **petitions of support** for the **Bush-Quayle** ticket by door-to-door work or highly visible booths.
9. **Register** potential voters.
10. Place pro-Bush articles in all **newsletters and magazines** published by your coalition's member organizations.
11. Recruit **volunteers** from your coalition community and provide them to your local BQ88 headquarters.
12. Generate local press by holding a **special event** for BQ88 hosted by your coalition. For example, Black Salute to Bush Dinner, Youth Burma Shave Events, RuralUSA Listening Sessions, Workforce 2000 meetings at local child care centers, etc.

Each activity is presented in an easy-to-use format which contains: a brief description of the activity; a suggested committee to be responsible for its completion; the number of persons required to complete the particular activity; a list of other committees which may play a supporting role; an activity starting date; and when appropriate, a suggested seven-day start-up timeline.

We know you've got what it takes. Together, we can put the Bush-Quayle team in the White House!

Note: For specific answers to questions that may arise when working with this section, Coalition Leaders should contact their State Bush-Quayle 88 or Victory '88 Coalition staff. The National Bush-Quayle 88 Coalition Office is also available as an additional resource.

DEVELOPING YOUR OWN PROMOTIONAL MATERIALS

Your coalition will probably want to develop its own materials, such as bumper stickers, buttons, yard signs, posters, and perhaps even billboards. These materials can play a big part in getting your message out, as well as being one of the more fun activities of your coalition.

Visual representation of your coalition's message, or "graphics," may also be used in your coalition material. For example, the Hispanic coalition might use a campaign button that says, "VIVA BUSH!". This is a graphic way of saying the Hispanic community is supporting George Bush for President.

NOTE: These materials may already be in the works. Check with your State Coalition staffer before beginning this activity.

Assigned Committee:	Materials Committee
Number of Persons Required:	8-9
Supporting Committees:	Finance Committee State Party Victory '88
Start Date:	Immediate

DAY 1: Chairman assigns the following tasks to various committee members:

Task: Begin drafting a list of potential coalition materials, minimum quantities and estimated costs. For example: Bumper strips, posters, buttons, etc.

Avoid emory boards, pens, food products, key chains, or any other "gimmick" items. Graphics are simple name and issue identification - **stick to the basics!**

Report Back: 2 days

Task: To begin designing simple messages or slogans to be used. What is the coalition's message or goal? Is it best to tie in your issue? Example: "Educators for Bush".

What kind of graphic will help enhance your message? Example: a farm community might use, "Even a farmer can't help Dukakis." As a graphic, a tractor pulling Dukakis or the Democrat donkey might enhance the message.

Keep the design simple. Bush or Bush-Quayle should be prominent. Avoid using a lot of words. There is no need for first names.

Report Back: 2 days

Task: To serve as Liaison with State Victory '88 Program, estimate cost of materials needed, discuss that total cost with your BQ88 or Victory '88 Coalition staffer, and discuss how your state's Victory '88 account could pay for this Republican coalition activity.

Report Back: Constant Notice

DAY 2: Committee Secretary compiles and distributes names, addresses, and phone numbers in addition to specific assignments of committee members working on this project to other coalition committees and BQ88 state staff.

DAY 3: Receive progress reports from committee members.

Eliminate suggestions for materials that are not practical.

Set up conference call for tomorrow to make final decision on what campaign materials to develop and what the message will be.

DAY 4: Conference call for final decision on what materials to develop, message or slogan, quantities, and costs.

Chairman should assign one or two committee members to complete these tasks:

Task: Take art work from concept to camera-ready.

Make sure it's easy to read. It defeats the purpose if someone can't read your bumper sticker, or if they have to walk right up to you to read your button.

Be consistent. Once your coalition decides on the message and the graphic design, use it for everything your coalition prints.

Task: Line up printer with best estimate. You should try to get several cost estimates. However, if you use a reputable firm (one that either the party or the campaign can recommend), your costs should be fair.

Task: Finalize budget to be submitted.

Begin to compile quantities and shipping instructions from each coalition member.

Find out how long a reorder will take. If it's a relatively short period of time, you can order a lesser quantity ensuring that you will use all you produce. If turn-around time is a week or more, play it safe and order some extra as a cushion.

DAY 5: Pick up art work. Review your materials one last time. Before going to press, make sure you can say yes to the following checklist:

- It meets your goal.
- It enhances your image.
- It's easy to read.
- It's eye-catching.
- It's coordinated with the rest of the coalition's materials.

Submit budget for approval.

Finalize total quantity to be ordered.

DAY 6: Art work approved.

Budget approved.

Final estimate from printer based on final quantities.

DAY 7: Art work to printer.

Submit payment requests.

Alert coalition members when to expect delivery.

ISSUE-DISTRIBUTION

Getting our message out should actually be a planned activity. We have the best message, but if we don't get it out, or let someone else do it for us, voters will not be motivated. Suggested "vehicles" to deliver our message are:

- Coalition Issue brochure
- Candidate comparison sheets
- The Real Dukakis Economic Record (see page VII-28)
- Words not found in Democratic Platform (see page VII-31)
- Facts about Dukakis
- **Bush-Quayle** policies
- Tabloid

You must plan how to reach:

- Identified members on organization and group lists.
- Non-members on organization and group lists (prospects, magazines subscribers, etc.).
- General category of your coalition's ethnic or minority community not on any list.

Assigned Committee:	Materials Committee
Number of Persons Required:	5-6
Supporting Committees:	Volunteers Committee
Start Date:	Immediately

DAY 1: **Chairman assigns the following tasks to various committee members:**

Task: To determine which of the above "vehicles" will be the best to deliver the coalition's message.

Also, determine the format and "look" of the particular piece of literature. Initial design concepts can be incorporated.

Report Back: 2 days

Task: To begin compiling a total number of actual quantities needed, as well as how and to whom they will be distributed.

Sufficient amounts of "extras" should be ordered to accomodate the many requests

that will be received from non-coalition members and other unexpected sources.

Whenever possible, have each organization or group within your coalition be responsible for its own distribution. It is recommended to have the printer ship materials directly to several locations. If this is not possible, your coalition will have to take responsibility for distribution to various points.

Report back: 2 days

Task: To serve as Liaison with the State BQ88 or Victory '88 staff.

Once the type and format of the particular issue piece is decided upon, help with content may be needed. The Liaison is responsible to get all copy approved by State BQ88 or Victory '88 headquarters.

Report Back: Constant Notice.

Task: To begin compiling data and opposition research for any particular issue piece. This individual should begin with the following resources:

- Information contained within the weekly mailings from the National Bush-Quayle '88 Voter Coalitions Office
- Platform Comparison Sheet (see page VII-29)
- The Real Dukakis Record (see page VII-28)

Remember, the National BQ88 Coalition Office can be utilized as a resource for information.

Report Back: 2 days

DAY 2: Committee Secretary compiles and distributes names, addresses and phone numbers in addition to specific assignments of committee members working on this project to other coalition committees and BQ88 state staff.

- DAY 3:** Receive progress reports from committee members.
- Make final decision on what issue piece(s) your coalition will develop and produce.
- Make any recommendations or changes to initial design, format, or key issue content.
- Committee chairman reassigns individuals who have completed the above tasks to do the following:**
- Task:** To work with printers on final layout and cost estimates.
- Check on copy accuracy.
- Finalize estimates or distribution costs and begin to prepare final project budget.
- Report back:** 2 days
- DAY 4:** Set up conference call for tomorrow to make final decisions before printing.
- Rough draft of issue piece(s) is distributed to coalition members.
- DAY 5:** Conference call with committee members to incorporate changes in copy or design.
- Final estimates on shipping and printing are presented.
- DAY 6:** Art work is prepared for "camera-ready".
- Final budget is prepared based on quantities needed, shipping costs, layout, color vs. black-and-white, etc.
- DAY 7:** Final package is presented for approval.

LETTERS -TO-THE-EDITOR

This is a simple, but effective, activity. Every major newspaper should be covered. As many people as possible should be assigned to each newspaper to write letters to the editor covering three or four key issues. For example, members of a pro-gun organization might have ten members write three letters each on such topics as:

- **Bush-Quayle** upholding the Constitutional right to bear arms.
- The Republican method of dealing with the USSR using peace through strength; it being safer than the Democrats method of trusting in an adversary's good will.
- Or, perhaps declaring that as long as Dukakis continues to advocate furloughing murderers, we're not giving up our handguns so we can protect our families.

Editors like to print letters representing varied topics, but due to the large volume of mail they receive, letters need to be continually sent in. Remember, more people read the "Letters" section than the Editorial page.

This committee should be responsible for producing about 15 to 20 different letters to distribute around the state. This committee should begin as soon as possible.

Assigned Committee:	Letters-to-the-Editor Committee (Special)
Number of Persons Required:	7-8
Supporting Committees:	None
Start Date:	Immediately

DAY 1: **Chairman assigns the following tasks to committee members:**

Task: To begin identifying several key issues and suggested talking points to present in letter format. (Assign 2-3 individuals.)

Report back: 2 days

Task: To work as Liaison with the State BQ88 or Victory '88 Coalition's Press Committee. To obtain a list of all newspapers within the state that have a "Letters" section.

Report back: 2 days

Task: To begin contacting all organizations within the coalition for the purpose of developing a state wide distribution of pre-written letters to the editor. (10 different individuals for each newspaper works fine.)

Report back: 2 days

Task: To work as Liaison with the State BQ88 or Victory '88 headquarters staff to make sure all copy is correct and presented in an accurate manner.

Report back: Constant Notice

Task: A Committee Secretary should be appointed to record actions of the committee, distribute data to other committees as necessary, or perhaps to the entire coalition.

Report Back: Constant Notice

DAY 2: Committee Secretary compiles and distributes names, addresses, and phone numbers of all members of the "Letters" Committee to other coalition committees and BQ88 staff, including their specific assignments.

DAY 3: Receive reports back from committee members on their progress.

Have committee members begin to match up list of state-wide newspapers with tentative lists of state-wide coalition members.

DAY 4: Begin contacting, through their respective organizations, those individuals who will be sending in the pre-written letters to the editor.

Explain that the letters are pre-written to address certain issues, and can and should be personalized by the individual sending them to the newspaper.

DAY 5: Rough draft of about 5-10 letters should be distributed to committee members, State BQ88 and Victory '88 staff.

DAY 6: Committee Secretary notifies committee members of tomorrow's conference call.

DAY 7: Conference call with committee members to finalize copy and content of letters, and finalize distribution network.

Develop a list of two or three helpful hints to go along with sample letters for the individuals responsible for sending them in.

EDITORIALLY SPEAKING

Occasionally, a newspaper, and sometimes even a radio or television station, will agree to present an opinion piece from a citizen or spokesman on a particular issue. These editorials or opinion pieces are usually referred to as "Op-Ed" pieces.

In most instances, you will have to initiate the placing of an Op-Ed piece. The greatest success will probably be with local newspapers. Therefore, this activity will be geared toward placing an Op-Ed piece in local newspapers.

To enhance the prospects of getting an Op-Ed piece printed, have one of the more prominent members of your coalition be the one who finally submits it to the newspaper.

Note: Be aware that all newspapers need a certain amount of "lead time" to print Op-Ed pieces. It will be necessary to begin this activity right away to increase the chances of having an editorial placed.

Assigned Committee:	Press Committee
Number of persons required:	5-6
Supporting Committees:	None
Start Date:	Immediately

DAY 1: Chairman assigns the following tasks to committee members:

Task: Assign two or three individuals to begin identifying those key issues of concern to the coalition, outlining them in an editorial format.

Report back: 2 days

Task: To begin identifying all newspapers within the state that will consider running an Op-Ed piece.

Determine the newspapers' policy concerning Op-Ed pieces (i.e. Sundays only; only in response to an opposing view; only presented in a side-by-side format with an opposing view; how many words allowed; deadlines; etc.).

Report back: 2 days

Task: To work as liaison with the State and National Bush-Quayle Coalitions staff to make sure all copy is correct and presented in an accurate manner.

Report back: Constant Notice

- DAY 2:** Committee Secretary compiles and distributes names, addresses, and phone numbers of all members of the Press Committee to other coalition committees and **Bush-Quayle** Coalitions staff, including their specific assignments.
- DAY 3:** Receive reports back from committee members on their progress.
- Have committee members begin to match up list of newspapers with list of tentative Op-Ed outlines.
- Amend outlines and talking points to conform with any particular newspaper's requirements (i.e., in response to an opposing view, a particular number of words required, etc.).
- DAY 4:** Notify these newspapers previously identified as good prospects of your coalition's intent to submit an editorial. (Make sure you're dealing with the correct editor; i.e. a newspaper's Sunday editorial page editor may be different from the editorial page editor for the rest of the week.)
- DAY 5:** Committee Secretary should compile and distribute the confirmed list of newspapers, and indicate which committee member is responsible for writing the particular Op-Ed piece.
- DAY 6:** Final Op-Ed draft should be completed and distributed for additional feedback and approval.
- Committee Secretary notifies committee members of tomorrow's conference call.
- DAY 7:** Conference call with committee members and state coalition staff for final approval of Op-Ed pieces and to tie up any other loose ends.

SAMPLE OP-ED TOPICS

The Reagan-Bush Record: Peace, Pride, and Prosperity. Prepare a concise statement of the Administration's accomplishments over the past eight years in domestic and foreign policy. Stress the issues of more jobs, decreased unemployment and inflation.

George Bush: A Man For All Seasons. With his commitment to the values that have made America great, George Bush is capable and experienced to be the

President of the U.S. and a world leader. George Bush was a war hero, pioneer, entrepreneur, diplomat, elected official, and athlete.

George Bush is a Veterans Advocate. He knows. He understands what it is to serve our nation on the front lines of battle, to risk his life for his country, to sacrifice his family and his future to serve. He knows what we owe Veterans who gave their all for the common good.

George Bush Has Education Solutions. Solutions to funding higher education that includes both private initiatives encouraging parents to invest for future commitments and government loan programs.

George Bush: The Education President. Quality education is our most powerful economic program, our most important trade program, our most effective urban program, our best program for producing jobs and bringing people out of poverty.

Appointment of Tough-Minded Judges. The Vice President favors appointment of judges who do not coddle accused criminals and their attorneys. Law enforcement officers, district and prosecuting attorneys and all players in the criminal justice system have long had to wear the black hats while the defendants were the white ones. A sense of fairness will soon permeate the courts of this country.

Capital Punishment. Highlight that approximately 80% of Americans favor the death penalty. Jurors hearing cases of murder, espionage, treason, and deaths caused by drug transactions/trafficking should have the option of invoking the death penalty.

Tougher Sentencing Standards. Emphasize longer sentences, more stringent parole requirements, very careful and defined use of furloughs (obviously contrasting the two candidates on this issue), deterrence as the reason for incarceration. "If you commit a crime, you will do time."

The Shaping of Dukakis. Dukakis is a liberal Democrat—a card-carrying member of the American Civil Liberties Union (ACLU). This admission, combined with his enthusiastic support of Jesse Jackson's peculiar world view; and his lifetime affiliation with the elitist wing of the Democratic Party, places him among the most leftist presidential candidates in American history.

The Shaping of a Dukakis Foreign Policy. A Dukakis foreign policy would lead to a reversal of U.S. gains in strategic arms negotiations, and the human rights accomplishments throughout the Soviet Union and Eastern Europe. A Dukakis defense policy would lead to America's demise as an international power and weaken the U.S. position within NATO and ultimately our dealings with the Soviet Union.

Massachusetts "Miracle" or Massachusetts Bust? Expose the myth of Dukakis' managerial competency by detailing the failing state of the Massachusetts economy under Dukakis' leadership (i.e. increased income tax, sales tax, corporate income tax, utility tax, gasoline tax, etc.).

NOTE: Refer to Section VII, ISSUES AND ANSWERS, for specifics that may aid you in writing.

FUNDRAISING

Although traditional fundraising activities are varied, for the purpose of this section, the recommended fundraising activity is **DIRECT FUND** solicitation.

This means that selected individuals within your coalition will be responsible for personally soliciting necessary funds from qualified contributors.

If your coalition will be engaged in fundraising activities, become familiar with Section VI of this manual, which goes into more detail. However, the most important thing to keep in mind is that any funds collected or disbursed on behalf of your coalition will be done under the strict supervision of your State Victory '88 program. You cannot and must not raise and spend your own money on **Bush-Quayle** specific coalition materials. Under the law, you must work through your State Victory '88 Office.

When engaging in any fundraising activities, remember these important points:

- No funds can be raised by Victory '88 solely for **Bush-Quayle 88** purposes. Any discussions of coalition expenditures for materials or activities must refer to **Republican Coalition** activities.
- No funds may be spent for **Republican Coalition materials or activities directly by a Bush Coalition**; such spending may only be paid for by a Republican organization such as a state or county Republican Party, or your State Victory '88 Program.
- All funds must be raised in accordance with state and federal laws. Whether the funds can be individual or corporate, raised by contributions or events, can be determined only based on the nature of a particular state program.
- For answers to any questions, call:
Your State BQ88 or Victory '88 Coalitions Director (see page II-5)
Your National BQ88 Coalitions Director, (202) 624-8601/8612
Republican National Committee Counsel Mark Braden, (202) 863-8638

Remember, only 45 days remain until the Election, and therefore, raising only what the coalition needs, utilizing the one-on-one contact method will be the most efficient.

Assigned Committee:	Finance Committee (Special)
Number of Persons Required:	8-10
Supporting Committees:	Victory '88 State Party All Coalition Committees needing funding
Start Date:	As necessary.

As soon as an appropriate Coalition Finance Chairman is named, begin the following timeline.

DAY 1: The State Coalition Leader, the Coalition Finance Chairman, the State Victory '88 Finance Chairman, and any other key individuals should meet either by phone or in person to draft a tentative list of the Coalition Finance Committee members.

DAY 2: The Coalition's Finance Committee Chairman should **personally** contact each prospective member and invite them to participate on the committee as a member and to attend an initial committee meeting. (The list may include couples, but couples should still be treated as one member.)

Also, have contingency names ready. For example, your coalition decides upon 10 members; have an additional 3-5 names ready in case some of the original 10 are unable to serve.

DAY 4: The Coalition's Finance Committee Chairman should notify the State Coalition Leader and the State Victory '88 Finance Chair as to whom the final committee members are.

Also, the State Coalition Leader and Victory '88 Finance Chair should be included in the initial meeting of the Finance Committee.

DAY 5: The Coalition Finance Committee Chair, the State Coalition Leader, and the State BQ88 Coalitions staffer determine the coalition's fundraising goal. Coalition needs will be determined by:

- How many brochures or issue pieces need to be printed
- How many Republican Coalition buttons, bumper strips, posters, etc., need to be printed
- How many pieces of mail need to have the cost covered
- How many volunteer phone banks need to have the cost covered
- Any other materials or volunteer work that is approved by your State Party Victory '88 program

DAY 6: The Coalition Finance Chairman, the BQ88 Coalitions staffer and/or Executive Director, and the State Party Victory '88

Chairman should meet to discuss and finalize a fundraising plan. Everyone involved should agree upon:

- Approval of the dollar amount the coalition needs and hopes to raise.
- The intent to contribute that amount to the State Party's Victory '88 Fund to assist Republican Coalition activity.
- The intent of the State Party to spend that amount for your expressed Republican Coalition needs.

DAY 7: One week after forming the committee should be an adequate target date for the initial meeting. If this is impractical, the target date should be no later than 10 days after forming. The longer it takes to get started, the longer it will take to raise the funds.

Do not close the meeting until every member knows exactly how much money they are responsible for raising, and that a "follow-up" check on their progress will begin in three days.

Committee members need to understand that the success of their coalition's projects or activities depends upon them.

HELPFUL TIPS FOR FINANCE COMMITTEE

The State Coalition Leader should play an active role in selecting and approving members of the Finance Committee. Individuals you will want to have help you in the selection process include, the State Victory '88 Finance Chairman, the State BQ88 or Victory '88 Coalition staff member, and other key members of your coalition.

The Chairman and members of the Finance Committee should be individuals who are capable of contributing money to Victory '88 themselves.

Each organization or group should offer one or two of its major donors as suggested members to sit on the committee.

Once the dollar amount your coalition will need to complete its projects is decided upon and approved, each committee member should be responsible for raising an equal share.

HOME VIDEO PARTIES

Any type of home party is easy to do, and for coalitions they give the perception that people out in the grassroots are working hard for the **Bush-Quayle** team! This is also a project that an organization could take on and make as one of its own goals. However, the coalition will still need to direct and coordinate.

Assigned Committee:	Materials Committee
Number of Persons Required:	7-8
Supporting Committees:	Press Committee Surrogate Speakers Committee
Start Date:	Immediate

DAY 1: Chairman assigns the following tasks to committee members:

Task:	Contact and list all organizations, groups, chapters or prominent individuals interested in hosting a home party. Also, alert all interested hosts to the possibility of media being invited.
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Report Back:	2 days
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Task:	Contact BQ88 staff for type, quantity, and availability of videos.
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Report Back:	2 days
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Task:	Serve as Liaison with Surrogate Speakers Committee. Some home parties might require a surrogate to come in and make a personal appearance or appeal. This would be done right after the video is shown (see Section VIII for sample Home Party Agenda).
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Report Back:	Constant Notice
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Task:	Serve as Liaison with Press Committee. Many home parties will want to be promoted and open to the press. The "Who, What, Where, and When" will need to be communicated to the Press Committee as far in advance as possible.
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Report Back:	Constant Notice
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- DAY 2:** Committee Secretary compiles and distributes names, addresses, and phone numbers of all members of the Materials Committee to other coalition committees and BQ88 Coalition staff. Include their specific assignment (i.e. press liaison, speaker liaison, etc.).
- DAY 3:** Receive reports from committee members on their progress.
Committee chairman assigns committee members to compile a list of where and when videos will be needed.
- DAY 4:** Begin distributing "How To" sheets on home parties (See Section VIII).
Alert supporting committees to begin working.
- DAY 6:** Have Committee Secretary compile a list of organizations or groups that have confirmed dates for home parties.
Committee Secretary alerts committee members to conference call tomorrow.
- DAY 7:** Committee conference call for the purpose of getting progress reports, changing or amending direction, and determining future action.

SURROGATE SPEAKERS PROGRAM

The quickest and easiest way to get exposure for your coalition is to implement a **Surrogate Speakers Program**. There will be numerous speaking opportunities amongst the various organizations within your coalition. You may not reach the entire organization this way, but you will reach the leadership and the more active members who will, more than likely, become the most effective campaign workers.

To help get the word out throughout your coalition you'll find included in this manual a complete listing of the **Bush-Quayle 88 National Coalition Leadership** (see page II-8). These prominent individuals are familiar with the key issues of your coalition as well as the **Bush-Quayle** campaign and therefore will make excellent surrogate speakers.

Other sources for surrogate speakers may be the National or State Coalition campaign staff. Also, within your own state coalition, there will be effective and knowledgeable individuals that should be utilized.

Before launching your **Surrogate Speakers Program**, make note of these important points:

- Try to secure those national or state level surrogates that live the closest to the speaking event. Look first for those that live within your state or from neighboring states.
- Contact your State Coalition staffer or the National Coalition office for advice on the most appropriate surrogate for a particular event.
- Always keep in mind the cost.... are funds available to pay expenses for someone to travel to your event? **Prior approval must be obtained before agreeing to pay someone's expenses.**
- Most of the National Coalition Leaders will need to have their expenses paid. For their respective expense reimbursement policy, you'll need to contact each one directly. To obtain any particular phone numbers, contact either your State or National Coalition Office.

Assigned Committee:	Surrogate Speakers Committee
Number of Persons Required:	9-10
Supporting Committees:	Press Committee Materials Committee Letters-to-the-Editor Committee
Start Date:	Immediately

DAY 1: Chairman assigns the following tasks to various committee members:

Task: Prepare list of all existing speaking opportunities from both coalition members and non-members. Include chapter meetings, regional meetings, and conventions.

Also, explore the possibility of the coalition creating its own events. Target key cities throughout the state to place surrogates.

Consider smaller events such as home video parties as well as community formats where the general public is invited.

Check with your State BQ88 Office for any surrogate opportunities already being compiled and filled.

Report back:

Two days

Task:

Make a list of surrogate speakers desired by your coalition. The list should include those from within the state, from surrounding states, as well as prominent speakers from the national campaign level. A listing of potential surrogates starts on page II-8. Most will need expenses covered, and all can be reached by you directly (see points above). **Approval from the State Coalition staff must be obtained in advance of reimbursement arrangements.**

Report back:

Two days

Task:

Begin compiling speech outlines and talking points for surrogates (see comprehensive list in Section VII). Depending on who is speaking and who they're speaking to, the list may have to be compiled in various ways. Immediately, however, the entire committee should familiarize themselves with all of the campaign's issue positions.

Report back:

1 Week

Task:

Serve as Liaison to the Press Committee. As soon as a speaking engagement is booked and confirmed, the Press Committee will be responsible for writing press releases, sending out public service announcements, and setting up press conferences (if appropriate).

The Liaison member will supply accurate facts to the Press Committee and make sure all requirements for free publicity are completed on time.

Report back:

Constant notice.

Task: Serve as Liaison with the Materials Committee. As soon as the details of an event are confirmed, the Liaison member will alert and request materials to be supplied at the event (i.e. issue brochures, bumper strips, buttons, etc.).

The Liaison member should be ready to communicate needed quantities, special items that may be required, and other materials unique to the event.

Also, the Liaison will supply shipping and delivery instructions.

Report back: Constant notice.

Task: Serve as Liaison with the Letters-to-the-Editor Committee. (Optional committee; if there is no Letters-to-the-Editor Committee, ignore this assignment OR the Surrogate Speakers Committee may choose to do it themselves). As soon as a successful speaking engagement is over, letters from 10-12 individuals to the local newspapers should be mailed. Although the letters must come from people who actually attended, the letters can be pre-written and ready for distribution to actual attendees for signatures. The Liaison will be responsible for supplying all the pertinent facts and talking points to the Letters-to-the-Editor Committee. This activity helps keep the issues in the press for days after the event.

Report Back: Constant Notice

DAY 2: The Committee Secretary compiles and distributes names, addresses, and phone numbers of all members of the Surrogate Speakers Committee to other coalition committees and BQ88 staff. Include their specific assignments (i.e. Press Liaison, obtaining list of speakers, etc.).

DAY 3: Receive progress reports back from committee members.

Have assigned committee members begin matching up speakers with speaking opportunities.

- DAY 4:** Begin booking and confirming events by phone and by letter.
Alert supporting committees to begin working.
- DAY 5:** An Event Contact person from each group or organization hosting a surrogate speaker should be appointed by the group or organization itself. If the event is being created by the coalition, then the coalition should appoint its own Event Coordinator to make sure all meeting planning details are taken care of. (This coordinator does not necessarily have to be a member of the Surrogate Speakers Committee.)
- DAY 6:** Have Committee Secretary compile a list of speaking engagements and surrogate speakers to date.

Committee Secretary should alert all committee members of conference call scheduled for tomorrow.
- DAY 7:** Committee conference call for the purpose of getting progress reports, changing or amending direction, and determining future action.

DIRECT-MAIL CAMPAIGNS

At your first coalition meeting, each coalition member will have completed an Organization Information Sheet (see Section VIII). That sheet contains important data necessary to the successful completion of a direct-mail program.

To begin, each coalition member should agree to obtain their organization's mailing list. **Sending a targeted direct mail piece to every member of every coalition organization should be the goal.**

A **Bush-Quayle** coalition brochure with a personal letter from one of the organization's leaders makes a good package. This is a big project and deserves a special committee. Remember, direct-mail is more effective than television, radio, or newspaper for convincing a voter! This is a sure-fire method for getting votes for the **Bush-Quayle** ticket.

Assigned Committee:	Direct-Mail Committee (Special)
Number of Persons Required:	6-7
Supporting Committees:	Materials Committee Volunteer Committee
Start Date:	30 days before you want mail to arrive in household.

DAY 1: **Chairman assigns the following tasks to various committee members:**

Task:	Begin contacting printers for rough estimate on letter, letterhead, and envelope. Also, determine time needed for ordering paper and completion of total printing job.
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Report Back:	2 days
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Task:	Begin contacting and working with coalition members to obtain their mailing list.
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Make note of any restrictions or other guidelines that may be required before the coalition can actually begin using the list (i.e. no fundraising).

Report Back:	2 days
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Task:	Begin developing actual copy for the letter, artwork, and determine other elements to be included in the entire direct mail package.
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Report Back:	3 days
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Task: To serve as Liaison with Materials Committee. If an issues brochure or other unique material is to be included in the mailing, the Materials Committee may have to order additional quantities.

Report Back: Constant Notice

Task: To serve as Liaison with the Volunteers Committee. When the time comes to put the actual mailing together, i.e. stuffing, labeling, sorting, etc., the Liaison will have to alert the Volunteers Committee as to when and where workers will be needed.

Report Back: Constant Notice

DAY 2: Committee Secretary compiles and distributes names, addresses, and phone numbers of all members of the Direct-Mail Committee to other coalition committees and BQ88 staff. Include their specific assignments (i.e., working with printer, obtaining lists, etc.).

DAY 3: Receive reports from committee members on their progress.

Committee Chairman distributes finalized timeline for the entire project.

Alert other committees involved to timeline and their respective assignments.

DAY 4: First draft of letter and entire package complete. Any changes should be incorporated.

All coalition members are reminded about obtaining mailing lists and apprised of dates when lists are needed.

Estimate of total number of names to be mailed should be finalized.

DAY 5: Entire coalition should receive copy of letter and complete package for approval.

Mailing list arrangements finalized.

DAY 6: Committee Secretary alerts committee members of conference call tomorrow.

- DAY 7:** Conference call with the entire Direct-Mail Committee to:
- Incorporate any changes in appearance or copy of mailing.
 - Determine total number of pieces to be printed and mailed.
 - Finalize budget.

Note: For a complete 30-day direct-mail timeline see page IV-28.

In a political campaign, direct mail is used for influencing voters. For maximum voter influence you should design a letter to reach and persuade targeted groups of voters such as Hispanics, Women, etc.

Your committee should read the following to produce an influential, quality direct-mail package.

TIPS FOR PRODUCING A QUALITY DIRECT-MAIL PROGRAM

Creative. How your letter looks, and what it says.

Get straight to the point. Who, What, Where, When, and Why in the first paragraph or sentence if possible. For example, if the President of a State Pro-Life organization was just invited to be a member of the Family Coalition, the letter might start off like this:

Dear Fellow Homemaker (or Dear Member):

I have just joined the Bush '88 Family Issues Coalition to demonstrate our organization's support. There is an upcoming worker's meeting for supporters of the Bush-Quayle ticket in Centerville on Tuesday, October 4, 1988. I would like to add your name to a list of our members that will either be attending or are willing to be involved in some way.

Be specific - give facts. The next portion of the letter can state one or two facts.
Example:

The Republicans, under George Bush's direction, passed a strong economic platform, while the Democrats under Dukakis' direction said nothing. However, we know from Gov. Dukakis himself that he is likely to raise taxes as he just did in Massachusetts.

Notice how a complex issue--economics--was simplified as well as a current issue--the platform--utilized, both in a comparative format.

Close with a call to action. Tell them what you want them to do. Example:

Friends, it is imperative we join together to protect the gains made under Reagan-Bush. Please complete the enclosed Action Response Card as soon as possible and return it to our state headquarters.

Make sure the letter looks official. Either print it on regular organization stationary, Republican Party stationary, or your coalition letterhead. If it is a personal note from a leader of an organization, special letterhead should be printed. Be sure envelope and response cards match.

Lists and Labels. How your letter reaches the voters.

You must determine a few things:

- Are you mailing to just members?
- Are you mailing to their prospect file?
- Are there just certain types of members you want to mail to?
- What format do you want on the label? Name and address only? Name, address, and title? Last name first, first name first? Be prepared to answer these questions. Check with your state party for use of their bulk permit.
- Is the organization giving you their mailing list on computer tape or labels?

Perhaps the organization won't give out their list but wants you to print the letter, and they'll take responsibility for folding, stuffing, and applying labels -- returning everything to you for postage and delivery to the Post Office.

Postage. The timing and cost of delivery.

Delivery time and budget will determine the type of postage needed. Thoroughly review the guidelines and cost difference for each of the following:

- First class or first class-carrier route pre-sort
- Bulk rate or bulk rate - carrier route pre-sort
- Non-Profit bulk rate or non-profit carrier route pre-sort

- Live stamp or pre-cancelled (permit)
- Whose permit number will be used? Does a new permit number have to be purchased?

Response Device. Getting voters involved.

The easiest way to get a response is to enclose some type of card that will include their home address, home and office phone number, and a place to check off either one of two categories: "Yes, I'm willing to volunteer," or "Please send me more information."

Determine in advance whether the response card will be sent directly to a State Victory '88 address or back to the organization's headquarters.

Who will pay for return postage -- a pre-paid postage system is ideal although more costly.

If time constraints dictate the letter to be merely an endorsement with a piece of campaign literature enclosed, no response card will be necessary.

SAMPLE DIRECT-MAIL TIMELINE

Beginning 30 days before mail is to arrive

- | | |
|-----------------------|---|
| 30 days | Committee meeting to discuss ideas, content, and format for direct mail piece. Tasks assigned to committee members. |
| 29 days | Start calling printers for rough estimates for letter and letterhead. |
| 28 days | First draft of letter and package complete. Any changes or amendments incorporated. |
| 27 days | Final draft complete for proofing. Send copy to BQ88 campaign. Get final estimate from printers for complete job. |
| 26 days | Entire coalition gets copy of draft for final approval. All coalition members are reminded to obtain mailing lists. |
| 25 days | Incorporate any changes made by full coalition. Finalize letter and package. Submit budget. |
| 24 days | Obtain final approval for budget. Total up the quantities needed to cover each organization's mailing list. Order issues brochure to cover total quantity of mailing. |
| 23 days | All mailing lists should be ordered from each organization run by zip code on labels. Purchase bulk mail permit if necessary. |
| 22 days | Take all copy to the printer. Envelopes (with bulk mail permit printed on it), letter, brochure (if needed to be printed), response device (if needed to be printed). |
| 21 days | Determine shipping and distribution method. If the entire mailing will be done from one location, then the Volunteer Committee needs to be contacted. Pick up mailing lists from organizations. |
| 20 days | Check with Volunteer Committee and give them a schedule when Volunteers will be needed. |
| 19 days | Volunteer location should be set up with tables, labels from mailing lists, boxes to sort zip codes, etc. |
| 16 days | All printing should be picked up. Volunteers called and reminded about tomorrow. |
| 15 days | Volunteers stuff and apply labels to envelopes. |
| 14 days | Volunteers stuff and apply labels to envelopes. |
| 13 days | Mail is sorted by zip code or carrier route. All funds should be in account to cover postage. |
| 12 days | Mail is delivered to Post Office. |
| 10-11 days out | 10-11 days is what the Post Office will say is delivery time for bulk mail. Try always to get your mail to the Post Office at least 10 days out before you need it to hit. |

"PLEDGE OF SUPPORT" OR SIGNATURE-GATHERING

Your coalition might even get some free media through this simple method of personal endorsements. The idea is to get as many names as possible from the various organizations within your coalition as a show of support for the Bush-Quayle campaign. (See sample Petition in Section VIII).

Once collected, the names may be presented to Bush or Quayle when they visit your state; or, the Coalition Leader might travel to Washington and deliver them to Campaign Headquarters personally. Both should warrant a good news story about your coalition. Another method to get some free media is to simply call a press conference once the names are collected, for the purpose of presenting them to a campaign official.

Assigned Committee:	Volunteer Committee
Number of Persons Required:	6-7
Supporting Committees:	Press Committee Materials Committee
Start Date:	Immediate

DAY 1: Chairman assigns the following tasks to Committee Members:

Task:	List all organizations, groups, or chapters that can provide volunteers to man signature-gathering tables or walk key neighborhoods.
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Report Back:	2 days
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Task:	Begin lining up key locations in targeted cities for signature-gathering tables or neighborhood walks. For example, if your coalition is ethnic in orientation, target locations such as banks, supermarkets, etc. in those same ethnic neighborhoods. Likewise, for neighborhood walks.
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Report Back:	2 days
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Task:	Serve as Liaison with the Press Committee. Should the coalition decide to attract some media during the signature gathering process, the Press Committee will be responsible for press releases and alerting certain media outlets. For example, which neighborhoods to cover, etc. Also, when the actual time comes to announce and distribute the endorsement names, the Press Committee will be actively involved.
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Report Back:	Constant Notice
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Task: Serve as Liaison with the Materials Committee. Whatever the method of signature-gathering, various campaign materials and key issues brochures will be needed. The Committee Liaison will have to provide quantities and locations for materials to be delivered.

Report Back: Constant Notice

DAY 2: Committee Secretary compiles and distributes names, addresses, and phone numbers of all members of the Volunteer Committee to other coalition committees and BQ88 staff. Include their specific assignments.

DAY 3: Receive reports from committee members on their progress.
Have appropriate committee members begin compiling a list of where and when signature-gathering will take place.

DAY 4: Compile "How-To" sheets for door-to-door canvassing (see sample, Section VIII) as well as a list of materials that will be needed.

Alert other committees involved to begin working.

DAY 5: Have each organization or group involved with signature gathering appoint a "contact person" to liaison with your coalitions "contact person."

DAY 6: Notify each group or organization of date and time of training meeting.

Final compilation of sample materials collected and placed in individual packets.

Committee Secretary alerts committee members to conference call tomorrow.

DAY 7: Conference call with all Volunteer Committee members to get progress reports, change or amend direction, and determine future action.

VOTER REGISTRATION DRIVE

Between now and Election Day, a lot of publicity will be given to Voter Registration. It is an easy project for your coalition to do and should receive a fair share of the free media. The only drawback is the time element. Most voter registrar books close 30 days before the General Election. In some of the more rural states, it may be 2 weeks. However, if October 8 is the cut-off, it only leaves 2-3 weeks for planning, implementation, and completion. A compressed timeline follows. (See State Registration Deadlines listed in Section VIII).

Assigned Committee: Voter Registration Committee (Special)

Number of Persons Required: 7-8

Supporting Committees: Press Committee
Materials Committee
Volunteer Committee

Start Date: Immediate

DAY 1: Chairman assigns the following tasks to committee members:

Task: List all organizations or groups wanting to participate in the voter registration drive.

Report Back: 1 day

Task: Compile details and guidelines on voter registration laws and dates for your particular state. Also, note restrictions on satellite locations. It is possible that registration can only take place in a county office.

Report Back: 1 day

Task: Serve as Liaison with Press Committee. A press conference will be in order to launch a voter registration drive. The Liaison should alert the Press Committee to tentatively schedule a press conference in one week.

Report Back: 1 day

Task: Serve as Liaison with Materials Committee. At some voter registration locations, there may be an opportunity to have the various literature from campaigns on display.

Report Back: Constant Notice.

Task: Serve as Recording Secretary and general assistant. This member will record actions of the committee, distribute data to other committees as necessary, or perhaps to the entire coalition.

Report Back: Constant Notice

DAY 2: Get progress reports and compile all data to determine how to best conduct your coalition's Voter Registration drive. It may be more appropriate to let each organization conduct their own, or you may find a direct mail effort would be more effective if you have the time.

Chairman assigns a committee member to compile a list of key cities and targeted locations once the information is received regarding legal guidelines.

Committee Secretary compiles and distributes names, addresses, and phone numbers of all members of the Voter Registration Committee to other coalition committees as well as the State BQ88 staff. Include their specific assignments and liaison duties.

DAY 3: Finalize plans for coalition's Voter Registration drive.

Alert other committees involved to begin working.

Notify all organizations and groups involved of their assignments.

Have Committee Secretary notify all committee members about conference call tomorrow.

DAY 4: Conference call with entire Voter Registration Committee for progress report and new assignments to tie up remaining loose ends.

Notify committee members of upcoming press conference to announce the coalition's Voter Registration drive.

DAY 7: Hold a press conference to announce coalition's Voter Registration drive. Announce a target goal (**keep the number small and conservative**) of new voters the coalition intends to register in the remaining two weeks before the books close. **Plan on having a new voter at the press conference officially registering for the first time.**

ARTICLES IN ORGANIZATION'S NEWLETTERS OR MAGAZINES

Usually, organizations do not have a reporter or staff writer, but rely on reprints or members to contribute articles. A favorable organization would probably appreciate a pre-written article. Try not to be too partisan, but stick to the one or two key issues that are relevant to the particular organization and the Bush-Quayle campaign.

Also, an additional resource for updated information, are the weekly mailings that the National Coalition Office will be distributing.

Assigned Committee:	Press Committee
Number of Persons Required:	2-3
Supporting Committes:	None
Start Date:	Immediately. You must begin this activity as soon as possible, since deadlines for newsletters and magazines are usually three to four weeks prior to distribution.

Note: A detailed first week timeline is not offered with this activity. However, you should refer to the timeline for Editorially Speaking on page IV-11 or the sample timeline on page IV-39.

MOBILIZING VOLUNTEERS

Every effort should be made to integrate volunteers into the **Bush-Quayle** campaign. This is different from having an organization utilize its own volunteers to complete its own supporting project. For example, the state and local campaign offices will need help of all kinds. A coalition can help by recruiting and training volunteers.

Some campaign activities for volunteers are:

- **General office help** - answering phones, receptionist, errand runners, making copies, helping to plan events, etc.
- **Direct mail help** - stuffing envelopes, addressing or applying labels, sorting, looking up zip codes, etc.
- **Telephoning** - calling Republicans, calling members of their own organization, calling other volunteers, calling supporters to remind them to vote, contacting traditional absentees, etc.
- **Door-to-door** - canvassing neighborhoods to distribute literature, distributing yard signs, standing on street corners sign-waving, giving rides to the polls, delivering absentee ballots to shut-ins, etc.
- **Hosting events** - video parties, coffees or BBQs for friends and neighbors.
- **Organize forums** - candidate or surrogate forums for a neighborhood or condominium association.
- **Precinct or Neighborhood Captain** - A Precinct or Neighborhood Captain is responsible for supervision of all campaign efforts in their precinct. They receive direction from the campaign's county coordinator. Volunteers placed in this role should have previous campaign experience.

Volunteers bring enthusiasm and energy to a political campaign. They are usually participating as a volunteer out of a sense of devotion to the candidates, the party, or the issues. It is critical, however, that these fine qualities and attributes are properly trained. **The Volunteers Committee should plan and conduct several training sessions for all volunteers before they are put to work assisting the various campaign programs and offices.**

Assigned Committee:	Volunteers Committee
Number of Persons Required:	8-9
Supporting Committees:	Materials Committee
Start Date:	As needed

Note: A detailed first-week timeline is not offered with this activity, however, refer to the sample timeline on page IV-39.

TIPS FOR MOBILIZING VOLUNTEERS

There are three key elements in developing an effective volunteer force: Recruitment, Working with the Volunteers, and Follow-up.

Recruitment

Surveys have shown that only 6% of American adults have ever been asked to participate in political activity, but 30% would be willing if they were asked. **Never assume that someone will call you to volunteer. It's your responsibility to ask.**

Recruitment is easiest when a specific project must be completed by a deadline. People naturally like to know what is expected from them, and when.

Don't wait until the last minute to recruit volunteers. Also plan on using follow-up phone calls.

Working With The Volunteers

In many cases, political volunteers are leaving the comfort and security of their homes to go to a strange building and work with people they have never met before. Your job is to make them feel welcome, useful, needed and appreciated. Use these points as guidelines:

- Stress that they are not alone and that their work is important to the "big picture."
- Give specific assignments with thorough instructions, because they may be afraid to ask.
- Give manageable assignments to show there is light at the end of the tunnel.
- Be patient!
- Make the working conditions as inviting as possible so they will want to come back.
- Thank them, Thank Them, THANK THEM.

Follow-Up

We sometimes forget about our volunteers once a project is completed or the election is over. Unfortunately, we pay for this the next time volunteer help is needed, and we have to start from square one. A little extra effort will keep the talent pool active and ready to work again.

Reward the volunteers. Pins, certificates, free (or reduced rate) tickets to fund-raising events can be used as rewards or incentives to outstanding volunteers.

A thank-you letter from the campaign or Party chairman (or both) will let the volunteers know that their talents are truly appreciated and valued.

SPECIAL EVENTS

Each coalition might have activities unique to their ethnic or other common bond. A special event might be planned to draw attention to a coalition's support of **Bush-Quayle** by: a religious holiday celebration, special festival days, or famous birthdays.

Note: For additional special event suggestions for your particular coalition, contact your State Coalitions staffer.

Assigned Committee:	Special Events Committee
Number of persons required:	6-7 (Special note: Whenever possible, use the structure that exists within a particular organization to get special events done)
Supporting Committees:	Press Committee Materials Committee Surrogate Speakers Committee Volunteers Committee
Start Date:	As needed

Note: Use the sample first week timeline offered on page IV-39.

SUGGESTED SAMPLE ACTIVITIES

Black Americans For Bush

Black Entrepreneurs Salute Vice President Bush: A committee of black entrepreneurs host a breakfast to salute the Vice-President and his positions on issues of concerns to black entrepreneurs. Valuable publicity gained; funds raised optionally.

Bush '88 Drug Free America

National Drug-Free America Week (Oct. 24-30): This is a first-time national event to commemorate a drug-free America. The biggest event going on during this week is the Red Ribbon Campaign, sponsored by the National Federation of Parents for a Drug Free Youth and Drug Free Youth of America. Red ribbons will be tied around trees symbolizing **No Surrender** until the drug war is over. What former users, rehabilitators, and other local experts or success stories in this "fight" can you honor or involve this week?

Circle of Winners: This activity consists of organizations, schools, and businesses who take part in the Vice-President's Challenge for drug-free communities. Individuals within the group would sign "pledges" vowing to be drug-free. An award system would be set-up by the local BQ88 coalition in honor of the groups' achievements.

Bush '88 EducationAmerica

Information Tables: During the months of September and October, tables or booths can be set up at Back-to-School Nights, School Carnivals, or campuses to disseminate **Bush-Quayle** educational information and yard signs, bumper stickers, buttons or pencils bearing a political/educational message. Educators know best-- **Bush '88 Quayle** or **Bush + Quayle + (state name) = Quality Education** are some suggestions for slogans.

Debates: Debates or public addresses between educators from both camps are an excellent method to promote our view.

Thought For The Day: Ask if you can put a campaign "Thought For The Day" in your school bulletin or campus in-house communication. The Democrats must also be given the same right, but once again, **Bush-Quayle** policies will look good in comparison.

Bush '88 Women's Task Force: Workforce 2000

The Future Of Women In The Workforce: Trends And Solutions: Have your local coalition sponsor a meeting to hear local experts talk about the challenges for women in a growing and changing workforce; how George Bush would address these problems and how women would benefit (See National Leadership listing on page II-8 for names of possible speakers near you).

Surrogate Speaker Training: Speakers on George Bush, the issues, and the gender gap, are available to come to your state to brief a large gathering of women you expect to become speakers for **Bush-Quayle** between now and November 8. Call Melinda Farris, (202) 624-8601, in the BQ88 National Coalitions Office for more information.

Youth For Bush

Burma-Shave Event: This project offers the opportunity to show youth support before a sizable segment of the public. It is used during the evening rush hour from 4:00 p.m. - 6:30 p.m. when commuters can enjoy a lighthearted promotion.

Windshield Wash: The windshield wash program is an inexpensive and effective youth program that takes only a minimal amount of planning and implementation time.

Bush '88 RuralUSA

Listening Sessions: Host Farmer "Listening Sessions" each week around the state. Feature a Bush '88 RuralUSA speaker from within the state. (See National Coalition Leadership listings on page II-8 for potential speakers.) Q&A to follow.

Bush '88 Citizens Against Crime

Bush "Local Hero" or "Crime Fighter" Awards: Find one or more local heroes in the state whose courage/determination, etc., led to an outstanding anti-crime act of some kind. Publicly honor them at a meeting of your coalition, possibly featuring a Bush '88 Citizens Against Crime surrogate. Seek local press coverage.

Entrepreneurs For Bush

Bush '88 Executive Councils (CEOs): Organize forums at which teams of 2-3 Massachusetts business-people can give first-hand testimonials of "Massachusetts Mirage." The Massachusetts Economic Team consists of:

1. **Nancy Bush Ellis.** Sister of George Bush, she presents personal side of her brother, his years as a small business owner, and his commitment to keeping a pro-business economy.
2. **Jack Curtin.** (brother of actress Jane Curtin) President of Small Business Administration of New England, former president of National Association of Surety Binders and resident of Cambridge.
3. **Pat Alibrandi.** Past President of Associations of Builders and Contractors; runs his own construction firm; on Massachusetts Victory '88 Speakers Bureau.
4. **Bob Collings.** Founder, Data Terminal Systems, which grew from 2 to 2,000 employees during its first ten years.
5. **Hon. John Collins.** Former Mayor of Boston.
6. **Tom Flattley.** Self-made businessman and owner of prominent New England hotel chain.
7. **Helen Valerio.** Owner, Papa Gino's Restaurant.
8. **Ed F. King.** (Not former Gov. King.) Founder, Citizens for Limited Taxation.

SAMPLE ACTIVITIES TIMELINE

SEVEN DAY START-UP

Each activity is, of course, unique and will have its own special requirements for successful completion. There are, however, some basic steps which should take place early in a project's start-up. Use the sample seven-day timeline below as the starting point for each of the optional or additional activities your coalition decides to do.

DAY 1: Committee Chair to assign as many committee members or persons as necessary to complete all tasks involved with the activity. Include a deadline for first progress report of actual task.

Committee Chair should give direction and guidelines to those responsible for completion and success of activity.

DAY 2: A recap of Day 1 should be typed and distributed. A general information listing of names, addresses, phone numbers, and specific task assignments of each committee member should be included.

DAY 3: Chair receives initial reports back from committee members and gives progress update to Coalition Leader.

From reports, specific direction should be finalized.

Supporting committees begin work.

DAY 4: Commitments, confirmations, bookings, etc., should begin to take place.

Document all arrangements with outside suppliers, speakers, organizations, etc.

DAY 5: By this time the rest of the coalition can be informed of the project's progress and, if appropriate, included in the activity.

DAY 6: All loose ends should be identified and ready for full committee resolution.

DAY 7: Full committee should meet for final decision. If the committee cannot meet in person, then a conference call should be arranged.

Committee Secretary prepares and distributes minutes of meeting or conference call.

V. GETTING THE WORD OUT

PRESS RELATIONS AND MEDIA EFFORTS

PLANNING FOR IMPACT!

As the State Coalition Leader, you will naturally be looked to as a primary spokesman for all coalition activities in your state, as well as a visible advocate for the **Bush-Quayle** positions on your key issues. In addition, the media will expect you to provide accurate and timely information about your coalition.

Such information regularly put in front of the general public about your coalition's activities and efforts can significantly increase the impact, reach, and effectiveness of everything you do. Obtaining good media coverage will be an important element in the success of your coalition work.

Non-paid media (referred to as "free" or "earned" media) is a way to make news and gain publicity for your coalition without having to pay for it. Unlike paid media, an earned media program costs nothing. However, it requires aggressivness and hard work to obtain media coverage.

In this section, we have outlined what we believe to be the best media opportunities for maximizing your coalition work.

HOW TO BEGIN

To initiate an effective media program, you must appoint a Press Committee (see page III-9). This committee will be responsible for serving as a liaison with local and specialty media; preparing news releases, letters to the editor and opinion pieces; scheduling media events, interviews and news conferences; maintaining and circulating a coalition clippings file; and handling all other media related activities. Each committee member should possess at least one of the following qualifications:

- Good political instincts.
- Excellent writing skills.
- Experience working with reporters.
- Experience setting up news conferences, writing news releases and advisories, and scheduling interviews.

Both you and the Press Committee should find the following information useful as you set up your media program.

DEVELOPING A GOOD MEDIA LIST

Before you can plan a single media event, or even visit a reporter in his office, you need to put together a good list of the local specialty media that can potentially cover your coalition.

As a first step, contact the campaign's State Press Office. They have already done most of the leg-work in compiling a list of media outlets in your state. Press coverage of coalition activities, however, will primarily depend on specialty media or columns in local media. Many of these outlets will probably not appear on the campaign's general press list.

Therefore, your next step is to seek out these additional media services. Use the Yellow Pages and other compiled directories to find the following:

- **Radio & Television:** Focus on your local stations or reporters assigned to cover the key issues of your coalition.
- **Newspapers: Local, Daily, Weeklies, and Shoppers.** Look for regular columns that cover your coalition's topics. Be sure to include shoppers and other specialty papers.
- **Wire Services:** Don't forget to include the local bureaus and/or reporters of the wire services on your list. Associated Press and United Press International are a principle source of news for daily newspapers, TV, and radio stations. Talk with the state bureau chiefs to learn which reporters will most likely be assigned to cover your coalition. These are very important people to know.
- **Independent Journalists:** Find out the names of independent journalists or columnists who represent several newspapers in your state. This can be done most easily by obtaining a list from the State Capitol Newsroom of correspondents accredited to cover the state legislature. The campaign's State Press Office may also be a good source for these reporters.
- **Specialty News Outlets:** You should also attempt to identify newspapers published by organizations which may have a secondary interest in your coalition efforts. For example, readers of the State Baptist Newsletter may be interested in education issues, even though they would not necessarily be a part of the Education Coalition. These newspapers are generally hungry for news of special interest to their readers.
- **Other News Outlets:** State radio networks exist in many states. There are also networks specializing in farm or regional news. Many of these are listed in the Standard Rate and Data Book for Radio (in the campaign's State Press Office or your local library). You should also check with friendly radio newspeople to learn if there are networks the directories might have overlooked.

Once you have compiled a list based on these sources, review it with your local political contacts, to see if there are any outlets that you may have missed. Your next step is to begin confirming and expanding upon the information you have

about each outlet by contacting them directly. Collect the following kinds of information, using the sample forms provided in Section VIII:

- Mailing and street address.
- Call letters, network affiliation, channel number, frequency and format.
- Telephone number, including an after hours number for the newsrooms.
- Names of the station manager, news director, assignment editor, and individual reporters who may be covering you. Make sure you find out the name of the weekend assignment editor. For print media, be sure to note the editorial page editor.
- Any special public affairs programming that the station does (for example, does it air a local "Meet the Press" type show? if so, who is the contact? how are the guests scheduled? how far in advance? is the program taped or live? what is the program's format?).
- For television, find out if the news department has a "live remote" capability (i.e. can it broadcast live from an event, like one of your rallies?).
- Who should you send your press releases to?

ORGANIZING THE MEDIA LISTS FOR ACTION

Once you have collected all of the information you need on each news outlet, you need to organize it. You will probably want to cross-file it in three ways: (1) by a geographical listing, (2) a frequently called telephone list, and (3) your general alphabetical listing containing the rest of the information.

You should also compile a quick reference list of all TV and Radio Public Affairs programs broken down by county or city. This list will be helpful in trying to schedule appearances on them.

DEVELOPING A STATE COALITION PRESS KIT

A press kit is designed to provide reporters with some basic information about your coalition. Press kits should be distributed to every news outlet on your press list. Ideally, you should hand deliver your kits because it gives you an opportunity to meet the reporters in person.

The Folder

The contents of the kit should be placed in a folder. The folder does not have to be elaborate. You can get inexpensive folders at a local stationary store and put a bumper strip on the outside to make a cover. Some press kit folders are designed to be like file folders with the coalition name on the tab. This style can be especially effective, since most press kits are kept in a file drawer anyway.

Contents of a Coalition Press Kit

1. Pictures

8 x 10 black and white photos of the coalition's key leadership (with Bush, Quayle, or family members, if possible).

Bush or Quayle at an event which supports your coalition's activities and issues.

2. Biographies

Narrative biography of State Coalition Leader. Include involvement in key issue and political activities over the years.

Short biographies of other key leadership or prominent coalition members.

3. Fact Sheet or Brochure

Explains the coalition, its functions, accomplishments, and general goals.

4. Campaign Materials

Include general campaign literature, background information on Bush and Quayle, platform comparison sheets, etc.

5. Key Issue Information

A quick summary of the key issues which motivate your coalition and the Bush position on these issues (see ISSUES AND ANSWERS, Section VII).

6. Suggested Interview Topics

A list of suggested topics you or other spokesmen are prepared to be interviewed about with a brief description of each. For example, "An Assessment of Republican Chances with the Farmers of Iowa -- a look at the farm policies of George Bush and the Republican Platform and what they mean to Iowa's farmers."

DEALING WITH REPORTERS: SOME BASIC RULES

- **Reporters are not the enemy.** It is critical that you keep an open mind about reporters. Regardless of how unfair you think a particular reporter has been in the past, wipe the slate clean.
- **Be professional.** If you want reporters to respect your coalition's efforts, you must run a professional operation. For example, never send out a press release with typographical errors. Always provide ample notice of events you want the media to cover, etc.

- **Be honest and accurate.** The easiest way to destroy a professional working relationship with the media is to get caught stretching the truth or lying. If you are asked a question that has an embarrassing answer, simply say, "No comment." Don't try to bluff your way through an answer.
- **Be realistic.** Let's say you are planning a rally and a reporter calls to ask how many guests you expect. If you inflate your anticipated turnout, when the reporter attends and discovers only half as many people as you indicated, the likely heading in the next day's paper is, "DISAPPOINTING TURNOUT AT POLITICAL RALLY." It is better to err on the conservative side. Quote a number slightly less than the crowd you hope for, thereby creating a more favorable headline such as, "LARGER TURNOUT THAN EXPECTED AT BUSH COALITION RALLY."
- **Be responsive.** Do your best to build a reputation as someone who can be depended upon. You can do this by responding quickly to reporters' questions. If you promise to get back to a reporter with the answer to a question, **always respond** before the reporter's deadline, even if it is to say that you don't yet have the information.
- **Don't pick a fight with someone who buys ink by the barrel!** Regardless of how much you disagree with a particular story, remember that the media always has the last word. If the media reports a factual inaccuracy in one of its stories, you have every right to request a correction. But what if a reporter covers a rally and reports that you delivered an uninspiring speech? That's a matter of interpretation.
- **Don't expect reporters to do your work for you.** Reporters are very busy people. Your coalition activities are probably only one of many campaign stories they have to cover on any given day. Consequently, **the easier you make it to cover you, the better chance you have of getting coverage.**
- **You MUST develop a rapport with reporters.** You will not develop an effective media program unless you develop a strong personal rapport with your local media. Rapport building is an ongoing process. It is not something that happens overnight.

PREPARING PRESS RELEASES

Press releases are the workhorses of the public relations industry and the backbone of most media programs. They will probably be the most frequent tool that you use because they are an appropriate way to announce many different kinds of news. **All press releases must be cleared with the Campaign's State Press Office!**

Here are some of the types of releases you may find your Press Committee issuing:

- Event / Schedule
- Advance releases on upcoming events or schedules

- Appointments to the coalition, key endorsements, etc.
- Comments on how news items or breaking stories will impact the coalition's efforts
- Making a charge against the opponents
- Coalition holidays and special days of honor

In preparing a good, usable press release, the following checklist may be helpful:

Format:

- Use your coalition letterhead. Type releases on plain paper then photocopy on the letterhead and clearly identify as a Press Release.
- Understand the deadlines of all media and time releases accordingly.
- Proofread carefully before running off releases.
- Mark "For Immediate Release" or "For Release at _____ o'clock a.m./p.m., Day, Date".
- Use a headline explaining the gist of the release.
- Include name and phone number of contact person.
- Use a dateline (i.e. "KANSAS CITY --). Your dateline is where the news is originating.
- Try to keep to one page.

Content:

- The first paragraph (the "lead") is the key. Make sure you get in the basic "who, what, when, where, why" facts.
- Always quote the newsmaker and identify all quotes.
- Use specific facts rather than generalities. Avoid opinions except in quotes.
- Double-check all facts and figures, and make sure you know their source.

USING NEWS ADVISORIES

A news advisory is a note to news outlets advising them of upcoming news events. A news advisory might be appropriate in these circumstances:

- **To announce details for covering an event** (i.e. media wishing to cover the Coalition rally featuring former President Ford must contact Joe Flack at

555-XXXX by 5 p.m., Thursday, in order to receive the necessary credentials).

- **To announce a news conference without giving away the substance of the subject to be covered** (i.e. Iowa's Bush '88 Women's Task Force Leader, Jane Doe, will respond to Democratic Governor Smith's speech on child care during a news conference at state party headquarters, 310 First Street, Smalltown, Monday, October 3, 1988).
- **To provide technical information about your coalition that is needed by news outlets** (i.e. The Virginia Republican Party will open Virginia Veterans for Bush offices on Saturday, Oct. 1... The address will be... The telephone number will be...).

A news advisory begins just like a press release, explaining the purpose of the advisory and the name and phone number of the contact person. The difference comes in the body content. An advisory should run **no longer** than two short paragraphs and will not contain any quotes.

Always remember that a news advisory and a press release have separate purposes. Keep advisories short, simple, and to the point. Your news outlets will love you for it.

CONDUCTING A GOOD NEWS CONFERENCE

News Conferences are one of the most important vehicles of any media program. They serve the basic purpose of relating information and allowing the media to ask questions. They also put you and/or your key leaders in the spotlight. News conferences, without being dramatic about it, are tremendously important to perceptions and acceptance of both the information you release and the coalition's purpose.

Holding a news conference is not to be taken lightly. There are certain rules that should be considered. The first order of business of any news conference is to **THINK**, and review the following questions with the campaign's **State Press Secretary**:

- Is the person holding the news conference prepared? This is the most important question. If the answer is "no", do not hold the news conference.
- Is it news enough to merit a news conference? If not, use a press release to make your announcement.
- Is there ample background information for the media?
- Is it convenient for the media to cover?

All of these questions must be answered before you even begin planning the actual news conference. If any answers come up negative, step back, find out why and solve that problem first. Remember, news conferences are aimed toward obtaining full turnout and full coverage.

Once the decision is made to hold a news conference, the following checklist should prove helpful.

- **Notify news outlets.** A minimum of 24 hours should be allowed for notification, earlier if possible. Send a written notice and follow-up by telephone.
- **Brief the newsmaker.** Make sure your newsmaker knows the subject inside and out and that he understands reporters are not limited to asking questions only about the topic of the news conference.
- **Rehearse your newsmaker.** The campaign's State Press Office will know the latest controversies and will be able to prepare the newsmaker for tough questions.
- **Arrange a location.** The campaign's State Press Office can help you set up the room properly.
- **Arrange an "on-site" location.** On-site news conferences are usually more visually interesting and dramatic than the sterile environment of a meeting room. In arranging these locations, keep these key points in mind:
 - Make sure the location is appropriate.
 - Always ask permission in advance.
 - If your event is outside, make sure the sun is not directly behind the speaker, nor directly in the speaker's eyes. Have a contingency plan in case of rain.
- **Timing is essential.** Check the date that your news conference will be held and determine if there are any major events planned for that day of any nature which would dilute coverage of your event. The best time of day to have a news conference is before 3:00 p.m.
- **Distribute copies of your press release.** A copy of your press release or opening statement should be distributed a few minutes before the conference starts. Open with a statement lasting about 90 seconds which contains the details of what is to be said, but be concise and complete enough so that the television and radio folks can edit the crux of the news. After the statement, the news conference should be opened up for questions.
- **Start on time, and finish when interest lags.** A half-hour is almost always enough.
- **Provide backup.** Tape record your news conference. It gives you a record of exactly what was said.
- **Note who wasn't there.** Follow up afterwards by hand delivering a copy of your press release or opening statement to them.

SURVIVING ONE-ON-ONE INTERVIEWS

You should always be looking for good interview opportunities. This means scheduling yourself and other coalition leadership for one-on-one interviews with reporters, and appearing on local public affairs programs or call-in talk shows. In setting up interviews, keep the following points in mind:

- **Provide a story angle.** In soliciting the interview, provide the reporter with a possible angle. For example, if you as State Coalition Leader have just returned from a national coalition meeting, suggest that a reporter interview you about the coalition's nationwide focus.
- **Be selective.** While your goal is to receive as much publicity as possible, not every interview is advantageous to do.
- **Be Aggressive.** Most interviews will have to be solicited. You can't wait for reporters to seek you out, you must convince them why they should do the interview.
- **Be prepared.** Brief the person to be interviewed on the reporter, the media outlet he represents, the topic of the interview and some likely questions. Previous articles written by print reporters are helpful background.
- **Tape record the interview.** This will lessen the possibility that you will be misquoted. If you are, you will have exact proof of what was said.
- **Attend all interviews.** As the State Coalition Leader you should sit in on all interviews. It is important that the reporter perceives you as the key spokesperson for your coalition's stories.
- **Keep the campaign's State Press Office informed.** Notify them of all interviews and invite the State Press Secretary to sit in.
- **Don't lose a good media opportunity.** If you have to cancel an interview, inform the appropriate reporter immediately and try to reschedule.
- **Be aware of deadlines.** If the reporter only needs a quick interview for a story he is preparing immediately, do your best to accommodate him.
- **Television is different.** When doing a one-on-one TV interview, look at the interviewer instead of the camera. (The cameraman will take care of getting the shots he needs.) **And be succinct!** You may be cut out of a story entirely if your answers are long-winded.

VI. FUNDING FUNDAMENTALS

FUNDRAISING GUIDELINES

Fundraising for your coalition will consist of raising the necessary dollars to pay for your Republican coalition campaign materials, contributing those funds to your state or local Victory '88 account, and arranging agreement that such funds will be spent on Republican coalition activities.

THE PROCESS

With guidance from your State BQ88 Coalitions staffer and Party leaders, quantify your fundraising needs.

- How many more brochures do you want to print?
- How many Republican coalition buttons, bumper strips, phone calls, or pieces of mail do you seek to cover the cost of?

Literally, arrive at a dollar amount. This is your fundraising goal.

Be sure your State BQ88 Coalitions staffer and/or Executive Director are aware of your plans. Meet with them and the State Party's Victory '88 Chairman:

- Explain the dollar amount you hope to raise.
- Express your intentions to contribute that amount to the State Party's Victory '88 Fund to assist Republican coalition activities.
- Ask for their views and approval of the amount being raised, contributed to them, and spent by them for your expressed Republican Party coalition needs.

The point of the meeting is to seek their agreement to, and approval of, spending approximately the amount you intend to raise to pay for Republican Party coalition activities.

IMPORTANT POINTS TO REMEMBER

All funds must be raised in accordance with state and federal laws. Whether the funds can be individual or corporate, raised by contributions or events, can be determined only based on the nature of a particular state's program.

No funds can be raised by Victory '88 solely for **Bush-Quayle 88** purposes. Any discussions of coalition expenditures for materials or activities **must** refer to Republican coalition activities.

No funds should be spent for Republican coalitions materials or activities directly by a Bush coalition; such spending may only be paid for by a Republican organization such as a state or county Republican party.

For answers to any questions, call:

- Your State BQ88 Coalitions Director (see page II-6)
- National Coalitions Director, (212) 624-8601/8612
- Republican National Committee Counsel, Mark Braden
(202) 863-8638

Contributions To Political Party Federal Accounts

<u>State</u>	All 50 states
<u>Individuals</u>	\$5,000 per year*
<u>PAC</u>	\$5,000 per year for mutli-candidate PACs; \$1,000 per year for all other PACs**
<u>Corporations</u>	Prohibited

* Individuals are also subject to an overall annual limit of \$25,000 in total contributions to all federal political action committees and campaigns.

** All PACs registered with a state election office and not with the Federal Election Commission would have a \$1,000 annual limit.

Corporate Contributions To State Party Committees

Most states permit the use of corporate treasury funds in connection with state elections. Below is a list of those states which permit corporate contributions to party committees. States not on this list do not permit the use of corporate treasury funds in connection with state and local elections.

Generally, party committees have separate bank accounts--one which accepts funds under the limitations and restrictions of the Federal Election Campaign Act, and another which accepts money under the limitations and restrictions of their state statutes.

Federal law prohibits the use of corporate treasury funds in connection with a Federal election.

Alabama	Up to \$500, no public utilities
Alaska	\$1,500 per committee
Arkansas	No limit
California	No limit
Colorado	No limit
Delaware	No limit
Florida	\$1,000 per committee
Georgia	No public utilities
Hawaii	No limit
Idaho	No limit
Illinois	Except insurance companies, horse racing concerns
Indiana	Limited to \$3,000 per year
Kansas	Except banks, insurance companies, utilities, any corporation having the right of eminent domain.
Louisiana	Authorization by vote of Board of Directors
Maine	No limit
Maryland	No limit
Mississippi	\$1,000 per committee
Missouri	Authorization by vote of Board of Directors
Nebraska	No limit
Nevada	No limit
New Jersey	Banks, trust companies, safety deposits, insurance, railroads, telephone, and public utilities, gambling casinos excepted
New Mexico	Except insurance companies
New York	Limited to \$5,000 per year
Oregon	No limit
Rhode Island	No limit
Oregon	No limit
South Carolina	No limit
Utah	No limit
Vermont	No limit
Virginia	No limit
Washington	No limit
Dist. of Columbia	No insurance companies

VII. WHERE WE STAND

ISSUES AND ANSWERS

THE CHOICE

The presidential election of 1988 represents a very clear choice for the future of American families. The Democratic platform, described by Time magazine as "a model of vagueness", assumes the American people will forget that the last time the Democrats ran things:

- Double-digit inflation soared to over 13 percent, pushing all of us into higher tax brackets.
- Interest rates skyrocketed to 21 percent--the highest since the Civil War--and doubled our mortgage payments.
- Families' real incomes dropped steadily.
- Prices kept spiraling upwards, financially strangling our most vulnerable citizens--the poor and the elderly who live on fixed incomes.
- Fuel costs doubled while we were left waiting on endless lines at the gas pump.
- The number of poor households grew with an epidemic rise in unemployment.

If there is any lapse in America's memories of the chaos and malaise attending the Carter-Mondale years, it can only be attributed to eight years of proven Reagan-Bush leadership and policies that:

- Ignited a record-breaking explosion of economic growth.
- Created more than 17 million good jobs for all Americans at good wages averaging well over \$20,000 a year.
- Restored a solid defense capability that led to historic agreements eliminating nuclear weapons creating a safer world for our children.
- Fostered a renewal of traditional American values - of faith, family, and community - of respect for the flag and the pride to salute it in our schools.
- Renewed respect for America around the world as a model of success, and "the last best hope of mankind on earth".

PRESIDENT GEORGE BUSH

For George Bush, being President means being able to define and lead a mission. As President, his mission will be to build on the strong leadership he has helped establish during the last eight years, and to enact his proposals.

George Bush's proposals will bring us closer to his "Vision for America" as the undisputed leader and protector of the free world, while at the same time becoming a "kinder and gentler nation".

- A strong pledge against raising taxes
- A four-year "flexible freeze" on federal spending
- A cut in the capital-gains tax rate to 15%
- College Savings Bonds and more student loans
- Encourage adoption instead of abortion
- Death penalty for drug kingpins and murderers
- A new, aggressive international drug strike force
- Continued aid to anti-communist freedom-fighters
- Continued arms-reduction negotiations with the Soviets
- Affordable, high-quality child care built around parental choice
- A commitment to restore and conserve the vast resources of our great nation

THE CHALLENGE

Your challenge is to **inform** the American people about George Bush - his mission, his proposals and his position on the issues. This section of the manual has been prepared to assist you in this effort. Critical facts about the Carter-Mondale years, the accomplishments of the Reagan-Bush administration and the **substance** of George Bush's proposals, are presented coalition by coalition. This section concludes with some interesting facts about Dukakis' record as Governor of Massachusetts, and a comparison of some key issues in the Democratic and Republican platforms.

This material has been specifically designed to be used in speeches, letters-to-the-editor, and Op-Ed pieces. Every fact has been researched and is documented in the Republican platform or **Bush-Quayle 88** position statements. Specific quotes by George Bush are clearly identified as such and may be used freely. We have also reproduced most of these points on separate speech cards for each coalition. Keep these with you at all times!

You are encouraged to copy and distribute these talking points to every member of your coalition. **Reproduce and distribute them wherever possible.** Include them in your direct mail copy. Put them in every Volunteer Kit. There is no task more vital to winning this election than getting these points into the hands of every voter!

The choice is clear, our message is powerful. America needs the leadership of George Bush!

**WHERE WE STAND
COALITION BY COALITION**

BLACK AMERICANS FOR BUSH

For the last thirty years, Black Americans have given 80-94 percent of their vote to the Democratic party. In return, they have largely received generous but empty promises. Black Americans must not forget:

- We are the party of Lincoln, author of the Emancipation Proclamation.
- The only Black American to serve in the Senate since Reconstruction, Sen. Edward Brooke of Massachusetts, was a Republican.
- Twenty years ago, when it was not popular to do so, Congressman George Bush voted for **open housing**. As Vice-President, he renewed his commitment by supporting a stronger fair housing law to end discrimination.
- George Bush supports **equal rights** for all Black Americans.
- Since 1982, **black unemployment has been cut almost in half**, and black teen unemployment is at its lowest level in 15 years.
- Under Reagan-Bush leadership significant growth in black-owned businesses (7.9 percent) has outstripped growth in every other category.
- Sales for the top 100 black firms rose 15 percent from 1982-1986 under the strong pro-business leadership of Reagan-Bush.

There is still much more to be done. As president, George Bush will fight for:

- Crime-free and drug-free black communities.
- An all-out war against drug traffickers; major drug kingpins who are destroying Black children will be given the death penalty.
- Increased funding for Head Start, merit and magnet schools, and special programs that give disadvantaged black children the fair chance they deserve.
- Low-income black students seeking higher education will be assisted with grants, student loans, and work-study programs to make their dreams a reality.
- A wide range of child care assistance with special attention to the needs of low-income parents and single-parent families in the black community.
- A housing program that makes the American dream of owning your home a reality for all Black Americans at every level of income.
- George Bush is committed to addressing the root causes of poverty and strongly supports welfare reform that keeps families together and ultimately breaks the cycle of dependency.

BUSH '88 CITIZENS AGAINST CRIME

In contrast to "card-carrying members" of the ACLU, George Bush's first priority is the protection of law-abiding citizens and the rights of the victims of crime. His support for law enforcement officers is uncompromising. In contrast to his Democratic opponent, George Bush advocates:

- A **federal death penalty**, especially for major drug kingpins who are poisoning our children, drug-related murders, and cop killers.
- Criminals convicted of first-degree murder and those serving life sentences without parole should not be granted weekend furloughs, as practiced Governor Dukakis.
- Abuse of constitutional protections by thugs who can hire clever lawyers, and by judges who coddle hardened criminals, must be stopped.
- We can no longer tolerate the modern-day version of a prison-break-crawling through loopholes of liberal legal technicalities. **Judicial appointments must be closely monitored.**
- Convert obsolete domestic military bases into state-run prison facilities.
- Since 1981, violent crimes are down 20 percent; personal thefts down 21 percent; robberies down 31 percent; assaults down 12 percent; burglaries down 30 percent. **Crimes in 1986 reached their lowest level in 14 years.** The 1984 Armed Career Criminal Act was enacted.

BUSH '88 DRUG FREE AMERICA

The drug epidemic didn't just happen overnight. It was fueled by liberal attitudes of the 1960s and 1970s that tolerated drug usage, and by a liberal legal and judicial system that gives drug criminals little more than a slap on the wrist. George Bush insists on a **zero-tolerance policy** - we will not tolerate any illegal use of alcohol or drugs. Calls to legalize illicit drugs is a call to surrender - and surrender is **not** in America's vocabulary.

George Bush will attack the drug problem at the federal level on all fronts through an aggressive, concerted national strategy. He intends to appoint his Vice-President as a "drug czar", in charge of a Cabinet-level **Council of War**. His comprehensive action plan calls for the following:

- **Prevention and Education:** the first step begins with education--conveying the message through our schools and our churches and our media--and, most importantly, through our homes--that drugs are not cool, drugs are evil, drugs will chew you up and spit you out and eventually kill you. We must develop stronger drug education programs--from elementary through high school years--and stress values, self-discipline, and moral responsibilities. **Ultimately, we will win the war by defeating the demand side of the problem--and changing the attitude of our country.**
- **Eradication of crops and laboratories at home and abroad.** Demand strict cooperation and policy adherence from over 20 drug-source countries, many of whom are recipients of U.S. military, economic, and trade assistance.
- **Call a summit of Western Hemisphere nations to push full implementation of anti-drug strategies and to discuss economic alternatives.**
- **Vigorous, stepped-up interdiction with expanded use of military forces.** Fight liberal Democratic sabotage of anti-drug agenda: they set back funding of Coast Guard air and sea patrols by 55 percent (money foolishly diverted to mass transit Amtrak).
- **Get tough on drug dealers:** the death penalty for major drug kingpins who are poisoning our children and for drug-related murders. (Dukakis opposes instituting a federal death penalty.) Step up seizure and forfeiture operations to take the profit out of drug sales. Close down dealers.
- **Get tough on drug users:** ensure certain arrest and mandatory sentencing. Suspend federal assistance (grants, loans, contracts) and drivers' licenses to convicted users. Step-up rehabilitation, treatment, and counselling programs.

The Vice-President's action plan for a drug-free America is based on seven years of accomplishments under Reagan-Bush leadership:

- Federal drug arrests up by two-thirds in past six years.
- Two-and-a-half times more drug offenders sent to prison in 1987 as in 1980.
- \$21.5 billion spent to combat drugs on two major fronts: supply and demand. (Spending has tripled over last seven years.)
- New ground broken in use of U.S. intelligence agencies to combat drugs.
- Drug use in U.S. armed forces dropped dramatically through education and random testing programs.

ENTREPRENEURS FOR BUSH

Our country's 18 million small business entrepreneurs are the superstars of the **longest peacetime economic expansion in our nation's history** (70 months duration) that created 17 million new "good jobs at good wages" for all Americans--more than twice the jobs created in Japan, Western Europe, and Canada combined. The overwhelming majority of these new jobs are high-skilled and high-paying, commanding over \$20,000 annually. Last year alone, 80 percent of new, high-skill jobs averaged \$26,000 a year.

In 1980 and again in 1984, Ronald Reagan and George Bush, the "malaise busters", promised to reduce taxes; cut interest rates; loosen the strangling grip of massive anti-business federal regulations to promote economic growth; slow federal spending; and restore America's standing in the world. That is exactly what they delivered:

- Interest rates were **cut** to less than half of what they were under the Carter-Mondale Administration.
- Inflation **down** from 18 percent to a steady 3-to-4 percent.
- Unemployment **plunged** to its lowest level in 14 years.
- New business start-ups have **increased**, with women starting new businesses at nearly twice the rate of men (they now own some 30 percent of all small businesses).
- Family incomes, down nearly 7 percent under Carter-Mondale, caught up and then surged another 9 percent, making for strong consumer spending.
- **Productivity is up**, rising three times faster than it did during late 1970s.
- Industrial output up by one-third; business investment up by 20 percent. Manufacturing now accounts for 23 percent of GNP - a healthy rebound except in Massachusetts, where Governor Dukakis presided over a **net decline** of 94,000 manufacturing jobs.
- Tax reform healed our bleeding pocketbooks, and brought 3 million Americans above the poverty line.
- "George was there", heading a Task Force to eliminate unnecessary federal regulations standing in the way of new business development: 600 million federal manhours were cut to the benefit of business, tax payers and the budget deficit alike.
- U.S. exports climbed an astonishing 30 percent. George Bush will not allow the Democrats to reverse that growth by cowering behind trade barriers.

And that's only the beginning. As President, George Bush will vigorously pursue the following initiatives:

- **No new taxes - period!**
- Reform of Tort Liability to more reasonable fault-based standards of product liability, at state and federal levels.
- Promoting tax policies that further encourage capital formation and investment with incentives for research and development; reduction of the capital gains tax by 15 percent.
- Providing flexible, positive incentives for a changing work forces' needs--parental and medical leaves, child-care policies which work for families and enable freely negotiated, employer and employee bargaining.
- Greater privatization of appropriate public services.
- Enhanced competitiveness through a private-public partnership emphasizing entrepreneurial education and incentive programs for job training and retraining under the **Job Training Partnership Act sponsored by Senator Dan Quayle.**
- Promotion of a youth opportunity wage to help unskilled youth gain entry to the job market.
- An aggressive trade policy that enforces U.S. international trade rights and removes barriers set up by subsidized, protected foreign industries. **Under George Bush, the 1990s will be America's decade in international trade.**

BUSH '88 FAMILY ISSUES COALITION

George Bush's feelings about the importance of the family are best described in his own words.

"Family is not a neutral word for me, it's a powerful word full of emotional resonance. I was part of a strong family growing up, and I have been fortunate to have a strong family grow up around me."

It is obvious that the Vice-President's own family experience has played a major role in the development of his character, his personality, his integrity and his sense of responsibility and desire to excel. **He firmly believes that the most important function of the family is to raise the next generation of Americans, handing on to them the Judeo-Christian values of Western Civilization and our ideals of liberty.**

George Bush has stated that the last 25 years of "social experimentation... from permissiveness to promiscuity, from open classrooms to open marriages, just hasn't worked. Much of it," he concludes, "was destructive to our family structure." His proposals for our future are built on solid family values and will stop the government's intrusion into our lives and promote an environment where families can stay together.

- **George Bush is opposed to abortion**, and supports a Constitutional amendment to reverse the Supreme Court's 1973 Roe v. Wade decision. He also supports a human life amendment and opposes the use of federal funds to pay for abortions except when the life of the mother is threatened.
- **George Bush believes that the best decision-makers about child care are Mom and Dad, not Uncle Sam.** He has proposed a flexible four-point plan for childcare: (1) creation of a new refundable children's tax credit of up to \$1,000 per child under age 4, (2) refundable dependent care tax credit to assist low-income families who do not earn enough to pay taxes, (3) expanded employer-sponsored child care programs, and (4) federal assistance to state and local child care programs.
- Under Reagan-Bush leadership, a national movement of reform has been launched to restore excellence in education. This vision has brought education back to parents, back to basics, and back on track to restoring American education to first-place in the world. **George Bush supports systems, such as vouchers and tuition tax credits**, that allow families to choose quality and demand accountability in their children's schooling.
- Bush disagrees with those who claim you can't teach values. "I don't buy that. I think most of us know what constitutes good character. It includes such qualities as decency and fairness, honesty and tolerance, self-discipline and respect for the law. Sadly, not everyone learns these values in their home or church. The schools must play a role, too. **We should teach our children what I call the R's... reading, 'riting, 'rithmetic, and respect.**"

- **Keeping families together is an important priority** for the Vice-President, who has proposed a change in welfare benefits to keep families together, not split them apart. He has called the current welfare system "a disgrace".
- He also has called for **strict penalties for fathers who avoid making child support payments** ordered by the courts. "We should go after them hard."
- George Bush agrees with the Department of Justice that pornography has hurt the American family. He will vigorously enforce Constitutional laws to **control obscene materials** which degrade everyone, particularly women, and depict the exploitation of children. He will also call upon the Federal Communications Commission to strictly enforce the law regarding cable pornography and the abuse of telephone services for obscene purposes.
- **George Bush favors voluntary prayer** in school as an extension of our commitment to teaching values. He believes that students should have the right, if they wish, for a momentary reflection, meditation, or prayer, before beginning each school day.

BUSH '88 WOMEN'S TASK FORCE: WORKFORCE 2000

The Republican party has an historic commitment to equal rights for women that dates back to its pioneering effort to secure the right to vote. George Bush has renewed the Republican commitment to economic justice and unlimited opportunity for all women.

- George Bush has been a tireless champion of the Equal Pay Act. He considers "equal pay for equal work" a fundamental right that cannot be infringed.
- George Bush believes that child care is nothing short of a family necessity and has proposed a comprehensive, sweeping program of affordable high-quality child care alternatives which would aid families regardless of whether they choose in-home, church, neighborhood, corporate, or community child care facilities.
- George Bush does not subscribe to the notion of federally-mandated comparable worth because it substitutes the decisions of bureaucrats for the judgement of individuals, and as a concept it has no relationship to basic economic principles such as supply and demand in the marketplace.
- Under Reagan-Bush leadership hourly wages for women rose to 70 cents on the dollar earned by men. But George Bush realizes working women are the backbone and future of the American economy. He will not rest until **total parity**--a dollar for a dollar--is achieved.
- George Bush will not tolerate the channelling of bright and capable women into traditional low-paying occupations.

Under Reagan-Bush leadership:

- More than 60% of the record number of new jobs created since 1982 are held by women with the average income from 17 million new jobs well over \$20,000 per annum. Since 1982, the number of women in \$5 per hour or less jobs has actually decreased by 28%.
- **Women are starting small businesses at twice the rate of men** and now own some 30% of all small businesses.
- Pension reform laws were enacted increasing pension rights of young and older women alike.
- When the Democratic-controlled Congress couldn't muster the courage to get tough on delinquent fathers, the Reagan-Bush team forced enactment of stricter child-support enforcement laws. While the Democrats talked, Reagan-Bush expanded child care assistance through Dependent Tax Credit, and protected widows through Estate Tax Reform laws.
- George Bush will continue to tirelessly champion the cause of economic empowerment and justice for women on every front.

BUSH '88 EDUCATIONAMERICA

Under Reagan-Bush leadership individuals and organizations in every state and community have launched a neighborhood movement for education reform. This reform movement is bringing excellence back to the classroom, returning the rights and responsibilities for education back to parents and curricula back to basics.

George Bush gives education the very highest priority: it is our most powerful economic program, our most important trade program, our most effective urban program, and our best program for producing jobs and bringing people out of poverty. A Bush Administration's agenda will include the following points:

- George Bush proposes expanding the Federal Government's fund to finance experiments in education reform to a level of \$50 million.
- **George Bush strongly supports choice and competition in education** and has proposed the creation of a new \$500 million federal program of Merit Schools that would provide awards to individual schools which improve the standards of education for its students. He also supports giving federal matching funds to states creating more Magnet schools.
- George Bush believes in curricula based on values that stress the four R's: "Reading, 'Riting, 'Rithmetic and Respect."
- George Bush believes our children have the right to a quality education with competent teachers and administrators in a **drug-free** and **crime-free** school environment.
- George Bush will continue to place special emphasis on educational programs and funding for the disadvantaged. He proposes full funding for all eligible four year olds in the Head Start program. He will establish a public-private partnership using the Department of Labor's Job Training Partnership Act to encourage youths to stay in school and graduate.
- Under the Bush-proposed Merit School program, schools serving a significant proportion of disadvantaged students will receive an average federal award of \$100,000.
- Both George and Barbara Bush will continue an active commitment to **building a more literate America.**
- Bush supports maintaining work-study, Pell grants for low-income students, income contingent loan programs and College Savings Bonds to help fund higher education.
- **George Bush believes that "values" belong in the classroom.** He wants all children to be able to recite the Pledge of Allegiance every day and to have a moment of silence before the school day begins.

SENIORS FOR BUSH

It has been said that young Americans see most clearly when they stand on the shoulders of the past. George Bush realizes that America would not be the greatest nation on earth without the immense contributions made by our older citizens. Their valor, moral fiber, hard work, ingenuity, and self-sacrifice have given us an enduring foundation on which we build the future.

After eight years of President Reagan's positive leadership, we must **not** allow liberal Democrats to imperil the gains made by our senior citizens under the current administration. Since 1980:

- **The Social Security system has been put back on a sound financial footing.** George Bush pledges to preserve the integrity of that trust fund, and to fight against attempts by liberal Democrats to use surpluses for their own purposes.
- Income eroding double-digit inflation has been tamed to a steady 3 to 4 percent.
- The poverty rate for Senior Americans declined by 20%. When non-cash benefits are counted, the poverty rate is now the lowest in history: 3%.
- Estate taxes were cut dramatically to protect surviving spouses.
- A broad range of programs under the Older Americans Act have been reauthorized.
- Anti-crime legislation was passed with resources specifically targeted to protect the elderly.
- Landmark legislation for catastrophic health insurance was enacted.
- A national campaign was launched to ensure quality treatment and prevent abuse in nursing homes.
- Effective spending on Medicare more than doubled while at the same time reforms in procedures saved money for both taxpayers and beneficiaries.

George Bush will work hard to protect these gains and fight to secure new ones.

- Safeguards that protect public and private pension funds from raiding, as was done by Governor Dukakis in Massachusetts.
- Affordable, quality, **long-term care** that emphasizes the care older citizens prefer with ample visiting nurse and support services.
- George Bush will fight to protect the income security of America's senior citizens, by working to maintain and build on the economic gains of the last seven years. **George Bush promises to keep inflation in check.**

CATHOLICS FOR BUSH

George Bush believes, as did the framers of the Constitution that **the God-given rights of the family come before those of government.** That separates him from his liberal Democratic opponent. Republicans seek to strengthen the family. Democrats try to supplant it.

The Vice-President strongly believes that the most important function of the family is to raise the next generation of Americans, handing on to them the Judeo-Christian values of Western civilization and our ideals of liberty. We must guide our children to make their own affirmation of life, one that places the highest regard on moral character, self-discipline, self-sacrifice, courage, faith in God and in one's self.

- George Bush advocates expanding adoption as an alternative to abortion. Unlike his liberal Democratic opponent, who favors abortion and the use of federal funds to perform them, **George Bush believes the unborn child has a fundamental individual right to life which cannot be infringed.** George Bush strongly endorses legislation to make clear that the 14th Amendment's protection of the individual applies to unborn children.
- Unlike his liberal Democratic opponent, George Bush will protect the Pledge of Allegiance as a reminder of the values that must be at the core of a free society.
- George Bush abhors religious intolerance. He insists that religious institutions should not be taxed and vigorously resists attempts by the ACLU to tax the Roman Catholic church or any other religious institution.
- George Bush supports a Constitutional amendment to allow voluntary prayer in school.
- Under Reagan-Bush leadership a national movement for reform has been launched to restore excellence in education. This vision has brought education back to parents, back to basics, back on a track for a brighter future for all Catholic Americans.
- Unlike his liberal Democratic opponent, **George Bush supports tuition tax credits and education vouchers to provide Catholic parents with a choice in their children's schooling, and to enable them to choose a Catholic education if they so desire.**
- George Bush has proposed a comprehensive program of affordable high-quality child care that is built around parental choice. His opponent's approach would **not** provide parents with options, but would rely on the creation of a federal day-care bureaucracy with federally-set standards that disdain religious participation. **In fact, the Democratic approach would prevent church-run day care programs.** George Bush would **never** bar aid to any Catholic family for choosing a child-care facility that includes a simple prayer. His opponent would.

ASIAN AMERICANS FOR BUSH

George Bush holds Asian Americans in high esteem for their industry, their many outstanding achievements and valuable contributions that have enriched American society. He has deep appreciation for the long history of the Asian Americans, dating back to their heroic role in uniting our vast continent by railroad. The example set by the Asian Americans' family life builds stronger communities, and reinvigorates traditional values of character and responsibility.

- George Bush will **not raise taxes--period!** His goal is to create 30 million new jobs over the next eight years.
- George Bush has proposed a comprehensive program of affordable, high-quality child care that is built around parental choice. His opponent would not provide Asian American parents with options, but would impose federal preferences.
- George Bush agrees with the Asian American community that education should have the very highest priority: it is our most powerful economic program, our most important trade program, our most effective urban program, and our best program for providing jobs and bringing people out of poverty.
- Unlike his Democratic opponent, George Bush supports programs--such as College Savings Bonds and Magnet Schools--that allow families to choose quality and demand accountability in their children's schooling.
- George Bush puts top priority on the protection of law-abiding citizens and the rights of the victims of crime. His support for law-enforcement officers is uncompromising.
- George Bush advocates a federal death penalty, especially for major drug kingpins who are poisoning our children. He also wants to end the liberal legal technicalities that allow hardened criminals to escape justice by crawling through loopholes.
- George Bush insists on a **zero-tolerance policy--no amount and no type of "recreational" drug use is acceptable.** He is calling for an all-out war that attacks the drug problem on all fronts simultaneously--international, domestic, supply, and demand!
- George Bush is concerned with the full spectrum of health care needs of the Asian American family--from pre-natal care to long-term care of the elderly--and advocates greater competition and consumer choice.
- The realistic anti-communism of Truman and Kennedy has been **abandoned** by today's National Democrat Party. George Bush and the Republican party have the **only** legitimate claim to this legacy.
- George Bush strongly advocates traditional American values in the upbringing of our children.

HISPANICS FOR BUSH

George Bush holds Hispanic Americans in high esteem for their many outstanding achievements, and their rich cultural and national traditions that have contributed to the quality and variety of American society. Their children are justly proud of their heritage founded on a deep faith in God, strong family bonds, and hard work dedicated to ensuring a better life for the next generation.

- George Bush will **not raise taxes--period**. His goal is to create 30 million new jobs over the next eight years.
- George Bush has proposed a comprehensive program of affordable, high-quality child care built around parental choice, and targeted to low and mid-income families. His opponent would not provide Hispanic American parents with options, but would impose federal preferences.
- George Bush agrees with Hispanic Americans that education should be our very highest priority: it is our most powerful economic program, our most important trade program, our most effective urban program, and our best program for providing jobs and bringing people out of poverty.
- Unlike his Democratic opponent, **George Bush supports systems--such as vouchers and tuition tax credits--**that allow families to choose quality and demand accountability in their children's schooling.
- George Bush's first priority is the protection of law-abiding citizens and the rights of the victims of crime. His support for law-enforcement officers is uncompromising.
- George Bush advocates a federal death penalty, especially for major drug kingpins who are poisoning our children, and the end to liberal legal technicalities that allow hardened criminals to escape justice by crawling through loopholes.
- George Bush insists on a zero-tolerance policy--no amount and no type of "recreational" drug use is acceptable.
- The realistic anti-communism of Truman and Kennedy has been **abandoned** by today's National Democrat Party. George Bush and the Republican party have the **only** legitimate claim to this legacy.
- George Bush strongly advocates traditional American values in the upbringing of our children.
- George Bush will aggressively move forward with a program of regulatory reform that ensures affordable, decent housing for all Hispanic Americans.
- **George Bush welcomes Hispanic Americans who bring to America their ideals and industry.** He will continue to support humane enforcement of immigration laws to keep families together.

BUSH '88 COALITION OF AMERICAN NATIONALITIES

The diversity of our ethnic culture is the strength of our unity as a nation. George Bush knows that the greatness of America has been fueled by the genius, hard work, and ingenuity of the people who have come to her shores. They were all drawn by common ideals: that liberty is precious, that opportunity should be unlimited, that freedom represents man's ultimate triumph.

Our ethnic cultures are not the property of any Party, and those who deserve its support are those who bring peace, prosperity, and security to our country. No one running for President has a better claim to that support than George Bush.

- The realistic anti-communism of Truman and Kennedy, with freedom as its goal, has been **abandoned** by today's national Democrat Party. George Bush and the Republican Party have the **only** legitimate claim to this legacy.
- Under strong Reagan-Bush leadership, America's renewed defense capabilities brought the Soviet Union to the bargaining table; and **America's restored standing in the world has brought hope to captive nations everywhere in their struggle for human rights, freedom, and self-determination.**
- George Bush will **not raise taxes--period!** His goal is to create 30 million new jobs over the next eight years.
- George Bush has proposed a comprehensive program of affordable, high-quality child care that is built around parental choice and would provide Ethnic American parents with options.
- **George Bush gives education the very highest priority:** it is our most powerful economic program, our most important trade program, our most effective urban program, and our best program for providing jobs.
- Unlike his Democratic opponent, **George Bush supports systems--such as vouchers and tuition tax credits--**that allow families to choose quality and demand accountability in their children's schooling.
- George Bush's first priority is the protection of law-abiding citizens and the rights of the victims of crime. His support for law-enforcement officers is uncompromising.
- George Bush advocates a federal death penalty, especially for major drug kingpins who are poisoning our children, and the end to liberal legal technicalities that allow hardened criminals to escape justice by crawling through loopholes.
- George Bush insists that **no type of "recreational" drug use is acceptable.**
- George Bush strongly advocates traditional American values in the upbringing of our children.

VETERANS FOR BUSH

George Bush realizes that our veterans have paid the price for the freedoms we enjoy. Their professionalism, dedication to duty, and courage, have advanced the cause of world freedom and world peace. America is justly proud of the men and women of all generations who have served this cause so valiantly.

- **George Bush will never take our veterans for granted.** He will continue to be vigilant in protecting their rights and benefits programs to health care, education, and housing. He supports sufficient funding to maintain the integrity of the VA hospital and medical care system, and the entitlement and beneficiary system.
- George Bush believes our veterans have earned the right to be heard and fully supported President Reagan's initiative to create a seat in the president's Cabinet.
- George Bush considers **the health needs of our aging veterans to be of special importance**, and encourages cooperation between the new Secretary of the Veterans Department and the Federal Council on the Aging to assume development of new facilities and treatment programs for our elderly veterans, as well as to meet the needs of unemployed veterans, particularly for the disabled and Vietnam veterans.
- George Bush supports efforts to meet the unique readjustment problems of Vietnam veterans through store-front counseling, vocational training and job placement. He further supports assistance related to delayed stress reactions in combat veterans, particularly by the disabled and Vietnam veterans.
- George Bush supports an intense scientific effort with respect to disabilities that may be related to exposure of ionizing radiation or herbicides.

YOUTH FOR BUSH

In 1980 and again in 1984, Ronald Reagan and George Bush--the "malaise busters"--promised to reduce taxes, to cut double-digit interest rates and inflation, to promote economic growth, to slow federal spending, and to restore America's credibility in the world. That is **exactly** what they delivered!

Under strong Reagan-Bush leadership, America's renewed defense capability and resolute determination and will brought the Soviets to the bargaining table and resulted in the historic INF agreement, eliminating a whole class of nuclear weapons. George Bush can best build on that progress.

- **George Bush knows first hand that the Oval Office is no place for on-the-job training.** Unlike his Democratic opponent, George Bush will not subjugate America's vital national interests to the United Nations.
- **George Bush proudly stands shoulder-to-shoulder with the freedom fighters in Nicaragua, Afghanistan, and Angola.** It was our support for the Contras that brought the Sandinistas to the negotiating table; our support for the Mujahidin that sent the Soviets packing; and our support of freedom fighters in Angola that will soon turn away 40,000 Cuban troops.
- **George Bush gives the highest priority to restoring excellence in education.** In the years ahead, education can be our most powerful economic program, our most important trade program, our most effective urban program, and our best program for producing jobs and bringing people out of poverty.
- **George Bush is determined to make a college education affordable for all Americans.** He will continue to support adequate funding for student loans, work-study programs, and grants for low-income students. He will challenge college administrators to keep costs in-line.
- **Unlike his liberal Democratic opponent--who grants weekend furloughs to convicted murderers--George Bush's first priority is to ensure the safety of law-abiding citizens and protect the rights of the victims of crime.**
- **George Bush is calling for an all-out war on drugs that attacks the problem on all fronts simultaneously. He insists on a zero-tolerance policy--no amount and no type of "recreational" drug use is acceptable.**
- **George Bush advocates a federal death penalty, especially for major drug kingpins who are poisoning our children, and for drug-related murders.**
- **George Bush is committed to work for further reductions in air and water pollution, and the threats posed by acid rain.** He will work to minimize the release of toxins into the environment; to solve the hazardous waste disposal problem; and to impose stiff penalties on ocean dumping, especially with regard to the special problems of illegal hospital and medical waste dumping.

BUSH '88 RURALUSA

For much of this century, the first link of defense against world hunger has been the American farmer and rancher. In the future as in the past, the enterprise of rural Americans will be crucial in the progress of our country and of mankind. The entire nation - and indeed, the world - benefits from their unsurpassed productivity.

In the late 1970s, American agriculture bore the brunt of bad public policy. Long thereafter, farmers suffered the consequences of those four years of devastating Democratic mismanagement. Inflation drove production costs and farm debt to their highest levels in history. To top it off, the Democrats' embargo of grain and other agricultural products dealt a blow to the nation's heartland from which many farmers never recovered. **NEVER AGAIN!**

Through the leadership of Ronald Reagan and George Bush, **Republican policies** have been implemented, despite strong Democrat opposition, and they **are working:**

- Net farm income increased to its highest level ever in 1987, reaching \$46 billion, while net cash income was also a record at \$57 billion.
- Farm debt has been reduced from \$193 billion in 1983 to a projected \$137 billion in 1988.
- Price-depressing surpluses have been cut in half from their high in 1986.

The recovery is no accident. Republicans have acted decisively in the interest of rural America.

- In 1981, halted the Democrats' embargo on grain and other agricultural products.
- In 1985, President Reagan signed one of the most successful farm bills in modern history. The dual goals of protecting farm income while gaining back our lost markets are being achieved.
- Republicans pledged, and have kept the pledge, to always be a reliable world food supplier and never to use food as a foreign policy weapon as was done by the last Democrat Administration.
- Republicans have successfully regained lost markets and opened others for our agricultural commodities and valued-added products around the world through aggressive use of export enhancement programs.
- Also, through tough trade negotiations, additional markets such as Japan, have been opened for beef and citrus and numerous specialty products.

- George Bush will aggressively pursue fair and free trade for all U.S. products, and will insist that production, consumption, and trade-distorting agricultural subsidies of the European Economic Community and others will be phased out simultaneously with the phasing out of our farm and export assistance programs.
- George Bush will work to improve agricultural income through market returns at home and abroad, not government controls and subsidies.

George Bush gives high priority to rural development. His own words sum up his strong commitment to the farmers of America:

"My administration will help farmers export more crops, not force farmers to produce less. Those who advocate stringent supply controls have been proven wrong before, and they are just as wrong today."

"I don't think Belgian endive is the answer for American agriculture." "We need to regain markets that were lost because of the Carter grain embargo, and we need to take back markets lost through unfair foreign competition."

"I believe America's farmers can compete with anyone, anywhere in the world -- if they're given a fair shot."

"As President, I will work to level the playing field. But we must act in concert with our trading partners. I will not act unilaterally."

"In a Bush administration we will modernize our grain standards and export procedures. We will ensure that the quality of U.S. grain is at least as good as that sold by other nations at the same price."

BUSH '88 HEALTHCARE 2000

George Bush is concerned with the full spectrum of health care needs for our citizens--from prenatal care to long-term care for the elderly. He strongly advocates competition and consumer choice as the only way to hold down spiraling medical costs and make quality health care affordable for all Americans.

Because government's open-ended spending on health care is the biggest factor behind escalating costs, an incentive-based approach to cost management is needed. When government pays the medical bills, physicians, hospitals, and patients alike are isolated from the competitive process needed to negotiate and manage costs. Health care providers should share in both the risk of cost overruns, as well as the rewards of effective cost management.

Therefore, George Bush stresses a responsible, incentive-based approach that calls into play the competitive forces of the marketplace, rather than the failed policies of open-ended government programs that rely on a weak philosophy of cost containment which undermines the efficiency and quality of care.

Under Reagan-Bush leadership, important strides have been made in strengthening the nation's health care system. George Bush will vigorously pursue opportunities for more and better health care services:

- Because infant mortality remains a serious problem in areas where alcohol, drugs, and neglect take a fearful toll on newborns, George Bush supports targeted federal health programs to help mothers provide their infants with a good start in life.
- George Bush will ensure adequate prenatal care for all expectant mothers, especially the poor and the young, to prevent the serious problems associated with premature and low birth-weight babies.
- George Bush is committed to ensuring the availability of adequate, affordable health care for all children, especially those of low-income families.
- George Bush supported the creation of a new program to provide early-intervention services to infants and toddlers with disabilities, and insists on full treatment for disabled infants.
- George Bush will continue to promote alternative forms of group health care that foster choice and competition.
- George Bush will encourage employers to provide workers with a greater choice of health care plans and benefits that meet wide-ranging needs at an affordable cost.

- To promote greater personal responsibility for good health, and to help curb the excessive health care costs associated with smoking, alcohol, and drug abuse, George Bush wants greater emphasis placed on choices relating to **preventive** education and care, and on early detection and medical intervention.
- Under the Reagan-Bush Administration, landmark legislation for catastrophic health insurance was enacted.
- George Bush is committed to continued improvement of the Medicare and Medicaid programs in the most cost-effective manner.
- Establishing an incentive-based approach for health-care providers would encourage greater responsibility and accountability on the part of health-care providers to ensure consistent levels of quality care.
- George Bush gives very high priority to improving the availability, quality, and financing of **long-term care** for all senior citizens.
- George Bush is encouraged by recent growth in the number of insurance companies offering long-term care policies.
- He will explore every possible way to accelerate vigorous expansion of affordable long-term policies through the private sector.
- He wants a greater choice in types of plans and plan options for long-term care.
- He proposes expansion of home-based care that preserves the integrity of the family.
- George Bush will work for convertibility of savings, IRAs, life insurance, and pensions to pay for long-term care. In addition, hospices will continue to receive an important emphasis in the development of public-private programs.

FIREFIGHTERS FOR BUSH

George Bush believes the federal government should serve as a catalyst, enhancing the capacity of our nation's fire service to battle the fire problem in America. As President, George Bush would ensure that the limited resources appropriated by Congress for federal fire programs be used to implement those programs and not be subverted for use at the discretion of the Director of FEMA.

- George Bush supports the "Student Travel Stipend" program, enabling both career and volunteer firefighters to learn of the latest advancements in fire protection, prevention, and suppression at the National Fire Academy.
- George Bush supports raising the death benefit for the families of fallen firefighters from \$50,000 to \$100,000.
- George Bush understands the value of education and awareness programs in preventing tragic fires and supports the U.S. Fire Administration's mission in these areas.
- George Bush supports tough, mandatory sentences for those convicted of arson offenses.

His own words sum up his view of these critical American workers:

"Throughout our nation's history there has been one institution in place protecting our citizens from the loss of life and property-- the fire service. The fire service is our nation's 'first responder' to not only fires but to any emergency situation."

DISABLED AMERICANS FOR BUSH

George Bush pledges to continue the fight against discrimination in health care for the disabled. He finds no basis, whether in law or medicine or ethics, for denying care or treatment to any medically-dependent or disabled person because of handicap, age, or infirmity.

George Bush supported changes in the Social Security Act that now permit individuals with disabilities to work without losing health insurance coverage. As President, George Bush will support the following:

- Expansion of programs for removal of barriers to education, employment, housing, transportation, health care, and other basic services for Americans with disabilities.
- Expansion of supported employment programs that allow individuals with severe disabilities to earn competitive wages in integrated work settings.
- Support for programs to provide early intervention services to infants and toddlers with disabilities.
- Support for passage of the Americans with Disabilities Act of 1988 or similar legislation.
- Support of the Department of Human Services Programs for additional home care benefits for children with serious disabilities. (This is a Health Care Financing Administration (HFCA) program announced by President Reagan on July 29, 1988.)
- Support for improved transportation and work place accessibility for existing facilities, and easy access for the disabled in all new constructions.

MINISTERS' FOR BUSH

George Bush realizes that our ideals of liberty are deeply rooted in a rich Judeo-Christian heritage. His own words best reflect that belief:

"America was founded as, remains, and will always be a 'nation under God'. The values religion imparts are reflected in our Constitution and in our daily lives, and I believe strongly that morality and ethics must always stand at the center of American society and government."

He considers the role of the clergy as indispensable to preserving the moral foundation of our free, pluralist society, and strengthening American family life.

- **George Bush abhors religious intolerance.** He insists that our churches, synagogues, religious schools and institutions should not be taxed, and will oppose any attempt to undermine separation of church and state.
- **George Bush strongly supports adoption** as a positive alternative to abortion. Unlike his liberal Democratic opponent who favors abortion and the use of federal funds to perform them, George Bush believes the unborn child has a constitutional right to life under the 14th Amendment.
- **George Bush believes child care is a family necessity.** His proposals will enable families--not governments--to decide the best approach to meeting that basic need. His opponent's approach does not provide parents with choices, but relies instead on federally set standards that disdain religious participation. **George Bush would never bar aid to any family for choosing child care that includes a simple prayer.**
- **George Bush is calling for an all-out war that attacks the drug problem on all fronts simultaneously.**
- **Unlike his liberal opponent, George Bush will protect the Pledge of Allegiance** as a reminder of the values that are the core of a free society.
- **George Bush believes that "values" belong in the classroom.** He wants all children to be able to have a moment of silence before the school day begins

George Bush's own words are the best indication of his position on the role of the clergy and the church in our governmental process:

"I have made the point over and over again that the Democratic National Committee never complained when the clergy from the left got involved in protests over Vietnam and other causes. Even today, they are silent when liberal churchmen fight us on aid to the Freedom Fighters. You never hear any complaints about church and state when they like the cause. But when a group gets fired up, for example, over an erosion in family values, then there is a great outcry. That's hypocritical."

THE DEMOCRATS

THE REAL DUKAKIS ECONOMIC RECORD: THE MASSACHUSETTS MIRAGE

Governor Dukakis has campaigned on the "Massachusetts Miracle." Let's examine the real Dukakis record!

Dukakis Rhetoric

"New taxes are a last resort."

"Cut taxes five times in the last four years."

"We've got to get new revenue."

*Wants to do for the country
"what he did for Massachusetts".*

*Wants to "create good jobs at
good wages for every citizen
in the land."*

*Wants "to get serious once
again about manufacturing in
this country."*

Dukakis Record

He just raised taxes as a **first** resort to reduce about 60% of his 1989 budget deficit.

Yet "Taxachusetts" still has the 5th highest state tax burden in America, behind only Alaska, Wyoming, Hawaii, and Delaware.

During his Administration, Massachusetts had the 2nd fastest increase in state taxes per resident in America.

If the U.S. had increased taxes at the same rate he did in Massachusetts, the average American family would have paid **\$2,300 more** this year in federal personal income taxes.

During his Administration Massachusetts ranked 40th out of 50 states in job growth.

If the U.S. had created jobs at the same rate Massachusetts did under Dukakis, **3 million fewer** Americans would be working today.

During his Administration, Massachusetts ranked 45th out of 50 states in manufacturing job growth.

WHERE THE PARTY PLATFORMS DIFFER

CIVIL RIGHTS

Republican: Promises equal treatment for women, but does not support the Equal Rights Amendment. Endorses an amendment prohibiting abortion, and the appointment of judges who support it.

Democrat: Supports Equal Rights Amendment, protection of AIDS victims from discrimination and the right to abortion "regardless of ability to pay."

TAXES

Republican: Promises NO tax increases! Calls for cut in capital gains tax from 28% to 15%.

Democrat: Contains no language referring to tax increases, including no promises not to raise taxes.

ECONOMIC GROWTH

Republican: Says lower taxes spur economic growth.

Democrat: Calls for a web of innovative regional and local programs for economic development.

EDUCATION

Republican: Emphasizes freedom of choice in education, with call for states to enact tuition voucher systems for both public and private schools. Backs magnet school concept.

Democrat: Stresses greater federal financing of education, including tuition incentives for prospective teachers in underprivileged areas, and a commitment to the principle that no person should be denied a college education for financial reasons.

SOUTH AFRICA

Republican: Calls apartheid "morally repugnant", but opposes actions against South Africa that harm blacks in that country.

Democrat: Labels South Africa a "terrorist" state and recommends setting a date for U.S. corporations to leave the country.

CENTRAL AMERICA

Republican: Supports "security assistance" to Central America allies and humanitarian and military aid to the Nicaraguan Contras.

Democrat: Supports the Arias peace plan and its call for a cease-fire in Nicaragua, and implies a cutoff of aid to the Contras.

WORDS YOU WON'T FIND IN THE DEMOCRATIC PLATFORM

ABM
Abortion
Adoption
Afghanistan
Army, Navy, Air Force
Bureaucracy
Capitalism
China
Church
Conservative
Cuba
Efficient, Inefficient, Inefficiency
Endangered Species
Enterprise Zones
Ethiopia
George McGovern
God
Gramm-Rudman
Grazing
Grenada
Interest Rates
Japan
Jimmy Carter
Jobless, Joblessness
Liberal
Libya
Misery Index
NATO
Nicaragua, Contra, Freedom Fighter
Palestine, Palestinian, PLO
Panama Canal
Poland
Pornography
POWs/MIAs
Prayer
President, Presidency
Protectionism
Quota
Range, Ranches, Ranchers, Ranching
Recovery
Revenue, Revenues
Rural Electrification
Space Station, Space Shuttle
Synagogue
Tax, Taxes, Taxpayer, Taxation
Unemployment
Veto
Worship

STATE REGISTRATION DEADLINES

ALPHABETICAL LISTING

STATE	REGISTRATION DEADLINE	STATE	REGISTRATION DEADLINE
Alabama	October 28	Nebraska	October 28
Alaska	October 9	Nevada	October 8
American Samoa	October 10	New Hampshire	October 29
Arizona	September 19	New Jersey	October 11
Arkansas	October 18	New Mexico	October 11
California	October 11	New York	October 15
Colorado	October 14	North Carolina	October 10
Connecticut	October 18	North Dakota	No Registration
Delaware	October 15	Ohio	October 11
District of Columbia	October 15	Oklahoma	October 28
Florida	October 8	Oregon	October 18
Georgia	October 11	Pennsylvania	October 11
Guam	October 10	Puerto Rico	October 10
Hawaii	October 11	Rhode Island	October 8
Idaho	October 28	South Carolina	October 8
Illinois	October 11	South Dakota	October 24
Indiana	October 11	Tennessee	October 8
Iowa	October 29	Texas	October 9
Kansas	October 18	Utah	October 21
Kentucky	October 11	Vermont	October 22
Louisiana	October 14	Virgin Islands	October 10
Maine	November 8	Virginia	October 8
Maryland	October 10	Washington	October 8
Massachusetts	October 11	West Virginia	October 11
Michigan	October 11	Wisconsin	November 8
Minnesota	October 18	Wyoming	October 8
Mississippi	October 7-8		
Missouri	October 19		
Montana	October 11		

STATE REGISTRATION DEADLINES

CHRONOLOGICAL LISTING

REGISTRATION DEADLINE	STATE	REGISTRATION DEADLINE	STATE
None	North Dakota	Oct 14	Colorado Louisiana
Sep 19	Arizona	Oct 15	Delaware District of Columbia New York
Oct 7-8	Mississippi		
Oct 8	Florida Nevada Rhode Island South Carolina Tennessee Virginia Washington Wyoming	Oct 18	Arkansas Connecticut Kansas Minnesota Oregon
Oct 9	Alaska Texas	Oct 19	Missouri
		Oct 21	Utah
Oct 10	American Samoa Guam Maryland North Carolina Puerto Rico Virgin Islands	Oct 22	Vermont
		Oct 24	South Dakota
		Oct 28	Alabama Idaho Nebraska Oklahoma
Oct 11	California Georgia Hawaii Illinois Indiana Kentucky Massachussetts Michigan Montana New Jersey New Mexico Ohio Pennsylvania West Virginia	Oct 29	New Hampshire Iowa
		Nov 8	Maine Wisconsin

CONDUCTING A HOME PARTY

BBQ, BLOCK PARTY, DINNER, or PRECINCT COFFEE

BE CREATIVE!!!

Time Line Prior to Event

- 10 days Send out invitations to your friends and neighbors. State the purpose of the event, as well as the time and date. Make the invitation personal and informal.
- 5-7 days Call those that you invited and confirm their attendance.
- 1 day Make sure you have your name tags, line up your refreshments, and double-check anything else you might need.

The Day Of The Event

- Keep the atmosphere cool and informal.
 - Use name tags.
- 9:00 A.M. Allow time for the guests to get to know one another.
- 9:15 A.M. Surrogate arrives, visits and talks informally with your guests.
- 9:30 A.M. Show Video (if applicable - otherwise go straight to next agenda item)
- 9:40 A.M. The Surrogate is formally introduced and speaks for a maximum of ten minutes, allows Q's & A's.
- 10:00 A.M. Surrogate thanks everyone and leaves.
- 10:05 A.M. The hostess/host should explain the volunteer cards and get all those present to fill them out.

NOTE: This schedule assumes a Saturday event. Adapt these time frames for your particular event.

Things To Remember

- Don't make the event more difficult than it should be.
- Invite three people for every one you expect to show.
- Don't be discouraged by a small turnout; every volunteer helps.

VOLUNTEER RECRUITMENT CONVERSATION

"Hello, _____. This is _____ calling for _____ (Coalition's name, Organization's name or Campaign). Beginning on _____ (date), we'll be conducting an election survey of registered voters in _____ county. To make this a real success, we'll need lots of volunteers to join us here at the phone bank. Can we count on your help?"

IF "YES,"

"That's great! How about every Tuesday and Thursday evening from 6 until 9? Can't make it on Thursdays, but Tuesdays are fine? Okay, we'll see you then."

IF "NO,"

"No problem. I understand. Perhaps you'd consider some other volunteer work. We could really use you in our clerical section."

CLOSE

"We'll be making a confirmation phone call with any additional information. Thanks so much."

Note: Also, be prepared to remind them of their organization's effort to get behind the Bush-Quayle ticket, because of the issues they care about.

REMINDER CALL CONVERSATION

To be made the day before the person is scheduled to phone or do clerical work.

"Hello, M_____, this is _____, a volunteer from the Coalition name, Organization or Party Phone Bank. In checking the volunteer calendar, I see you are scheduled to phone (or do clerical work) on (date) from (time) to (time)."

IF COMING

"That's great! Do you know where the phone bank is located? Be seeing you on (repeat date). Good-bye."

IF NOT COMING

"I'm sorry you can't come; can I schedule you for another day this week? We really need phoners (or clerical workers). Thank you!"

REMINDER

Purpose is to remind the volunteer of a previously made commitment. If the person cannot come in as scheduled, try to reschedule for another specific date and shift.

DOOR-TO-DOOR CANVASSING

KEEP GOOD RECORDS OF WHO YOU SEE.

LET THE CAMPAIGN OFFICE KNOW, SO THEY CAN SEND LETTERS TO THOSE YOU SAW THAT WERE:

1. Favorable
2. Uncommitted
3. Not Home

WHEN KNOCKING ON DOORS:

1. Don't give up.
2. Smile.
3. Use the written script, supplied by campaign or organization.
4. Relax.
5. Always leave a piece of literature.
6. Invite them to any receptions or events that might be occurring in the area.
7. Never get into a political argument on the doorstep.
8. Stick to the script to cover more ground.
9. Meet with other volunteers before and after you canvas to boost morale.
10. Drop the cards off to your volunteer coordinator.

ORGANIZATION PROFILE SHEET

Organization: _____

Office Address: _____

Size of Organization: _____ Mailing List Size: _____

Special Requirements Of Mailing List: _____

State Leader Contact Person: _____

Address: _____

Home Phone: (____) ____-____ Work Phone: (____) ____-____

Type Of Publication: _____ How Often Distributed: _____

Can They Endorse? ☐ Yes ☐ No Do They Have A PAC? ☐ Yes ☐ No

Organization Type? ☐ National ☐ State ☐ Local

List officers of organization

1. Name: _____ Address: _____ Phone: _____

2. Name: _____ Address: _____ Phone: _____

3. Name: _____ Address: _____ Phone: _____

4. Name: _____ Address: _____ Phone: _____

List Issue(s) of major concern

Previous Contact or Past Mutual Projects

Speaking possibilities, conventions, and chapter meetings

MEDIA INFORMATION SHEETS

Radio/Television

Name:	Phone: () -
Mailing Address:	Street Address:
Network/Wire Affiliation: Frequency: Call Letters: Watts: Format:	
Station Manager: Editors: Reporters:	
Accept Radio Actualities? ☐ No ☐ Yes, Phone: () -	
Frequency, Length of Newscasts: Size of News Department: Special Affairs Programming: Guests accepted? ☐ No ☐ Yes	
Endorsements? ☐ No ☐ Yes, Procedure: Editorial Policy:	
Market Rating:	

COMMITTEE REPORT FORM

Meeting Date: ____ / ____ / ____

Committee: _____ Chairman: _____

Committee Members Present: _____

Goals and/or Recommendations: _____

Accomplishments: _____

Comments _____

NOTE: *Return this report form to the State Coalition Leader. It will become a part of the permanent records of the Committee. Copies will be made and returned to the Committee Chairman and others upon request.*

MEDIA INFORMATION SHEETS

Newspaper

Name:	Phone: () -
Mailing Address:	Street Address:
Editor:	
Reporters Covering Your Coalition:	
Editorial Policy:	
Letters-to-Editor Policy:	
Endorse? ☐ No ☐ Yes, Procedure:	
Photograph Policy:	
Circulation Rate: ☐ Daily ☐ Weekly ☐ Monthly ☐ Sunday	
Does Sunday Edition Have A Different Staff? ☐ Yes ☐ No	
Circulation Area:	
Day Of Publication:	
Deadline:	
Received by Readers:	
News Releases Sent To:	
☐ Paper Sends Reporters	☐ Receives News By Mail Or Phone

Name Of Coalition

Name

Phone Number

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Name of Organization: _____

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CAMPAIGN VOLUNTEER SHEET

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