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**Record Group/Collection:** George H.W. Bush Presidential Records  
**Collection/Office of Origin:** Speechwriting, White House Office of  
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**OA/ID Number:** 13675  
**Folder ID Number:** 13675-007

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**Folder Title:**  
Party Switchers Event 6/26/89 [OA 6345]

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Stack:	Row:	Section:	Shelf:	Position:
<b>G</b>	<b>26</b>	<b>19</b>	<b>2</b>	<b>2</b>

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Jeanne Kustin

Compuco - R. N. C.

- 87,964 Sum - net loss

Oct 6, 1964 - Nov  
475,896 - 60 gain

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for	322,510.9	53.6%
for	2,371,834	59.4%
other	421,033	9%

Nov

1ST STORY of Level 1 printed in FULL format.

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September 10, 1986, Wednesday, Final Edition

SECTION: EDITORIAL; PAGE A19

LENGTH: 787 words

HEADLINE: Reagan's Reverse Sales Pitch

BYLINE: David S. Broder

DATELINE: ST. LOUIS

BODY:

Insurance broker Jean Conrad is a target for Ronald Reagan this fall. She's a nominal Democrat who voted for the president in 1984 and thinks "he's done a pretty good job overall," despite her concern about the growing national debt and her doubts that the Social Security system will be around for the generation after her own.

But at this point, Jean Conrad plans to vote for Lt. Gov. Harriet Woods, the Democratic candidate for the seat Sen. Tom Eagleton (D-Mo.) is vacating. She thinks former governor Christopher (Kit) Bond, the Republican nominee, "did a pretty good job" as governor, "but Harriet Woods would be a very strong senator. She's never minced her words, and maybe it's because I'm a woman, but I'd like to see her in there."

A reporter who has knocked on her door asks: "What if President Reagan came to St. Louis this fall and made a speech saying it was very important to him personally that Kit Bond be elected, because if the Democrats take control of the Senate, they will block him from doing anything his last two years?"

"I'd think long and hard about it," Jean Conrad says. "I'd have to."

Missouri is one of perhaps a dozen states likely to hear that kind of appeal from Reagan, as he invests his time and personal popularity in the struggle to keep the Republicans' shaky 53-47 Senate majority intact. Many voters here and in the Pittsburgh area, where I was also door-knocking last week, dismiss out of hand the idea of Reagan's swaying their votes. But he doesn't have to reach everyone; even a few waverers like Jean Conrad could make the difference in a hard-fought race.

The irony is that to be effective Reagan must overcome the lessons he taught the voters in his last two campaigns. In a real sense, he is running against himself.

One past lesson is the idea that party loyalty doesn't really mean much. In his two presidential campaigns, ex-Democrat Reagan helped millions of other defecting Democrats to rationalize their votes for him, with the line, "I didn't leave the Democratic Party; the Democratic Party left me." It's a long reach for him to come back and argue that the only way that same voter can demonstrate his loyalty to Reagan is to vote the Republican ticket in November. The cement of old Democratic loyalties has chipped away for people like Jean Conrad, who "doesn't see much leadership" at the national level from the

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Democrats. But neither is she ready to be glued into the Reagan album as a loyal Republican. "Aside from Reagan," she says, "I don't see much leadership there either."

The other thing that makes Reagan's sales pitch so tough this autumn is that it goes against the grain of the personalized presidency, which he did not invent but has brought to a new peak of proficiency.

At least from Eisenhower's time onward, the operative rule of White House public relations has been that the president takes credit for all the good news -- and someone else takes the heat when things go wrong. Reagan's team of image-makers has brought that doctrine to the Teflon level of efficiency, where (Democrats complain) nothing sticks to the president except the glory.

Reagan has managed to engender, and to identify himself with, a lot of good feelings -- patriotism, optimism, assertiveness in the world -- and a variety of good causes from the fight against drugs and terrorism to the quest for lower and fairer taxes.

He also has managed to shuck off blame for budget deficits, huge trade imbalances, loss of industrial jobs and stubborn regional unemployment, letting it fall onto other people, especially Congress and the Democrats.

The problem is that six years of this kind of propaganda is almost too successful for its own good. If this omnipotent father figure of a president, the bringer of all good things, is not just the Wizard of Oz, a humbug, then surely nothing as insignificant as a switch of party control in the Senate could undo his magic powers.

If, on the other hand, Reagan is now to portray himself as part of a governmental system including Congress, then, hey, he must take responsibility for the failures of that governmental system as well as its successes.

Throughout his career, in Sacramento as well as in Washington, Reagan has managed to keep his distance from the government he was heading. Now he has to come back and say that his fate is bound up with what happens in another part of that government.

In fact, it is. Everything from his defense program to his judicial appointments could be in trouble if the Democrats gain control of the Senate. But, ironically, Reagan may have a much harder time selling this home truth than he has had in peddling many a myth these past six years.

TYPE: OPINION EDITORIAL, COLUMN

SUBJECT: POLITICAL SPEECHES; UNITED STATES

Fact-Check Copy

((Grant))  
June 21, 1989  
Draft two  
A:switcher

REMARKS: PARTY SWITCHERS EVENT  
MONDAY, JUNE 26  
THE ROSE GARDEN  
~~10:00~~ A.M. 3:30

*State*  
Thank you. Lee [Atwater] and Jeannie [Austin], good to see you. Congressman Bill Grant -- it's always a pleasure to see you here with us. State officials, key elected leaders, my fellow Republicans ... Welcome to the White House, and welcome to the **Republican Party.**

Winston Churchill once said that some men change their principles for their party, while others change their party for their principles. Since the election, hundreds of elected Democratic officials -- men and women -- have made the right choice ... and joined the Grand Old Party. Because the values and principles of the Democratic Party were not **their** values and principles. And I think many more will follow them.

The switch is on ... to the Party in sync with American principles. **The switch is on ... to the Republican Party.**

*Feb. 21*  
In February, Congressman Bill Grant came to the White House to announce his switch from Democrat to Republican. Now he's with the party of opportunity, the party of ideas, **the party of the future** ... because in the future, there will be even more Democrats joining us.

((At the time, I'm told Bill said, "That's one small step for man, one giant leap for the Republican Party." ... But he was quick to attribute the line to Joe Biden.))

People say the Republican Party is on the move. Well, after one look around here today, I'd disagree with that. I think it's the Democratic Party that's been on the move -- to the left and out of the mainstream.

As the greatest former Democrat of them all, President Reagan, once said, "I didn't leave the Democratic Party. The Democratic Party left me." The Democratic Party is leaving **droves** of voters behind as it moves further and further into left field. Now many of those stranded voters have made a move of their own ... to the Republican Party, the party of American values: Faith, Family and Future.

*Thank Wendell  
Paula  
- Nixon*

Each of you here has made the courageous decision to join us -- often despite considerable political risk -- but you've also made a move to be on the **winning side** in the contest of ideas and issues in America.

And when you made the bold choice to join us, we made a choice, too. We will support you, back you up in every way we can. You have made a tough decision ... **the right decision** ... and we're with you. When you're out there on the front lines for us, this Party will stand with you shoulder-to-shoulder.

*- 6 to 1 in  
outings  
2 to 1 since 1960*

As former Democrats, you are the most visible sign of the great sea-changes going on in American politics. I'm told that in one single county in Florida, X thousand voters have switched to the G.O.P. since the election. That's because **mainstream**

*Wray  
7730*

*Sally Saberson*

*R.J. Johnson*

*23,000 mailing  
over 6%*

*Okaloosa Cty  
1,400 in 8 weeks  
of 66,189 voters - 28,688 - GOP - 26,234 - ON O. + 1*

*which one*

*18%  
16% (GOP) - 1980  
43.3% (GOP) - Now*

*47,454  
9.35%*

*904-222-7920  
John Fabinger  
Wendell McTilly*

Americans believe in peace through strength, economic opportunity and traditional family values ... ((PAUSE)) and with the Republican Party, **they're swimming with the current.**

We know which Party stands for a strong America and a growing economy ... and Americans know, too. That's why, under Lee Atwater's leadership, this Party will become **the majority Party in America.** We can do it. We will do it. And we will do it because of the courage of you and thousands like you. On behalf of Republicans everywhere, thank you and congratulations.

**Welcome to the Republican Party.**

# # #

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June 21, 1989  
Draft two  
A:switcher

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People say the Republican Party is on the move. Well, when I look around here today, I'd say that's true. We're moving in

the right direction. But the Democratic Party is on the move, too -- **to the left and out of the mainstream.** ((PAUSE))

As the greatest former Democrat of them all, President Reagan, once said, "I didn't leave the Democratic Party. The Democratic Party left me." The Democratic Party is leaving **droves** of voters behind as it moves further and further into left field. Now many of those stranded voters have made a move of their own ... to the Republican Party, the party of American values: Faith, Family and Future.

Each of you here has made the courageous decision to join us -- often despite considerable political risk -- but you've also made a move to be on the **winning side** in the contest of ideas and issues in America.

And when you made the bold choice to join us, we made a choice, too. We will support you, back you up in every way we can. You have made a tough decision ... **the right decision** ... and we're with you. When you're out there on the front lines for us, you won't be fighting alone. This Party will stand with you shoulder-to-shoulder.

As former Democrats, you are the most visible sign of the great sea-changes going on in American politics. I'm told that ((since 1984, the Republican Party <sup>in Florida</sup> has increased its voter registration by nearly half a million; in the last 60 days, Republicans have been out-registering Democrats by nearly 6-1.)) That's because **mainstream** Americans believe in peace through strength, economic opportunity and traditional family values ...

OOPS

**((PAUSE)) and with the Republican Party, they're swimming with the current.**

We know which Party stands for a strong America and a growing economy ... and Americans know, too. That's why, with the able leadership of Lee Atwater and Jeannie Austin, this Party will become **the majority Party in America**. We can do it ... and we will do it -- because of the courage of you and thousands like you. On behalf of Republicans everywhere, thank you and congratulations.

**Welcome to the Republican Party.**

**# # #**