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# WITHDRAWAL SHEET

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|--------|----------|-----------------------------------------------|-------------|------------|--------------|
| 1      | MEMO     | TAD THARP TO BILL SITTMANN RE ATTACHED LETTER | 1           | 10/25/1984 | B6           |

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- B-9 Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

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THE WHITE HOUSE  
WASHINGTON

TO: John Herrington

FROM: **BILL SITTMANN**  
Special Assistant to the President  
and Special Assistant to the  
Deputy Chief of Staff

Would you please check out and  
let us know the status so that  
we can get back to Sen. Hatch.

Information

Action

ORRIN G. HATCH  
UTAH

135 RUSSELL SENATE OFFICE BUILDING  
TELEPHONE: (202) 224-5251

HATCH HOT LINE 1-800-662-4300  
(UTAH TOLL FREE)

United States Senate  
WASHINGTON, D.C. 20510

COMMITTEES  
LABOR AND HUMAN  
RESOURCES  
JUDICIARY  
SMALL BUSINESS  
BUDGET  
AGRICULTURE  
OFFICE OF TECHNOLOGY  
ASSESSMENT

October 2, 1984

The President  
The White House  
Washington, D.C. 20500

Dear Mr. President:

I am writing to recommend the appointment of Michael G. Dana as Deputy Under-Secretary of Legislation, U.S. Department of Labor.

Michael has an outstanding reputation throughout this Nation's Italian/American community which will highly applaud and publicize his appointment. But this is not the only reason I support Michael. I have personal knowledge of his character, abilities, and contributions to your elective history and Administration. He is loyal to you and is strongly supported by so many of those close to you who have written extensively to Presidential Personnel about him.

Therefore, I urge that you do what you can to insure that Michael Dana receives this appointment. I promise that he will serve you, Secretary Donovan, and all of us with distinction.

Sincerely,



Orrin G. Hatch  
United States Senator

OGH:sa

1984 OCT 10 11 15

THE WHITE HOUSE  
WASHINGTON

30 October 1984

Memorandum for Bill Sittman

From: Billie Shaddix *BS*

Subj: Photographic Laboratory Personnel who will be  
in Los Angeles and Santa Barbara California  
with the President, 5 through 11 November 1984.

The below listed WHCA Photographic Laboratory Personnel  
will be in California on Official Laboratory Duties  
with the President on the above dates.

Deborah Gibson  
David Mickelberry  
Donna Baker

Thank You.

WILLIAM E. HUMPHREY  
POST OFFICE BOX 678  
PAULS VALLEY, OKLAHOMA 73075

October 25, 1984

*file*

The Honorable  
Michael Deaver  
Special Assistant to the President  
The White House  
Washington, D.C. 20027

Dear Mike,

It was a pleasure to see you at the Washington Inner Circle meeting after all these years. As I recall, then Governor Reagans visit to Mexico in 1972 was about as hectic and eventful as the Inner Circle meeting, but a highlight of our tour in Mexico.

I particularly enjoyed dinner at Pavillon. I can understand why it is a favorite of yours. If you should get to Oklahoma on either official or private business, I would be delighted to have the opportunity to repay your hospitality. In the meantime, keep up the outstanding work which you and the Reagan administration are doing.

With all best wishes.

Sincerely,

*Bill Humphrey*  
William E. Humphrey

Wayne H. Valis

*File*

October 29, 1984

The Honorable Michael K. Deaver  
Deputy Chief of Staff and  
Assistant to the President  
The White House  
Washington, D.C. 20500

Dear Mike:

Just a brief note to congratulate you on your fine work during this campaign. I think the polls are verifying that your management has been superior.

I also want to congratulate Anne Higgins and her fine staff, including Duncan Clark, Claudia Korte and Robert Larkins for their excellent cooperation with me on a variety of projects.

Finally, I wanted to bring you up to date on the activities of Business Groups for Reagan-Bush and Trade Association Executives for Reagan-Bush. You should know that together these two units have registered over 400,000 new voters for the President. As you can see from the attached letterhead, we have an elaborate system of local leadership to carry out extensive and energetic programs. I believe it is safe to say that this is the first time the business community has actively worked on voter registration and get-out-the-vote activities in a presidential campaign.

My best to you and your staff.

Sincerely,

*Wayne*

Wayne H. Valis

cc: John Rogers

# Association Executives for **REAGAN-BUSH '84**

## The President's Authorized Campaign Committee

October 12, 1984

### MEMORANDUM

TO: ASSOCIATION EXECUTIVES FOR REAGAN-BUSH '84

FROM: James P. Low, CAE, National Chairman  
Association Executives for Reagan-Bush '84

RE: Association Action Plan through November 6

Congratulations on your appointment to a position of leadership in the "Association Executives for Reagan-Bush '84!"

You will receive an entire kit of materials sent to you under separate cover which explains what we are to accomplish through November 6, 1984.

As you can see, we have already assembled the best team of "producers" imaginable--and the hardest part of our work has already been done: as of October 12, 1984 we have registered at least 327,516 new voters through the association/business mobilization effort.

As you already know, we now have to make sure that these new pro-business voters get to the polls on November 6!

We also need to tell the story of President Reagan's accomplishments to our members, the general public, and the press. Please use the enclosed pamphlet "America is Coming Back: Prouder, Stronger, Better" as a resource guide for your "talking points".

Two last items:

- 1 - Use the enclosed letterhead to tell our story to your own associates, to write letters-to-the-editor, etc.
- 2 - Please review the enclosed invitation to join us in Washington, D.C. this week and RSVP "regrets only" to either Cindy Turcott, Bob Boege, or Lisa Larsen.

Thank you again for agreeing to serve on the best team of Association Executives ever put together. With your support and energy, we will astonish the pundits on November 6th!

**National Leadership:**  
**National Chairman**  
James P. Low, CAE  
Washington, D.C.

**National Co-Chairman**  
Joe M. Baker, Jr., CAE  
Washington, D.C.

**National Liaison to Business Groups for Reagan-Bush '84**  
Richard Richards, Esq.  
Washington, D.C.

**National Liaison to Association Attorneys for Reagan-Bush '84**  
George D. Webster, Esq.  
Washington, D.C.

**National Vice Chairman - Registration**  
Dirk Van Dongen  
Washington, D.C.

**National Vice Chairman - Get-Out-The-Vote**  
Wayne H. Valis  
Washington, D.C.

**National Vice Chairman - Absentee Ballots**  
Robert D. McDonald, Esq.  
Washington, D.C.

**National Vice Chairman - Conventions & Meetings**  
Ilona Hogan, Esq.  
Washington, D.C.

**Executive Director**  
Robert S. Boege

**Regional Leadership:**  
**Regional Vice Chairman - Northeast**  
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Huntington, New York

**Regional Vice Chairman - Mid-Atlantic**  
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**Regional Vice Chairman - West**  
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**Regional Vice Chairman - Northwest**  
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Oberlin, Ohio

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McLean, Virginia

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Washington, D.C.

Joseph G. Gerard, Esq.  
Washington, D.C.

William G. Giery  
Washington, D.C.

Fred Good, CAE  
Chicago, Illinois

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McLean, Virginia

Bruce N. Hahn  
Ft. Washington, Maryland

Charles E. Hawkins, III, CAE  
Washington, D.C.

P.D. Hermann, CAE  
Oak Brook, Illinois

W. James Host  
Lexington, Kentucky

O. Ray Hurst, CAE  
Austin, Texas

Albert E. Hyde, CAE  
Houston, Texas

John W. Johnson, CAE  
Minneapolis, Minnesota

George W. Koch  
Washington, D.C.

Walter R. Kurth, CAE  
Houston, Texas

Glenda Leggett  
Washington, D.C.

Richard A. Lilliquist  
Washington, D.C.

Albert L. McDermott, Esq.  
Washington, D.C.

Clark E. McDonald, CAE  
Reston, Virginia

M. Richard Melland  
Washington, D.C.

Ellis E. "Bud" Meredith, CAE  
Washington, D.C.

Daniel N. Myers  
Arlington, Virginia

Hart F. Page, CAE  
Columbus, Ohio

Robert A. Roland  
Washington, D.C.

Hon. Richard Schweiker  
Washington, D.C.

Richard Seibert  
Washington, D.C.

Norman Sherlock  
Washington, D.C.

Henry M. Shine, Jr., Esq.  
Washington, D.C.

Almon R. "Bud" Smith, CAE  
Columbus, Ohio

John G. Steen, CAE  
Burlingame, California

Dewey Thomas, Jr.  
Washington, D.C.

John Vickerman  
Washington, D.C.

Ronald L. Ziegler  
Alexandria, Virginia

*Association Executives for*  
**REAGAN-BUSH '84**

The President's Authorized Campaign Committee

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Washington, D.C.

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Washington, D.C.

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Groups for Reagan-Bush '84**  
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Washington, D.C.

**National Liaison to Association  
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Washington, D.C.

John Vickerman  
Washington, D.C.

Ronald L. Ziegler  
Alexandria, Virginia

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

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

*Business Groups for*  
**REAGAN-BUSH '84**

**The President's Authorized Campaign Committee**

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Richard Madden

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Mountain)  
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Walter Hasty  
Dean Haagenson  
Robert Mosbacher, Sr.  
Rhonda Morris  
Bruce Osterink  
Richard Richards, Esq.  
Charles D. Tatro  
Wayne H. Valis  
Dirk Van Dongen

**Business Women for  
Reagan-Bush '84**

Tonian Hohberg, Chairman

**Association Executives for  
Reagan-Bush '84**

James P. Low, CAE

**Business School Deans for  
Reagan-Bush '84**

Dean Edward M. Mazze

**Executive Directors**

Robert S. Boege  
(Independent Business)  
Thomas E. Lorentzen  
(Commerce/Industry)

10-25-80

MR. MICHAEL DEAUER  
DEPUTY ASSISTANT  
THE PRESIDENT  
THE WHITE HOUSE  
WASHINGTON, D.C.



DEAR MR. DEAUER:

CERTAINLY ASSUME THAT YOU ALL KNOW THAT THE  
PRESIDENT WAS GREAT IN LAST SUNDAY DEBATE,

AS A.B.C. & C.B.S. SAID, WHO WON IS UP TO THE VOTERS  
AND VOTERS DON'T CARE ABOUT DEBATING POINTS..

THE THING THAT CAN CUT INTO THE PRESIDENTS LEAD  
IS MONDALE'S AD WHICH REPRESENTS THE LASSER  
DEFENSE AS FILLING THE "HEAVENS" WITH WEAPONS.

SOME THING I READ, HEARD, <sup>PROBABLY MONDALE</sup> CONFUSED ME IN REGARD  
TO WHAT IS CALLED STAR WARS, SO, I FOUND OUT WHAT  
IT IS. I AM UNDER THE IMPRESSION THAT "STAR WARS"  
IS STRICTLY A DEFENSE SYSTEM AND THAT IS ALL THAT  
THE PRESIDENT WOULD GIVE THE SOVIETS.

MONDALE'S AD; REAGAN WILL GIVE SOVIETS OUR TECHNOLOGY  
IS ALSO DESIGNED TO MISLEAD.

THIS SHOULD BE CLEARED UP SOONEST POSSIBLE.

A LOT OF PEOPLE LISTEN WITH ONE EAR WHILE THE DEG  
BARKS AND THE KIDS ARGUE. GET INCOMPLETE MESSAGES.  
MY PERSONAL JUDGEMENT MAY NOT BE UNIVERSAL, BUT, I  
THINK THAT WITH FERRARO, WHINEY BITCH, AND MONDALE,  
WHINING WIMP, BOTH NASTY, <sup>PEOPLE</sup> ARE GETTING TURNED OFF,  
TUNING OUT.

ANY COMMERCIAL IN REFERENCE TO STAR WARS, GIVE  
IT ANOTHER NAME, SHOULD BE CLEAR AND SHARP. THE  
PRESIDENT HAS A VERY GOOD REASON FOR GIVING THIS  
DEFENSE SYSTEM TO THE SOVIETS; IT MAKES NUCLEAR  
WEAPONS OBSOLETE. IF WE HAVE IT AND THE SOVIETS  
DON'T, THEY WILL BE VERY NERVOUS, AND, IN A PERIOD  
OF WHAT THEY PERCEIVE AS BEING ACUTE CRISIS, THEY  
COULD DECIDE TO TRY TO OVERWHELM THE SYSTEM, ACUTE  
DAMAGE TO THE EARTH'S ECOSYSTEM, TO SAY THE LEAST,  
COULD RESULT.

I KNEW THAT TICKETS FOR THE PRESIDENT'S SEATTLE  
VISIT WERE REQUIRED, WENT ANYWAY. INTERESTING. HUGE  
LONG LINE FORMED. A LOT OF PEOPLE, INCLUDING ME,  
STOOD OUTSIDE TO LISTEN. GREAT SPEECH.

SINCERELY,

*Rosemond Rice*  
ROSEMOND RICE

"PROTESTORS" OUTSIDE WERE LOW KEY.



I recommend that the President attend this ceremony at 11:00 a.m. on Veterans Day, November 11. He could use it as an opportunity to talk about the brave men who were killed in Lebanon. The families of the victims could all be invited to attend. In this way, we could use a naturally occurring ceremony as a forum for providing the recognition that these victims deserve.

## 2. Vietnam Veterans Memorial

Over 300,000 Vietnam veterans are expected to be in Washington for a series of events beginning on November 9 and culminating in the dedication of the statue to the Vietnam War. The seven-foot high statue depicting three soldiers (a black, a white, and a hispanic) will be placed next to the Vietnam Memorial. In addition, at that time, the Memorial will formally be turned over to the U.S. Government.

As you know, the President did not attend the original dedication of the Memorial. This would be an excellent opportunity to overcome any remaining criticism by the Vietnam veteran community.

Doing either of these two events would necessitate leaving the Ranch one day earlier. However, both of these would be excellent events for the President.

THE WHITE HOUSE  
WASHINGTON

TO: Margaret Tutwiler

FROM: BILL SITTMANN  
Special Assistant to the President  
and Special Assistant to the  
Deputy Chief of Staff

Information

Action

NO WAY  
ER SAYS NO  
LA -

Do you want  
to crusade and  
resp. for WH and  
DICK.



THE DEPUTY SECRETARY OF THE TREASURY

WASHINGTON, D.C. 20220

October 31, 1984

T.D.

let M.T. office  
know

MEMORANDUM FOR MICHAEL DEEVER  
FRANK FAHRENKOPF  
PAUL LAXALT  
DREW LEWIS  
MICHAEL MCMANUS

FROM : R. T. McNamar

R.T.M.

SUBJECT : Presidential Visit to Los Angeles

In looking for sites for the President's Monday visit to Los Angeles, let me recommend consideration of the 30th Congressional District\*. At the present time, Richard Gomez has pulled within ten points of the incumbent Democrat, Marty Martinez, who defeated John Rousselot in 1982. The same poll showed Gomez ten percent ahead of the Democratic incumbent when voters learned Martinez has voted against the President 80 percent of the time.

Bill Clark was in Los Angeles and did a fundraiser for Gomez last week, I spent Monday and Tuesday morning there on his behalf, and Pete Wilson is there this afternoon. If you will check, I think you will find that Margaret Brock and others in Los Angeles are very enthusiastic about his candidacy.

If elected, he would become the first Republican Hispanic congressman from a predominantly Hispanic area. This would be a real breakthrough in the East Los Angeles area. Richard will immediately become a Republican role model in California and the Southwest for Hispanics.

Having spent some time with Richard, I think he and the 30th District embody what the Republican Party stands for. The 30th District is a very upwardly mobile, heterogeneous ethnic area with a heavy concentration of newly immigrated

\*30th District: Alhambra, Azuza, Bell, Bell Gardens, Commerce, Cudahy, El Monte, Irwindale, Maywood, Montebello, Monterey Park, Rosemead, San Gabriel, South San Gabriel, Vernon.

Asians in Monterey Park and Hispanics (55 percent) throughout. Average annual income is \$17,000 per year. These are the people to whom the Republican Party is the party of opportunity. Gomez typifies this as a first generation college graduate, lawyer, and now politically active Republican.

If Reagan-Bush is looking for a theme for the rally there, it would be that this area represents the starkest contrast possible between Mondale's pessimism and the President's and Republican Party's efforts to build a meritocracy. Just as the older immigrants from Europe have participated in the American dream in the East, these new immigrants from Asia and Latin America are living that dream in East Los Angeles. In many ways the 30th District is "Ellis Island West".

Having talked with Richard, I am satisfied that he will be an ardent supporter of the President's policies in Congress. In addition, I spent some time with the Los Angeles Times Editorial Board and believe that we have a good possibility of an endorsement even against an incumbent Democrat. Attached is some background information concerning him.

I strongly urge serious consideration of this scheduling opportunity.

Attachment



RICHARD  
**GOMEZ**  
CONGRESS

**30th DISTRICT**  
CALIFORNIA

# Campaign Information Kit

**30th DISTRICT**

*Alhambra, Azuza, Bell, Bell Gardens, Commerce, Cudahy, El Monte, Irwindale,  
Maywood, Montebello, Monterey Park, Rosemead, San Gabriel, So. San Gabriel, Vernon*

**RICHARD GOMEZ FOR CONGRESS..1984.....CAMPAIGN INFORMATION KIT**

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Page 1.....Introduction and Campaign Summary  
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Page 6-7.....The Failure of an Incumbent: The Martinez Record  
Page 8.....The Gomez Campaign Plan  
Page 9-10.....The Gomez Campaign Team  
Page 11.....Hispanic Leadership: Vital For A Republican Majority

Attachments: Campaign Literature  
Selected Comments



# RICHARD GOMEZ CONGRESS

935 S. Atlantic Boulevard, Monterey Park, California 91754 (213) 289-4566

DEAR FRIEND:

In the late weeks of the 1984 election cycle The Republican Party has targeted as an "opportunity race" one that could result in a GOP breakthrough of historic proportions. For the first time in a generation we may elect a Hispanic Republican to Congress.

The 30th Congressional District in Los Angeles is the kind of suburban upwardly mobile, ethnically diverse community which will elect a Hispanic Republican. Reagan won by a large margin in 1980 and polls show he will do even better this year.

The incumbent, Marty Martinez, is vulnerable. After four bitter primary, special and general elections in two years, he still has the support of less than half the voters in the district, both at the voting booth and in surveys. He has the highest unexcused 1983 absentee record in the nation. Surveys show half of his support willing to switch based on this and other issues.

I grew up in this community. I started at East Los Angeles College, and received my law degree from UCLA. My wife works as a nurse in the community, where we are raising our three children.

I do not believe the American people can afford leadership that taxes and regulates the most productive members of its economy to death. As a Congressman, my first priority will be to work for expanded employment opportunities and investment in our community and in California.

For six months I have walked door-to-door in the neighborhoods of the San Gabriel Valley. Our survey results, support from leading Democrats who opposed Martinez in the primary, and the growing realization that 1984 is the year when Republicans will make unprecedented gains in the Hispanic community, have led to to a recent National Republican Party decision to target our race.

With your help and what has become an intensive level of grassroots support in our district, I am confident that I can defeat Marty Martinez and bring quality representation to Congress for the voters of the 30th District.

Sincerely

  
Richard Gomez

**30th DISTRICT**

Alhambra, Azuza, Bell, Bell Gardens, Commerce, Cudahy, El Monte, Irwindale,  
Maywood, Montebello, Monterey Park, Rosemead, San Gabriel, So. San Gabriel, Vernon

## RICHARD GOMEZ BIOGRAPHY

Richard Gomez is a 33 year old attorney and lifelong resident of the San Gabriel Valley which includes the 30th Congressional District.

Richard Gomez grew up in Monterey Park where he now resides with his wife and three children. Family ties are important to Richard who comes from a large close-knit family which is actively participating in the campaign. Richard's wife, the former Susie Hernandez also has deep family roots in the community. She works as a nurse at Monterey Park Hospital.

Richard attended local schools, graduating from Cantwell Catholic High School in the district community of Montebello. As a senior he was awarded all-league honors as captain of the football team. Richard went on to graduate from East Los Angeles Junior College, Long Beach State University, and from UCLA Law School in 1977.

Today Richard Gomez is a practicing attorney and a partner in the firm of Takamine and Gomez with offices in Monterey Park, Los Angeles, and Santa Ana. The firm specializes in business transactions, personal injury, and immigration.

Richard's professional experience includes one year as counsel for the Los Angeles Center For Law and Justice, where he represented indigent persons before administrative agencies, and three years as an attorney for the Los Angeles County Public Defender, trying more than 100 jury cases and 250 preliminary hearings, and countless pre-trial motions. Richard's bilingual skills have been crucial to his ability to successfully represent a broad spectrum of the community.

Richard has a long record of community service, including two years as a social services advocate for the Long Beach Legal Aid Society while in college, and three years as director of the Centro Legal of Santa Monica while a UCLA law student, where he supervised 30 law students providing community legal services. Richard has firsthand experience untangling bureaucratic red tape for veterans, social security recipients, and medicare patients.

Richard Gomez currently serves as legal counsel for the California Republican Hispanic Assembly, and serves as a member of the Los Angeles Trial Lawyers Association, The California State Bar, the United States Federal District Court(Central District), and the Mexican American Bar Associations.

Richard has worked actively as a Republican volunteer. In addition to his leadership role in the Republican Hispanic Assembly, Richard is a member of the California Republican Assembly and an Associate Member of the Republican State Central Committee. He was selected to serve as a member of the California delegation to the 1984 Republican National Convention for Ronald Reagan.

## THE 30TH CONGRESSIONAL DISTRICT: DEMOGRAPHICS AND VOTERS

The 30th Congressional District stretches through the San Gabriel valley from Azusa in the Northeast to Bell and Vernon in the Southwest. It includes all or part of the communities of Azusa, Irwindale, El Monte, San Gabriel, Rosemead, Alhambra, Monterey Park, Montebello, Commerce, Bell, Bell Gardens, Cudahy, Vernon and unincorporated portions of Los Angeles County in the San Gabriel Valley and East Los Angeles.

The district, won easily by Reagan in 1980 (49.1%-42.7%) today in polls gives Reagan a 48-40 margin. The California Republican Party calls it "A District that can elect a Republican under the right circumstances." John Rousselot won 46% of the vote here in 1982 and it is because of the groundwork he laid that the district is winnable by a Hispanic Republican who can build a margin of victory from the District's large group of Hispanic voters.

There are 525,000 residents of the district according to the 1980 census, and 360,000 of voting age, but only 169,454 registered voters as of June 1984. This Congressional district has California's second highest percentage of residents not registered to vote due primarily to the high concentration of recent immigrants.

Ethnically the District is one of the most diverse in California. It is 54% Hispanic and 9% Asian by population, while the voter base has been estimated at 45% Anglo, 45% Hispanic and 10% Asian and other.

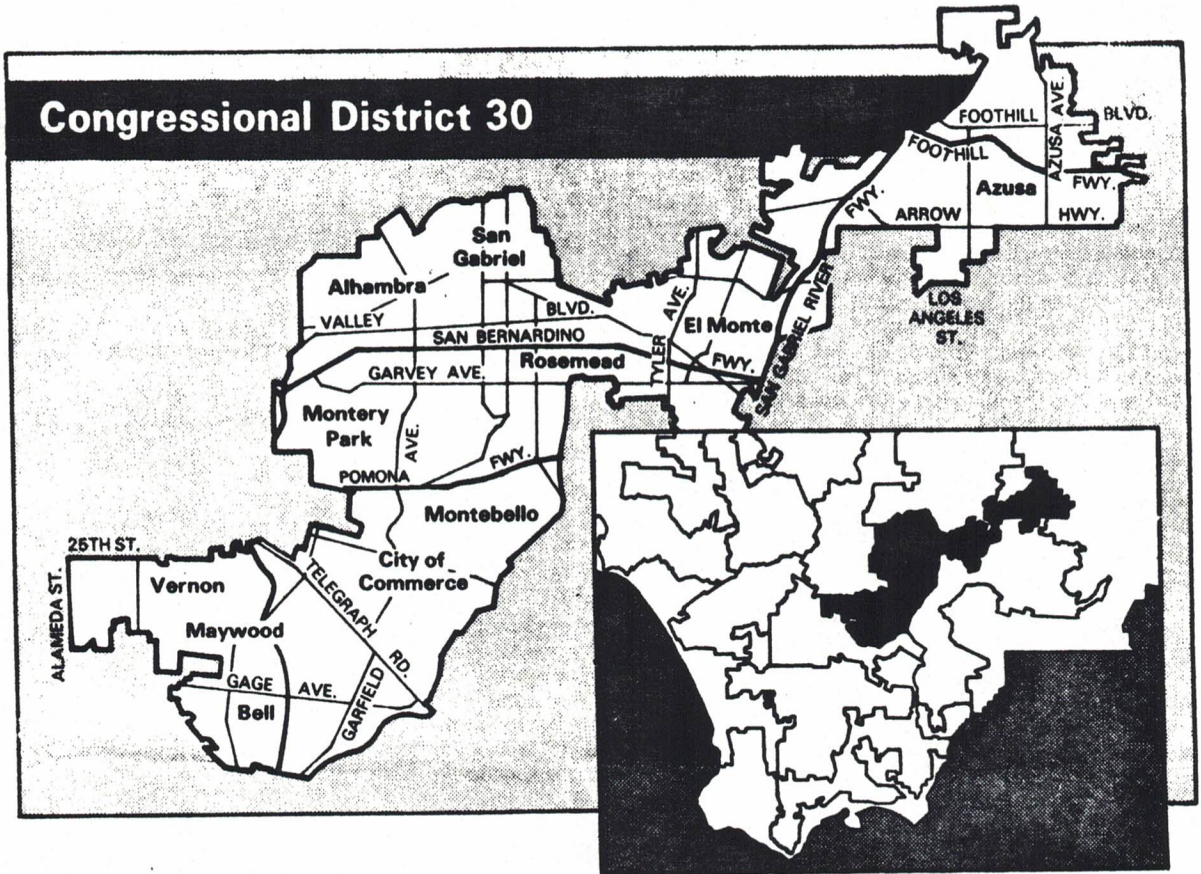
Mean housing value in the district is approximately \$80,000 and mean family income is about \$17,000.

The greatest concentration of Hispanics is at the Southwestern end of the District in parts of East Los Angeles, Bell, Bell Gardens, Maywood and Cudahy. Montebello contains a sizable Armenian community, while Monterey Park and Alhambra have large economically vigorous Asian populations, in addition to their Anglo and Hispanic components. Alhambra and San Gabriel are the most Republican parts of the District, while the old established community of El Monte and surrounding territory contains a substantial blue collar Anglo swing vote.

The Hispanic community is predominantly middle class, including many upwardly mobile families, who have moved from their previous residences in the inner city. A large and cohesive conservative Cuban community lives in the Bell/Bell Gardens area.

The Anglo population throughout the district is conservative with a sizable blue collar element. The growing Asian community is extremely interested in expanding business opportunities and international commerce.

MAP: THE 30TH CONGRESSIONAL DISTRICT IN LOS ANGELES' SAN GABRIEL VALLEY



Los Angeles Times Map

### 30th CONGRESSIONAL DISTRICT VOTING HISTORY

|                                        |          |                |
|----------------------------------------|----------|----------------|
| Ronald Reagan:                         |          | (Carter)       |
| 1980: 49.1%                            |          | 42.7%          |
| 57,866                                 |          | 50,316         |
| <br>George Deukmejian                  |          | <br>(Bradley)  |
| 1982: 45.4%                            |          | 51.9%          |
| 52,191                                 |          | 59,734         |
|                                        |          | <br>(Burke)    |
| 1978 54.7%                             |          | 41.7%          |
| 56,104                                 |          | 42,739         |
| <br>Pete Wilson                        |          | <br>(Brown)    |
| 1982 43.8%                             |          | 53.3%          |
| 50,216                                 |          | 61,144         |
| <br>John Rousselot                     |          | <br>(Martinez) |
| 1982 46.1%                             |          | 53.3%          |
| 52,177                                 |          | 60,905         |
| <br>Proposition 13 (Property Tax)      |          |                |
| 1978(yes).....                         | 64.3%    |                |
| <br>Death Penalty Initiative           |          |                |
| 1978(yes).....                         | 73.9%    |                |
| <br>Marty Martinez(Democrat Incumbent) |          |                |
| 1984 Primary:                          | Martinez | Danielson      |
| (Democratic)                           | 74.8%    | 25.2%          |
| (Republican)                           | 26,813   | 9,012          |
|                                        |          | <br>Gomez      |
|                                        |          | 100%           |
|                                        |          | 18,672         |
| Total 1984                             | Martinez | Anti-Martinez  |
| Primary Vote                           | 49.2%    | 50.8%          |
| (Dem & Rep)                            | 26,813   | 27,684         |
| <br>1982 Special                       | Martinez | (Ramirez)      |
| 51%                                    |          | 49%            |
| 14,593                                 |          | 14,043         |
| <br>1980 Primary                       | Martinez | (Kazarian)     |
| 35%                                    |          | 34%            |
| 17,618                                 |          | 17,206         |

Average GOP Swing Vote (California Republican Party Est.)... 21.4%

## - THE FAILURE OF AN INCUMBENT: THE MARTINEZ RECORD

Congressman Marty Martinez was first elected two years ago in a bitter series of primary, special, and general elections, some by razor thin margins.

After defeating four primary opponents with only 35% of the vote and a winning margin of only 412 votes, Martinez then barely escaped defeat in a special election for the unexpired portion of the previous term against Hispanic Republican Ralph Ramirez. Martinez' margin was only 550 votes.

Martinez' victory over John Rousselot in the fall of 1982, by a relatively close 54% margin must be viewed in light of the ethnic composition of the district (54% Hispanic) and the relatively poor conditions for Republicans around the country in 1982. In addition, Rousselot's national prominence and the early visibility of Rousselot's campaign enabled Martinez to raise over \$400,000 including almost \$250,000 from PACs.

In 1984 on the other hand, conditions nationwide will be perhaps the most favorable in years for Republicans. Richard Gomez, a Hispanic who grew up and has a grassroots base in the community has some important advantages not present in 1982. In addition, the Martinez campaign is asleep. In June, Martinez stated "a Republican would have to walk on water to carry this district," and was later quoted as saying that as far as he was concerned Gomez "doesn't exist".

But the most important new element present in 1984 is the Martinez record.

- \*Martinez has the lowest unexcused 1983 voting record of any Congressman in America.
- \*Martinez has had over 100% turnover on his Congressional staff, many of whom are not even from the District.
- \*Martinez' Committee and legislative record is poor with low attendance, and no authorship of significant legislation.
- \*Martinez is perceived by many voters to be out of touch with his district. In a recent election in his hometown of Monterey Park, Martinez failed to vote, even though his own daughter was on the ballot (she lost badly).
- \*Martinez has compiled a liberal pro-labor, anti-business record that has won him perfect and near perfect ratings from the ADA and COPE, and a rating of only 20 from the U.S. Chamber of Commerce.

## MARTINEZ RECORD(CONT.)

\*Martinez voted against a Constitutional Amendment for a balanced budget.

\*Martinez supports "domestic content" legislation that would seriously impair U.S. trade and raise prices for consumers.

\*Martinez has taken ultra-liberal positions on issues like abortion, school prayer, and equal access to school facilities that are out of touch with significant portions of his district.

\*Martinez is out of touch with the sizable Asian community in his district (9% by population). When after two years he finally decided to add an Asian to his staff he was forced to run a classified ad in the local paper to find a candidate.

As a result of these and other problems in the district, Martinez was challenged in the Democratic primary, by Candy Danielson, the wife of former Congressman and current Judge George Danielson. Despite a full scale \$120,000 campaign featuring endorsements from Edward Kennedy, et. al. and outspending his opponent 3-1 Martinez won fewer votes in the primary than did Danielson and Gomez combined.

Louise Davis, Danielson's campaign manager, and former Mayor of Monterey Park has endorsed Gomez and is helping with the campaign.

Survey research following the primary indicates that despite his spending and a large amount of franked mail, Martinez still had the support of less than half of the district's voters.

Survey research indicates that over 60% of the Martinez and undecided vote is willing to switch to Richard Gomez when informed about the Martinez record. The Gomez campaign can provide more information on these and other survey results upon request.

In summary, Martinez, after two years as a Congressman has failed to expand his narrow base into support that can successfully guarantee his re-election. With the proper resources, Marty Martinez can be defeated.

## 1984 GOMEZ CAMPAIGN PLAN

The Gomez Campaign will capitalize on the ethnic diversity of the district and Gomez' superior ability to communicate one-on-one to wage a grassroots campaign with creative use of issues to build a broad coalition of support.

The Republican base vote and normal Republican swing for candidates like Deukmejian, Wilson, and Rousselot can be targeted along with the Democratic anti-Martinez vote for Candy Danielson in the June 1984 primary. Richard's special neighborhood oriented appeal to Hispanic voters is the margin of victory.

The incumbent's absentee record, his failure to initiate legislation, his weakness in constituent service, and ties to unpopular contributors can be contrasted with Richard's record of community service, and door-to-door rapport with voters. Economic development, international trade, education, a balanced budget, and crime prevention are all areas where Richard Gomez can point out the weakness of Martinez' performance.

In the first stage of the campaign, the foundation for success has already been laid through intensive precinct walking in swing voter and Hispanic areas, where Richard Gomez's bilingual ability is employed to its maximum effect. A precinct organization and neighborhood sign program for visibility has been coordinated with the walking, and phoners follow up on precincts walked.

In the second stage of the campaign our goal is to use targeted direct mail combined with media events on issues featured in the mail to develop support among swing voters. Special mail/phone programs will focus on various ethnic and other voter groups. Tracking surveys in early October will measure the results of our efforts.

In October, we will intensify our mail program, continue coordinated media events, and begin paid advertising on Hispanic radio. The results of our tracking surveys will aid in our targeting during this stage.

Daily precinct walking, the neighborhood sign program, and the follow-up phoning will continue throughout the campaign. Richard Gomez' scheduling will focus on Hispanic events, fundraising, and community/neighborhood events throughout the district.

In the final stage of the campaign, the goal will be to turn out as many identified Richard Gomez supporters as possible on election day, in coordination with the Reagan campaign and other Republican campaigns in our area.

For details of our program and campaign budget of approximately \$300,000, please feel free to contact us at 818-289-4566.

## THE RICHARD GOMEZ CAMPAIGN TEAM

DIRECT MAIL CONSULTANT: Hoffenblum/Mollrich Communications Inc.

Allen Hoffenblum is one of the Republican Party's acknowledged specialists in direct mail campaigning, especially in Southern California. He is particularly noted for his string of upset victories for Republican Paul Bannai in an ethnically diverse district with little previous history of voting Republican. The firm has done extensive work for the California Republican Party and State Senate GOP Caucus.

SURVEY RESEARCH: Todd Research Inc.

Duncan Hunter's grassroots upset victory against entrenched incumbent Lionel Van Deerlin was directed to a significant degree by Diane and Ralph Todd's research and consulting work. As pollsters for the San Diego Union newspaper and numerous campaigns they have a broad range of experience of great value to the Gomez campaign team.

CAMPAIGN MANAGER/CONSULTANT: Steve Ballreich

As former Mayor of Alhambra and now a seasoned national campaign consultant Ballreich brings depth and experience and a detailed knowledge of District personalities to the campaign.

FIELD DIRECTOR: Roman Buhler

Buhler, an attorney in Los Angeles, also has extensive campaign experience, as a researcher and speechwriter for "Houston Flournoy For Governor" and Congressman Manuel Lujan, as an advance/field coordinator for President Ford, as manager of a statewide initiative, and in numerous local campaigns.

OPERATIONS DIRECTOR: Glenn Johnson

Johnson managed a California Assembly primary campaign in 1984, served as Executive Director for Howard Baker for President in Iowa, and worked on campaign staff for former Governor Robert Ray.

COMMUNITY AFFAIRS COORDINATOR: George Borja

Borja has worked extensively in Hispanic communities around California and served on the staff of the California State Senate, in charge of operations in Southern California.

ASIAN FIELD DIRECTOR: Janny Shyr

As former chief organizer for the mayoral race in Monterey Park, as Asian Field Representative for John Roussetot, and as Co-Chair of Asian American Women for Reagan Bush, Shyr has extensive contacts in the region's Asian community.

**CAMPAIGN CHAIRMAN: Gene Takamine**

Longtime activist in Japanese civic and political affairs, Takamine and Richard are law partners. Takamine is a veteran of the U.S. Foreign Service. Takamine is the recently elected Secretary-Treasurer of the Japanese American Citizens League.

**CAMPAIGN TREASURER: Joel Correa**

Correa has been active in numerous Republican Hispanic campaigns, and serves as Treasurer of the California Republican Hispanic Assembly and the Hillary Sandoval Chapter of the Mexican American Political Association.

**SENIOR CAMPAIGN STEERING COMMITTEE:**

**SERGIO ARREDONDO:** Currently Chairman of California Hispanics for Reagan-Bush, 1982 Chairman of "Viva Duke" campaign for George Deukmejian.

**DR. TIRSO DEL JUNCO:** Former Chairman, California Republican Party, National Chairman Hispanics for Reagan-Bush; recruited Richard into GOP politics.

**FRANK RAMIREZ:** Campaign Finance Chairman. A prominent businessman and longtime political leader and activist in the San Gabriel Valley.

**KEI HIGASHI:** Finance Chairman for John Roussetot in 1982. Senior leader in San Gabriel valley Republican Politics.

**LOUISE DAVIS:** Former Mayor of Monterey Park. Campaign Manager for Candy Danielson for Congress vs. Martinez in '84 Democratic Primary. Twice selected local "Democrat of the Year".

**HENRY YEE:** Chairman of Chinese Blue Ribbon Committee for Gomez. Longtime activist in Chinese-GOP politics.

**STEVE DIAZ:** Attorney in San Francisco. Leader in California Republican Hispanic politics.

**CONCEPCION MINSKY:** Former aide to Congressman John Roussetot and patron of Republican activities in the area for many years.

**SUSANA RENDON:** President, Rendon Enterprises, Hispanic Public Relations; Advertising Consultant.

## **HISPANIC LEADERSHIP: THE CRUCIAL REPUBLICAN OPPORTUNITY IN 1984**

Republican leaders have identified the candidacy of Richard Gomez as the number one opportunity for Republicans to elect a Hispanic Congressman in the state of California in 1984. He would become the first such Hispanic Republican in the nation in more than a generation.

A Hispanic Republican victory in Southern California's rich media market would virtually ensure major national publicity for the Republican Party's effort to build a Hispanic base.

100 Congressional districts around the nation now have a Hispanic population of over 15%. The value of a fellow Republican, and Hispanic to Republicans campaigning in these districts could be enormous, and should pay handsome dividends in terms of Republican Congressional victories for years to come.

A high visibility, grassroots Gomez campaign in this district has important benefits to the Republican Party's California outreach efforts and to the Reagan, Deukmejian, Wilson, and '86 GOP Senate campaigns. A strong Gomez campaign emphasizes the GOP's interest in the Hispanic community, and builds organization and goodwill for the future.

A Gomez victory will serve as an important reminder that liberal Democratic machine politics do not have a lock on the Hispanic legislative vote, and that conservative politics can win in the Hispanic community.

Many population experts believe that the rapidly growing Hispanic population could become a majority in California and certain other areas of the West within the next generation.

Business and Republican leaders have an opportunity now, by supporting and electing Richard Gomez, to bring about a significant breakthrough for the future of the GOP in an age of growing ethnic diversity.

Your resources applied to the Richard Gomez campaign for Congress could make the difference.

THE WHITE HOUSE  
WASHINGTON

10/31/84

To: Mike Deaver  
From: Pete Rousak

Bob  
cant add  
now.

Mike, here are a few thoughts  
on other "impromptu" stops the  
President might make during this  
trip:

- 1) A barbershop for a haircut.
- 2) A high school football practice.
- 3) A grocery store, buy something  
+ go through check-out line!
- 4) A stop-by the office of a newspaper  
that has audered him.

gail let Pete know

# Local News

The DAILY NEWS

Whittier, Calif., Wednesday, Oct. 24, 1984

LUIS FRANCO  
11613 SUNGLOW ST.  
SANTA FE SPRINGS,  
CALIFORNIA 90670

tel. (213)699-5260

October 30, 1984

Dear Mr. Deavers:

From time to time I have been sending your office material in my pursue of a Medal of Freedom Award.

Herewith is additional.

Sincerely,

*Luis Franco*  
LUIS FRANCO

The enclosed story is just emphazie the frustrations a person of a segment of our country goes through. Even one is patriotic and responses to the needs for our government, sometimes that mean old word discrimination keeps popping ~~up~~ up.

## Luis Franco invited to write paper

Luis Franco of Santa Fe Springs has been invited by the National Air and Space Museum of the Smithsonian Institute to write a paper for a history session of a future Congress of the International Astronautical Federation.

While an Air Force cadet, Franco participated at the Randolph Field School of medicine in San Antonio, Tex., in high altitude and stress research programs during World War II.

"The research done at the school of medicine perhaps contributed to a great extent to space flight, but in my opinion has not been duly rewarded and acknowledged," said Franco.

As a volunteer, the Santa Fe Springs resident participated in pressure tank experiments probing oxygen loss in high altitude flights to determine how it affected the abilities of pilots and flight personnel performances and stress.



## AMERICAN EX-PRISONERS OF WAR, INC.

Charles Miller  
National Commander

1115 Skylark Drive  
La Jolla, California 92037  
Telephone (714) 454-4476

June 15, 1983

Mr. Luis J. Franco  
11613 Sunglo<sup>w</sup> Street  
Santa Fe Springs, CA 90670

Dear Luis:

I am sorry you were unable to attend the Department of California convention in Stockton last month.

During the Saturday night banquet I took the opportunity to recognize four people for their outstanding work for American Ex-Prisoners of War, Inc. and you were one of those so honored. Because you were not there to know what was said, please accept the enclosed Commander's Award -- which was presented to you in absentia -- and the following which I said for the presentation. In addition, please accept the sincere appreciation of all our members.

"To Luis Franco: I wish to recognize Luis for his relentless efforts in keeping the name American Ex-Prisoners of War, Inc. before the public. He worked diligently and with much success -- Real People with three reruns, countless radio and TV shows on the major Los Angeles area stations to include the world wide Spanish speaking radio stations. Thank you Luis for a job well done!!"

The award comes from the heart, Luis.

Sincerely,

Charles F. Miller  
National Commander

Encl.

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# Franco joins foundation board

Pico  
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Pico  
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Santa Fe Springs resident Luis Franco has been appointed to the board of trustees of the Whittier Area Foundation For Excellence in Public Education.

The board has 15 members and the non-profit organization formed by citizens who

want to insure high quality education in public schools.

"The foundation's highest priority is to preserve academic excellence, and the board represents a broad spectrum of our community," he said.

Two years ago, Fran-

co received an honorary service award from the California Congress of Parents, Teachers and Students.

He supported the upgrading of the outside environment at Jersey Elementary School and the beautification of ev-

ery school in Santa Fe Springs.

He did research on Mexican-American marriages within and outside of the ethnic group, stressing education.

The research came after an invitation by the American Sociological Assn. and four other scientific societies to participate in a two-year study supported by the National Science Foundation.

Franco also helped organize The Taco Bowl and sponsored Miss Marigold in the City of Hope Pageant, with Rene Zuniga as semi-finalist and Miss Friendship.

**CINCO DE MAYO  
FIESTA  
PICO RIVERA  
PLAZA  
SUN. MAY 6th  
12-5**

## THE TURNING POINT

BY: L. J. FRANCO

I remember when I was a kid, I always wanted to learn to fly an airplane. Taking the bits and pieces of automobile junk which I happened to find in the alleys, vacant lots or other sources, somehow, ideas originated in my mind how I would assemble all these treasures into a dream plane wherein I would sit and make believe journeys actually existed in my small, but, rather optimistic mind. My father, good old dad, maintained a grocery store in a section of the city, where I was born, composed mostly of Spanish-speaking clientele. And it was at one of the corners of this brick building where my "Papa", as it was customary for us to call him, allowed me to set up my aero-paraphernalia. The customers, honorable, hard working and respectable people, all of them, would curiously inspect and at times comment the strange looking complexity of iron, tin, metal and other by-products, perplexed, but with a solemn wonder they would gaze at my creation. Later on in life I was ever grateful to these people as they inspired my ambitions to be a flyer. Vividly, I remember my attire for the childhood fantasy aerial combat encounters I daily met. One pair of ten cents goggles and one beany cap. This was not an ordinary beret, as my dear mother had spent a considerable amount of time to sew and embellish the insignia denoting a swastika, or it could have been a gammadion, or even maybe an Indian good luck sign. I always cherished that little cap, especially its emblem and its bright colors. Soothsaying was not practiced by my family, so I cannot claim clairvoyance at my youthful age had anything to do with the Swastika insignia which ornamented my cap; but which at later years in life was perhaps part of a turning point.

The population in my hometown was of a mixed variety, mostly Spanish-speaking because of the proximity of a good neighbor to the south of us. I would classified it as a small town. I knew many people and many people knew me because the city limits did not extend beyond 4 or 5 miles east to west and 3 miles north to south.

In my earlier days I had delivered papers in many sections of the city and also worked delivering groceries also in many sections of my city. Consequently, I knew the city well. I never did speak English until I attended the first grade in grammar school and it was probably until the second or third grade when I could actually pronounce some of the English words. Our school officials and teachers never did show any concern for my inability to articulate properly phonetic wise. Drop-outs were common. Perhaps I was lucky, I dropped out of my second year of high school but later at my "PAPA" insistance he forced me to attend a business school. Completion of this business course did not alter my social standing or economic capacities, as I had been well groomed beforehand throughout my schooling and associations that even though I was born in America there existed a divided line among majorities, in my case because of population segments, and minorities of another segment who held all teaching jobs and political offices.

This segregation did not bother or affected me as I was accustomed to its environment. My whole world existed within the limits of my city and its surrounding towns. I was prepared to marry, have children hold a job and life in the same neighborhood under the same conditions as before. Unawared, I was living in a shell of illiteracy as to the other horizons which existed beyond my own, until the year 1939 when I first heard of a man named Hitler.

The swastika was this man's emblem. The luftwaffe and its Stuka divers were the dreaded planes of the day. Oh, how I remember the excitement generated within me on seeing the newsreels in my local theater showing German planes displaying the Maltese cross and the Swastika. Ignorant of the infiltrating dangers of Nazism, I would relive my childhood days ambitions of flying into the wide blue yonder and my desires to be a pilot. A Swastika represented to me an Ace, or perhaps a fighter pilot, or perhaps dog fights in the air.

In 1941 the unforeseen did happen and my country was involved in a most devastating war that humanity had ever witnessed. The cold and dreary winter in my hometown at the time of Pearl Harbor contrasted with cotyledons of deception which eventually would blossom into hate for the swastika which I had so much idolized with my beaney cap. It was not long after that, that I found myself responding to my country's plea to save her democracy. Induction into the United States Army Infantry fertilized the plant of deception even greater, as my hopes seemed to have vanished by evaporating the longing to feel the clouds, the roar of the engines, and the glory of belonging to the Army Air Corp, as it was then known.

The Infantry was not too bad. For some strange reason I was sent to basic training with a group of North-easterners destined for ski patrol. All of them were ski "aficionados" and some of them even experts. I had never seen a ski board, never the less understand the art of this sport.

But as fate would have had it, slowly the shell was engulfing the past and new horizons were being woven into patterns of a different outlook into what my country really stood for in many aspects.

Perhaps because of my upbringing in a small town, I was mostly what some of the boys called a "loner". I had very few friends and none that I could confide my problems.

Early in the evening one day, toward the final days of basic training, I was called in by the company commander. "How would you feel it I told you that you have been selected to transfer into the Army Air Corp"? he asked. "Sir", I replied with a quiver in my voice, "I, you really mean it, Sir".

Taking a long walk around the parade grounds, I was noticing how beautiful the stars were that night. Some how or other I recollected my thoughts, the excitement inside of me was too great, but faintly as the glow of the stars up above, memories of my playing airplane games would increase with every step I took. Lilac Time, was a movie picture I had never forgotten, and so was the little beret. Maybe my beaney cap with its swastika brought me the good luck, I murmur. But, yet something inside of me seem to reflect that sense of religious obedience I had been taught; to pray to my creator, his son and his saintly mother for favors. Conclusively I agreed this was a miracle. As the days passed and I became more acquainted with the routine in the Air Corp, the many months of study at an aeronautical school and later at the Aviation Cadet Center pre-flight school for pilot training, I begin to realize that my country stood for more then what I had been led to believe in my youthful era. I thought that I was now on an equal par with everyone and the same opportunities prevailed in my every day endeavors.

Until, upon completion of the academic courses at the pre-flight school I was transferred to a primary flight school in the vast desertland of the southwest for flight instruction. My instructor, a soft spoken, jolly nature and gifted with patience, type of an

individual, from Minnesota, had now spent fourteen hours teaching me the techniques of flying. It was customary after the 14th hour for a student to solo. Reaffirming his confidence in me he said, "Well, tomorrow is the day. You have been a good student and your aerobats and landings are superb,". "Thank you, sir," I replied, "I am ever grateful for your putting up with me".

Next morning I had a very light breakfast, as it was customary with me on days I had to fly. Reporting to the ready room, I could not find my instructor. I was now informed that he had suffered a punctured ear drum the day before and a new instructor was now being assigned. Cold faced with a sarcastic drawl the new instructor addressed me, "You are of Mexican descent, aren't you?" Once again certain instincts began to convey that I was now faced with the illiberalness that had been a part of my life at one time or another. I did not response. I now began to realize that true Americanism existed in name only to some of us.

The inevitable happened. Strange acts of consequences with my new instructor found me before an Army Air Corp Board notifying me that I had been "washed out", or in other words that I was not fitted to be a pilot. The cadet uniform which I had worn so proudly was now nothing but a dream absorbed into a confused and distracted mind. That night the stars were not shining as bright as the previous nights. Somehow, I managed to ponder the problem at hand. There was only one recourse I could accept from the hearing board, To attend aerial gunnery school, or to attend aerial gunnery school, or to attend aerial gunnery school. I informed them that I had accepted the last recommendation, to attend aerial gunnery school.

The next few months were spent in extensive training as a member of a Flying Fortress B-17 bomber plane, also in the southwestern part of the United States. To one accustomed to discrimination it was not unusual to go on pass to a nearby town and observe the many signs on restaurants or bars wherein it would read "No Dogs or Mexicans Allowed" and feel any anger. Society had already imposed a barrier for any such reactions. I had not as yet realized that bigotry was also a part of my country.

The Statute of Liberty fading out into the horizon created tears in one's eyes as the Mauretania sailed for the open seas. A mishap which demolished our plane in a middlewest air force base found us now aboard this former luxury liner now destined for England.

Great Britain in war time was rather exciting, however the few weeks that I spent there were to my dislikes. Loneliness seemed to have been more conspicuously fomented in my thoughts about back home.

My wife, my children, my parents and relatives seemed so far away, yet, the honor and pride one must have overcame those nostalgic moods.

The first combat mission assigned to us was a bombing raid over Berlin. A target considered to have been the most heavily defended in all of Germany. Whoever spoke those words meant exactly its description.

For once now, I begin to realize that the flak and enemy fighters firing at us were intended for Americans. That in combat being scared is no disgrace and that atheist were very few. The glory boys, as we were called, by the ground forces, was a misnomer as only hell existed in combat.

Page 7:

Days of anxiety follow that first mission over Berlin. It now seemed that we were only poking at the enemy, as we were flying spare missions to the coast of occupied Germany.

The Swastika was now my real enemy. On May 19, 1944, a maximum effort bombing raid to Berlin completed the circle of boyish imagination to a reality, as I plunged from our burning B-17, which had been hit by the German Luftwaffe, free-falling into an inferno of planes, flak and space, pulling the rip cord of my parachute 500 feet from the ground. Capture was inevitable as I stood on the grounds of a perimeter within the limits of Berlin proper. I had now become a Prisoner of War.

Days, weeks, months soon turned into a year. Interrogations, threats from the Gestapo, Hunger, Thirst, Torture, Anguish, Depressions, Mental Anxieties, Forced Marches, Illness, Bombing by our own Air Corp, ravages of war, destruction of cities, completed an evolution of experience which matured into a turning point in my life. Yet, somehow or other the small beret with its insignia has been instilled in me perhaps forever. But most of all I now realized that I was a true American and that the bigotry and prejudicial environment of which I was a product of, would only be a lost symbol, as I was now ready to defend my rights and disapprove all connotations and hyphenations of my nationality, a citizen born in the United States of America.

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# THE DOLAN REPORT

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*File*

October 9, 1984

The Honorable Michael K. Deaver  
Deputy Chief of Staff and  
Assistant to the President  
The White House  
Washington, D.C. 20500

Dear Mr. Deaver: *mike*

I have enclosed a copy of the September issue of The Dolan Report. I would appreciate your comments after you have read it.

As you may know, I am leaving the National Conservative Political Action Committee after the election to devote my efforts to The Dolan Report.

The Dolan Report was created to fill the void which exists in opinion polls today. I believe all the major pollsters are biased in favor of the liberal establishment. While The Dolan Report's techniques are scientific and fair, we will ask questions and explore issues which Harris, Gallup and the media pollsters ignore.

For instance, this issue of The Dolan Report shows surprising information about the "Age Gap." Here, there are definite differences in the support President Reagan and Walter Mondale receive from young people. (Reagan beats Mondale by a whopping 41 points with the 18-to-25 year olds.)

But we won't stop with the elections, we will look at a second-term Reagan Agenda (or the Mondale Agenda), the realignment of the Republican Party, and a host of other conservative/liberal and business-related issues. You won't see this kind of data reported by NBC, ABC, CBS, The Washington Post, New York Times, Harris or Gallup.

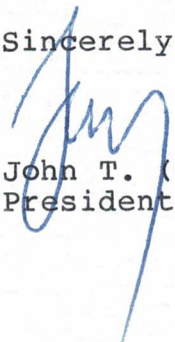
Our polls will be published in a comprehensive monthly publication (a weekly column based on the results is in the works), and we will hold press conferences in media markets around the country to announce survey results.

The Honorable Michael K. Deaver  
October 9, 1984  
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The Dolan Report will be of value to anyone who follows politics, because it will give a view of America other pollsters either don't understand or deliberately choose to ignore.

Please take a moment to read it. I respect your opinion and would very much like to get your comments.

Sincerely,



John T. (Terry) Dolan  
President

JTD/srh  
Enclosure

P.S. I have enclosed a subscription form should you choose to order The Dolan Report for your personal use or your office.