

Bill Johnstone - August 28, 1991

Media Consultant

Frank Greer (DC)  
Ala. Ray Marshall,  
Wilder, WF '86

Pollster

Alan Secrest  
Arlington, VA - from Georgia  
(pulls heavily in Ga.) WF '86

Direct Mail Fundraiser

Malchow Co. (Hal Malchow) Rob Nelson  
Dupont Circle - not with WF '86

National Fund-Raiser

~~Don~~ Spector-NYC  
Specialty is NE corridor

State Dem. Party

Coordinated campaign  
Plan - Direct Voter Contact

Party Chairman

Ed Sims (old friend WF)

Director of Coordinated Campaign

Sims, WF, Nunn, blacks,  
5 person

- The only other race state-wide will be for Labor Commissioner Al Scott.
- He and House members will be wrapped up with WF in what they call The Coordinated Campaign. Bill places special emphasis on this. I think there are financial benefits to this since WF benefits from a state campaign (some mention of 63% of fund-raising is governed by electoral law being used by Coord. Campaign). Will need to research this more.
- Coordinated Campaign needs a Press Secretary.
- Volunteers Coordinator - <sup>Wells</sup> Fran Wers (?) Now on Atlanta payroll.
- Black Coordinator - Benny Parker, now on Columbus staff of WF
- Only present paid campaign person now is Harnet Muldawer - a comptroller says Bill.
- He mentions Nehl Horton, Bob Redding, Derryl Anderson - 1986 black ministers liaison.
- Bill says there will be a "small Atlanta staff" - 6-10 people, mostly phone banks. He thinks there will be a press person, scheduler, Weiss,

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Muldawer. Bill will go on as campaign manager in June or July 1992.

- Will be fund-raisers in Georgia.
- Nov. 2 is kick-off dinner - <sup>Nina</sup>~~Nina~~ and Gov. Miller will be there. WF wants to take in \$1 million; Bill says he'll be happy with \$600,000. He thinks it will be run by Sue Ramsey and Muldawer and Bob Redding - they want to get 100 tables at \$1,000 each.
- They raised \$1 million by June 1991 and they'd like to get \$2 million by years-end.
- "I've recommended to him that he concentrate on Georgia now. Our FEC report was more pleasing than our poll results have been. We're better off financially than politically. Next week he has a fund-raiser in California, and it was a matter of dispute between him and me. He's not focussed yet on the campaign in Georgia. Its hard to get him focussed. I may have to set up a meeting with our consultants."
- He said they would do a fly around near the end of Yom Kippur-Savannah, Columbus, Atlanta.
- He said there would be an October get-together for big contributors-those who "maxed out." There was an ulterior motive--to get these people to sell tickets for November 2.
- He said they were going to do some filming.
- He talked about the erosion of Democratic strength in Georgia and the blame they were getting for the budget mess. He said that the Democrats must shed their individual roles that it doesn't pay in the current environment. Talked about value running vs. institution and leadership, but I didn't get the point in my notes - must talk to him later about that.