

"Coordinated Campaign" or "Unified Campaign" Plan

- August 27, 1991 letter from Miller, Nunn, Fowler, Sims to Ron Brown and asking for funding for Georgia's 1992 Unified Campaign Plan, calling themselves first state to submit a unified campaign plan.
- 1st paragraph: "crucial year for Georgia Dems."
- 2nd paragraph: "In 1992, Georgia will be a battleground state for Dem. efforts to retain control of the U.S. Senate with Assistant Senate Floor Leader Wyche Fowler, Jr. making his first bid for reelection to a seat to win by just 23,000 votes in 1986. (The Republican incumbent Fowler beat in that race, Mack Mattingly, had beaten Democratic Senator Herman Talmadge by only 27,000 votes in 1980.)"
- 3rd paragraph: "at least five of (Georgia's) 11 (congressional) contests will warrant serious national attention:

Ben Jones, Gingrich, Jenkins, Barnard, new seat - each one discussed as crucial.
- 4th paragraph: Importance of election of Labor Commissioner Al Scott-who was appointed by Miller. "If successful, Commissioner Scott, who lost a state-wide race for the public service commission in 1990, would be the first black Georgian elected to a non-judicial state-wide office since reconstruction."
- 5th paragraph: State House and Senate races, redistricting, shift to single member districts - anticipation of "Republican gains brought about by the suburban shift in the legislature." "Rural areas (with strong Dem voting behavior), particularly in south/central Georgia, stand to lose the most seats. The Atlanta suburbs (with increasingly Republican voting trends) will gain the most seats."
- 6th paragraph: "As the most Democratic state in the nation, with every constitutional office held by the Democrats (as well as overwhelming majorities in Congress, the state house, county courthouses and city halls, Georgia will be key to 1992 presidential candidates' strategy. In 1992, the Republicans ran their most attractive, experienced, well-financed gubernatorial candidate in modern history and carried only 19 of 159 counties losing the state-wide vote 54% - 45%.
- They have a coordinated campaign committee with an oversight committee Gov, Fowler Chmn, Georgia Dem party Chmn, Unified Campaign Chair (chosen by others), Finance Chmn of Georgia Dem party (or designees) - looks like Keith Moran/Howard Mead for Gov, Bill Johnstone, Clavin Sayre and Gordon Giffin.
- Will hire a "Coordinated Campaign Manager" and a Communications Director, and a field staff (15 people, starting September 1, 1992) and 18 interns as of September, "to assist targeted general assembly and other local races."

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- Will open "facilities" re headquarters/phone banks in metro Atlanta, Albany, Augusta, Columbus, Gainesville, Mican, Rome, Savannah.
- Voter File: "The coord. camp. will assume financial responsibility for the Georgia voter file currently maintained by the Democratic party of Georgia.

Priorities: (1) Verify current info on file; (2) add voter history from 1988 and 1990 elections by county with priority given in order of each county's ranking in total votes cast in the 1990 general election; (3) add info from March 1992 presidential preference primary.

Targeting: Will be carried out by National Committee for Effective Congress, since they worked for Fowler in 1986. They have a large demographic and aggregate voting data file for the state, covering major state-wide, congressional and Georgia general assembly races for 1986, 1988, 1990. The data is at precinct level for the 60 most populous counties (accounting for over 80% of the expected 1992 vote) and at the county level for the remaining 99 counties."

- NCEC will do WF campaign.

Absentee Voter Program: Will contract with a vendor to mail absentee ballot applications to people they mailed to in 1990: "non-Republican votes 75 or older or previous absentee votes." In 1990, the Unified Campaign mailed 114,000 absentee ballot applications, and got a 10% return without follow-up contact. This year they want to expand list to include "non-Republican voters age 65-75 and strong Democrats with marginal voting histories." What these definitions mean will be determined by the oversight committee.

Will have, this time, "a supplemental follow-up contact program."

Volunteer Phone Banks: Will start between March 15 and July 15 and will continue until one week before election for contact/persuasion calls; during last six days, they will make re-contact/vote reminder calls, with "the order of calling to be determined by the oversight committee, in consultation with NCEC."

Paid Phone Banks: Vendor to provide five weeks of contact/persuasion and one week of supporter/re-contact/vote reminder calls--order to be determined by oversight committee.

Direct Mail re voter persuasion mail: 250,000 pieces, September or October, to potential targets such as "areas outside the primary reach of Georgia-based TV markets.

Get out the vote mail: 400,000 identified Democrats.

Get out the vote field program: "Targeted toward strongly Democratic voting groups, primarily black votes and secondarily older voters. Plans for the 30 counties with largest number of black registered voters.

Get out the vote radio advertising: "Will be aimed...primarily black votes.

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The budget for this program is designed to allow three weeks of advertising on black radio stations, with between five to 10 spots per day.

Expenditures

Coordinated Campaign Manager	\$ 36,000	2/15/92 -
Communications Director	\$ 34,000	11/15/91 -
Field Staff	\$ 40,000	15 staffers/two months
Interns	<u>\$ 10,000</u>	
Total Personnel	\$120,000	

Voter file	\$100,000
Targeting	10,000 (NCEC)
Absentee Voters	260,000
Voter Contact	150,000 (last six weeks)
Direct Mail:	
voter persuasion	90,000
get out vote	140,000
Get out vote field program	175,000
Get out vote radio advertising	240,000
Assistance in local races	<u>120,000</u>

<u>Total Expenditures</u>	<u>\$1,120,000</u>
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Income

	<u>Federal</u>	<u>State</u>	<u>Federal & State</u>
Wyche Fowler	\$113,400	\$226,600	\$ 340,000
Dem Party of Georgia	72,500	237,500	310,000
Sam Nunn	60,000	-	60,000
U.S. House Members	90,000	-	90,000
Al Scott	10,000	30,000	40,000
Labor/DNC/Others	<u>56,000</u>	<u>224,000</u>	<u>280,000</u>
<u>Total Income</u>	<u>\$401,900</u>	<u>\$718,100</u>	<u>\$1,120,000</u>

Re Federal Account: (Federal law) Individuals and PAC's can give up to \$5,000 per calendar year. The Federal Acct cannot accept corporate, labor, bank or government contractor funds. All contributions over \$100 reported.

Re Non-Federal Account: (governed by Georgia election law) "Individuals are unlimited in the amount they can contribute to the state account. Corporate, labor and PAC contributions are also unrestricted. This is "soft money."

Bill says that he wanted to get this coordinated campaign going early to encourage 5,000 contributions (or less) in 1991, to the federal account since

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individuals and PAC's can't give more than 5,000 in 1992. The coordinated campaign treasury must (acc to FEC) be 37% federal and 63% non-federal. It's the federal part that's hard to collect because of restrictions. Problem is that people think they can give 10,000 in 1992, but they can't. Have to get 'em in 1991 so they will give 5,000 that year and 5,000 next year.