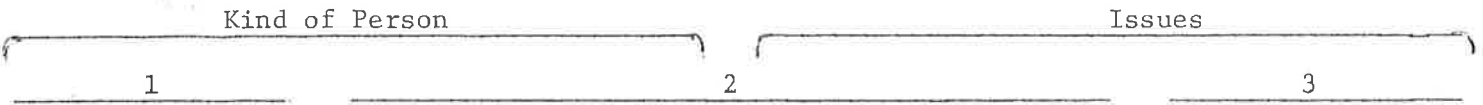


A THREE-PHASE STRATEGIC PRECEPT



Establish:

- a) Honesty
- b) Integrity
- c) Concern
- d) Believability
- e) *caring*

Attack Campaign

a) Experience

- 1) 20 yrs. Legislature
- 2) 4 yrs. Governor

b) Accomplishments

What I have done for you on the issues

Establish:

What I am going to do for you on the issues

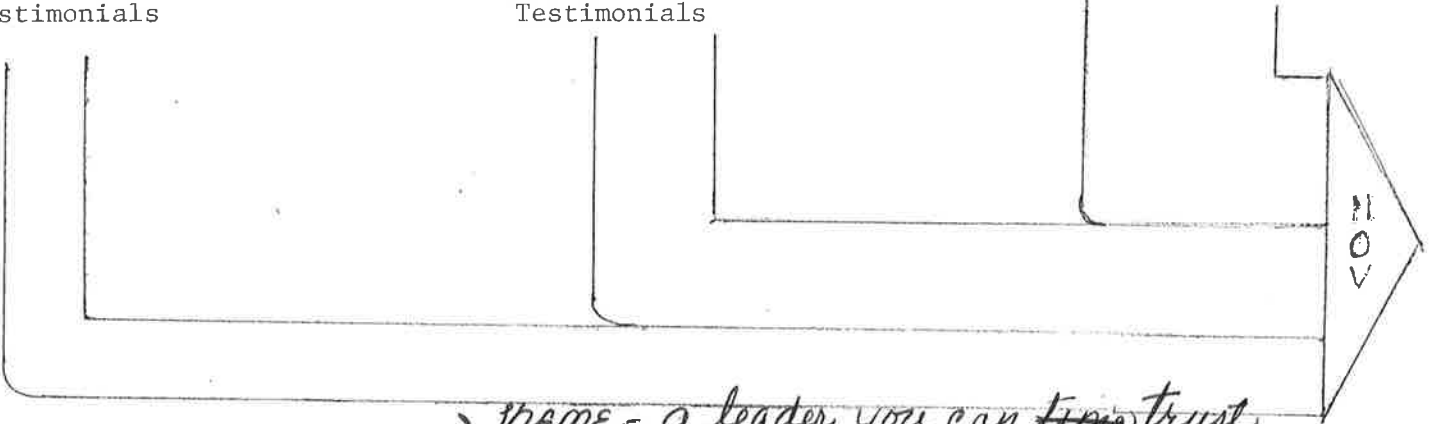
Attack Campaign

Supporting Evidence

Boy Scouts
Married
Children
Testimonials

Small businessman
20-yr. legislative record
4-yr. Governor record
Testimonials

1982 Legis. package
+
Executive order



*Theme = a leader you can trust
= a leader for tough times (w/ experience)*

*Tapes
Statute - constitutional
spending limit
"cleanup 1 1/2% problems"
submit to - 83 legisl
to limit to - 83 legisl
address recently - but gov. spending
try credits for job creation
or put into rainy day acct*

1. Economy
2. Taxes
3. Crime

*Oregonian
polls
as legisl '79*

*DOCUMENT ON
TED
LIED TO E. GREEN*

- advertising*
- 1- 3 tiers
 - 2- believability & credibility
 - 3- Record Promises

- A- Get people to know "K" the way we want
- B- Remind people of the things people like about Vic

① DRAMATIC

1- { JOB TAKES CRIME