

CAMPAIGN '82

A proposed PLAN OF ACTION FOR THE OREGON
REPUBLICAN PARTY

A proposal prepared for presentation to the
Executive Committee of the Oregon Republican
Central Committee, Dr. Robert O. Voy, Chairman

January 16, 1982

INTRODUCTION

The Oregon Republican Party will direct its efforts and resources in 1982 toward the election of Republicans and the building of a unified, politically viable Party for the 1982 and subsequent elections. The Party's basic plan will be to recruit quality candidates, train and assist them, do polling and other analysis of races and provide earmarked financial services to critical races based on the results of survey research.

BACKGROUND and CURRENT STATUS

The recent history of the Oregon Republican Party is characterized by a lack of unified purpose in pursuing its goal of electing Republicans. The current Chairman has made his top priority that of subordinating individual agendas both in the Party organization and among elected officials for the realization of the common purpose of electing Republicans to office. To this end he has made personnel changes, reorganized his staff towards candidate assistance and reduced Party operations overhead by one half. He has sought the advice and counsel of elected officials and Party leaders in an effort to have a united approach to the 1982 elections.

The need for this is illustrated by the size of the task confronting the ORP. The Oregon economy is in critical shape and will have a negative impact on all Oregon Republican candidates. The 1980 legislative campaign effort was plagued by dissension and was not successful in electing a majority to the Oregon House. A Democratically controlled legislature succeeded in passing a reapportionment plan unfavorable to Republicans, especially in the area of Congressional seats. The Oregon House districts were not as disastrous as a number of new seats can be put in the Republican column with strong candidates and adequate support. The biggest concern are the five Republican House seats being vacated. The positive side of this is that three of these Republican representatives will be running for the Oregon Senate where we have a chance of increasing our membership to gain a working majority with other conservatives.

We are making excellent progress toward the recruitment of strong candidates for all races. Even the Democratic leadership in the legislature will have strong opposition, preventing their being used to assist less strong Democratic candidates. With adequate financial resources the Oregon Republican Party has an excellent chance of accomplishing the goals outlined below.

GOALS FOR 1982

The Oregon Republican Party executive committee, elected Republican statewide officials and the Republican leadership of the Oregon Senate and House, speaking for their caucuses, have adopted the following goals for the Oregon Republican Party in 1982:

1. The re-election of Governor Atiyeh.
2. The election of a Republican majority in the Oregon House of Representatives.
3. The addition of at least five Republican Senators to the Oregon State Senate.
4. The election of a Republican labor commissioner.
5. The provision of maximum support and assistance to the Republican nominees for U.S. Congress.
6. The election of a significant number of additional Republicans to local elective offices.
7. The building of a unified base of Party support for both the 1982 and 1984 elections.

THE ORP SUPPORT PROGRAM

The support program of the ORP will be designed to obtain the maximum benefit from available funds. A prime function will be to avoid duplication of effort among Republican groups to prevent inefficient use of resources through confusing and counter-productive competition. All efforts of the Oregon Republican Party, the Legislative Candidates Assistance Committee, the House and Senate Caucuses, county organizations and the individual campaigns will be conducted jointly or in close coordination.

The support program of the Oregon Republican Party will be centered in five areas, these are:

1. Candidate recruitment - An extensive recruiting effort has been conducted by the LCAC since the 1981 legislative session with very positive results. During the period of January 1 through March 9 an intensive effort will be made to ascertain and recruit additional Republicans interested in serving in the Oregon legislature or local elective offices. Top priority will be to recruit candidates in normally Republican districts, other open seats and in those districts occupied by vulnerable Democrats. The county Republican organizations and the Oregon Republican Party executive committee will assume the responsibility of identifying and making initial contact with prospective candidates and for assuring initial local support for Republican candidates. The cooperation and participation of Governor Atiyeh, Attorney General David Frohnmayer, Secretary of State Norma Paulus, State Treasurer Clay Myers, U.S. Senators Mark Hatfield and Bob Packwood, Representative Denny Smith, as well as Republican members of the Oregon Senate and House will be enlisted in the recruitment process. The Chairman of the Oregon Republican Party will take an active role in this process. No seat will be considered "filled" until all known interested Republicans are counseled and recruited.

2. Survey research - The ORP will provide professional polling on a cost basis as well as train and supervise volunteer interviewers. The professional polling consulting service of the Political Director of the ORP will be used to oversee and conduct both volunteer and professional polls. Computer services as in in-kind contribution will be obtained. Paid interviewers will be the principal costs. Analysis of results will be conducted by the political director of the ORP and staff consultants and field personnel of the R.N.C.

3. Training - Seminars for candidates will be conducted by the ORP in coordination with the LCAC and Seante and House leadership. These will be held in all parts of the state and will concentrate on providing candidates for both state and local offices with the basic tools of running successful campaigns with special emphasis on fund raising. Later efforts will be directed towards writing and refining campaign plans and strategy. Staff of the Republican National Committee as well as elected Republican officials and ORP staff will be utilized.

4. Voter and Precinct Analysis - The computer services of the Republican National Committee will be used to provide updated data on voter behavior patterns by precinct. The results of their analysis will be used to consult with candidates on precinct targeting.

5. Financial support - Financial support will be targeted to those Republican candidates whose election chances can be significantly enhanced by an infusion of financial support at the critical and optimum point in the election process. This support will be in the form of funds earmarked for such activities as the data indicates to the committee which will have an impact on the outcome of the election. A major criteria will be the results of the August/September polls.

No support will be given for liquidation of outstanding campaign debts, salaries or other overhead. No funds will be dispersed to campaigns in amounts insufficient to make an impact on the outcome!

OREGON HOUSE OF REPRESENTATIVES

The Oregon Republican Party will concentrate its efforts and support in those races where there is an open seat or a strong Republican challenge. The Republican House Caucus will be primarily responsible for support programs for incumbent Representatives. Party support services such as direct mail privileges, voter analysis and polling services at cost will be available to incumbents. In extraordinary cases, the Party may provide additional support services on request.

County programs of candidate assistance and political action committee efforts will be coordinated with the ORP program to avoid duplication, inefficient use of resources and counter-productive competitive efforts. In cases where desired, state services will be funneled through local organizations, if practicable and cost effective

Priority for State Party support will be:

1. New seats in traditional Republican or conservative areas.
2. Open seats of retiring Republican or conservative Democrats.
3. Challenge races against vulnerable incumbent Democrats.

Detail of activities:

1. Analysis of district - currently in process - no cost.
2. Recruitment - January 1 to March 1 - travel costs.
3. Polling -
 - a. benchmark polls -- March to June 1982
 - b. panelback -- August 1982
 - c. tracking -- October 1982
4. Direct Mail
5. Campaign schools - self sustaining
6. Consultant support - R.N.C. and ORP staff.
7. Earmarked financial support

OREGON SENATE

The ORP will concentrate its efforts on the new Senate seat, open seats and vulnerable Democrat incumbent seats. The Republican Senate Caucus will provide support services for incumbent Republican Senators.

Priority for Senate seats will be:

1. New seats in Republican/conservative areas.
2. Retiring Republican seats.
3. Races against vulnerable incumbent Democrats.
4. Other races against incumbent Democrats.

Detail of activities and costs:

1. Analysis of districts - current - no cost.
2. Recruitment - January 1 to March 1 - no cost.
3. Polling
 - a. benchmark - March through June 1982
 - b. panelback
 - c. tracking
4. Direct mail
5. Campaign schools - self sustaining.
6. Consultant support - R.N.C. and ORP staff.
7. Earmarked financial support.

RE-ELECTION OF GOVERNOR ATIYEH

The Oregon Republican Party will function primarily as a support system at the request of the Re-elect Atiyeh Committee. Specific support areas to be made available are:

1. Direct mail
2. Field staff support
3. Voter analysis
4. Financial support

ELECTION OF LABOR COMMISSIONERS

The Oregon Republican Party will serve as a support system at the request of the campaign. Specific support functions will be:

1. Direct mail
2. Field staff support
3. Voter analysis
4. Financial support - special events

UNITED STATES CONGRESS

The bulk of Party support for Oregon Congressional races will come from the Republican National Committee. The Oregon Republican Party's support will be concentrated in the areas of "in house" support services.

Specifically, these are:

1. Direct mail
2. Fund raising assistance
3. Field support staff.