

REMARKS OF CONGRESSMAN BOB DOLE
14TH ANNUAL REPUBLICAN WOMEN'S CONFERENCE
CAMPAIGN WORKSHOPS
REPUBLICAN VICTORIES IN RURAL AMERICA
SHERATON PARK HOTEL, WASHINGTON, D.C.
MAY 6, 1966

THERE IS NO SUBSTITUTE FOR EFFECTIVE POLITICAL ORGANIZATION. SLOGANS, ADVERTISING, SPEAKERS, RALLIES, WORKSHOPS, OR ANYTHING ELSE IS RELATIVELY MEANINGLESS WITHOUT ORGANIZATION. MANY WHO SURVIVED THE 1964 DEBACLE MUST CREDIT SOLID ORGANIZATION FOR THEIR PRESENCE IN THE 89TH CONGRESS.

IT IS DOUBTFUL ANY OF US CAN SUGGEST REVOLUTIONARY IDEAS TO REVERSE THE 1964 RESULTS, BUT CERTAINLY IN THE STRUGGLE TO PRESERVE A TWO-PARTY SYSTEM, EFFECTIVE "ORGANIZATION" IS THE KEY.

YOU MUST HAVE GOOD CANDIDATES -- GOOD IDEAS -- GUIDANCE -- ISSUES -- MONEY. WE ALSO KNOW THAT WHAT WORKS IN ONE AREA "FLOPS" IN ANOTHER, BUT ORGANIZATION IS A NECESSITY THESE DAYS EVERYWHERE.

MANY HERE ARE FROM DISTRICTS REPRESENTED IN THE LAST CONGRESS BY A REPUBLICAN AND ARE NOW FACED WITH THE DIFFICULT TASK OF UNSEATING AN INCUMBENT. TO REFRESH YOUR RECOLLECTION, REMEMBER THAT WHILE 41 REPUBLICAN CANDIDATES LOST BY A MARGIN OF LESS THAN 3% -- 39 REPUBLICAN INCUMBENTS WERE DEFEATED -- THAT 6 SEATS HELD BY REPUBLICANS WHO VOLUNTARILY RETIRED WERE LOST -- THAT 49 REPUBLICANS, MYSELF INCLUDED, WON BY LESS THAN 55%.

ADD TO THIS THE DETERMINATION OF L.B.J. TO "RE-INK" HIS RUBBER STAMP IN 1966 -- AS EVIDENCED RECENTLY THAT 20 PUBLIC RELATIONS EXPERTS WERE EMPLOYED BY THE DEMOCRAT NATIONAL COMMITTEE TO CRANK OUT PRESS RELEASES, SPEECHES, ETC., FOR THE 71 NEW DEMOCRATS IN THE HOUSE. CONSIDERING THE MULTITUDE OF GIMMICKS THE PARTY IN POWER CAN EMPLOY, YOUR TASK IS INDEED MONUMENTAL.

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IN 1962 -- FOLLOWING CONGRESSIONAL REDISTRICTING IN KANSAS -- KANSAS' NEW 1ST DISTRICT WAS OCCUPIED BY 2 CONGRESSMEN -- AND ONE HAD TO GO. I WAS COMPLETING A FIRST TERM IN A CONGRESSIONAL DISTRICT CONTAINING 26 COUNTIES. A DEMOCRAT IN HIS 3RD TERM WAS REPRESENTING A DISTRICT WITH 33 COUNTIES. THE NEW DISTRICT WAS COMPOSED OF ALL MY 26 COUNTIES AND 32 OF HIS 33 -- A TOTAL OF 58 COUNTIES -- AN AREA OF SOME 50,000 SQUARE MILES (LARGER IN AREA, FOR EXAMPLE, THAN THE STATE OF PENNSYLVANIA, OHIO, OR NEW YORK) AND A POPULATION OF APPROXIMATELY 550,000. THE AREA REPRESENTED BY THE DEMOCRAT HAD 50,000 MORE POPULATION THAN OUR DISTRICT AND IN THREE PREVIOUS ELECTIONS THE COMPOSITE RESULTS INDICATED THE NEW DISTRICT WAS A "CLOSE" ONE. THE POINT IS -- THERE WAS A JOB TO BE DONE.

AND IT WAS DONE BY PLANNING AND ORGANIZING CAMPAIGN FORCES EARLY.

(1) AN ADVISORY GROUP WITH REPRESENTATIVES FROM EACH GEOGRAPHICAL AREA, WAS FIRST ESTABLISHED. ITS TASK WAS TO HELP WORK OUT CAMPAIGN PROCEDURES AND TO ENLIST ACTIVE WORKERS IN THE CAMPAIGN.

(2) A SERIES OF 10 MEETINGS 9 MONTHS BEFORE THE ELECTION AFFORDED AN ACCUMULATION OF NAMES FROM LISTS OF VARIOUS ORGANIZATIONS, NAMES OF THOSE INTERESTED AND WHO WOULD TAKE ACTIVE PART REGARDLESS OF PARTY. THE ENTIRE LIST WAS SUBMITTED TO THE COUNTY ORGANIZATIONS. THEY CHECKED THOSE WHO WERE REPUBLICANS, THOSE WHO WERE ACTIVE.

(3) NEXT A LETTER CAMPAIGN WAS STARTED TO DETERMINE WHERE THE WORKERS WERE. THE FIRST LETTERS WERE ALONG THE LINE THAT "CONGRESSMAN BOB DOLE HAS ASKED ME TO"----- . THE SECOND SERIES JUST USED BOB DOLE, AND THE THIRD LETTER PUT THEM ON A FIRST NAME BASIS, FEELING THIS WAS THE NEXT BEST THING TO A PERSONAL CONTACT.

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(4) A FINANCE COMMITTEE AND A SPECIAL PROJECTS COMMITTEE STARTED SUCH PROJECTS AS DOLLARS FOR DOLE; CLIPPING COMMITTEES FOR LOCAL NEWS-PAPER ITEMS, SUCH AS GOLDEN WEDDING ANNIVERSARIES; ACHIEVEMENTS OF CHILDREN, AND ABOUT ANYTHING ELSE APPROPRIATE FOR A LETTER OF CONGRATULATIONS OR ACKNOWLEDGEMENT. OTHER PROJECTS WERE: RUMMAGE SALES, CHILI SUPPERS, LOCAL SPONSORSHIP OF RADIO TAPES AND CLASSIFIED ADS, COFFEE CUP PROJECTS, SMALL NEIGHBORHOOD GROUPS, TRAVELING "GOSSIP SQUAD". THESE PROJECTS RESULT IN EXTENSIVE INVOLVEMENT AT AN EARLY DATE, SO YOU KNOW WHERE THE WORKERS ARE. WE ALSO LEARNED WHERE TO STRENGTHEN OUR FOUNDATION AND WHERE MORE WORK NEED BE DIRECTED FROM A CENTRAL HEADQUARTERS.

(5) THE NEXT STEP WAS TO CONTRAST CANDIDATES. MY OPPONENT WAS A THREE-TERM DEMOCRAT, A FARMER, 63 YEARS OLD, AND A FINE HANDSHAKER. HE WAS A LIBERAL "RUBBERSTAMP" DEMOCRAT. I WAS IDENTIFIED AS A CONSERVATIVE REPUBLICAN AND OUR VOTING RECORDS IN CONGRESS MADE THE CONTRAST EFFECTIVE.

(6) TO STIMULATE ACTIVITY IN SOME OF THOSE WEAKER AREAS, COLLEGIATE YOUNG REPUBLICAN CLUBS WERE CONTACTED. AT THE APPROPRIATE TIME THEY WERE AVAILABLE TO PUT UP POLE-CARDS, DISTRIBUTE LITERATURE, MAKE HOUSE-TO-HOUSE CAMPAIGNS, AND PARTICIPATE IN CARAVANS. THEY ALSO CONDUCTED PUBLIC OPINION SURVEYS IN AREAS KNOWN TO BE WEIGHTED DEMOCRAT OR REPUBLICAN, IN "SWING" AREAS, AND ALSO IN BOTH RURAL AND URBAN AREAS. THESE SURVEYS REVEALED THE ISSUES WHICH COULD MOST EFFECTIVELY BE STRESSED IN OUR ADVERTISING CAMPAIGN, AND BELIEVE ME IT'S AMAZING HOW MANY OLD-TIMERS GO TO WORK WHEN THEIR CHILDREN COME HOME AND START CAMPAIGNING.

(7) OUR CAMPAIGN OF ADVERTISING, HAND CARDS, BACKGROUND MATERIAL, BUMPER STICKERS, POLE-CARDS, BILLBOARDS, WAS PLANNED TO APPEAR SIMULTANEOUSLY TO DEMONSTRATE STRENGTH AND ORGANIZATION.

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(8) THE NEXT MONTH, NEWSPAPER AND TV-RADIO ADVERTISING WAS STARTED. TV TAPES WERE TEDIOUSLY WORKED OUT AS MY CAMPAIGN CHAIRMAN PROPERLY FELT THAT THE CANDIDATE SHOULD KNOW WHAT HE IS DOING OR STAY AWAY FROM TELEVISION.

(9) TO OVERCOME HOSTILE NEWSPAPERS IN THE DISTRICT, "LETTERS TO THE EDITOR" WERE USED EXTENSIVELY. KEY PEOPLE WOULD SUGGEST THE TYPE OF LETTER NEEDED, MAKE THE CONTACT, AND LETTERS WOULD COME INTO EDITORS FROM ALL OVER THE DISTRICT. FEATURE STORIES WERE DISCUSSED WITH FRIENDLY EDITORS, WHO WERE MOST COOPERATIVE.

(10) TO WIND UP THE CAMPAIGN A FOUR-PAGE TABLOID TO PRESENT OUR POSITION WAS INSERTED WIDELY IN LOCAL NEWSPAPERS. 160,000 OF THESE INSERTS COULD BE CIRCULATED AT AN AVERAGE COST OF 1¢ APIECE.

(11) THROUGHOUT THE CAMPAIGN, (WATS) TELEPHONE SERVICE WAS USED TO ESTABLISH RAPID CONTACT WITH COUNTY CHAIRMEN AND KEY WORKERS. DURING THE FINAL DAY IT WAS USED TO CONTACT THOSE RESPONSIBLE FOR TURNING OUT THE REPUBLICAN VOTE.

(12) FOLLOWING THE CAMPAIGN, THANK-YOU LETTERS, 100's AND 1000's IN OUR CASE, WERE MAILED. YOU CANNOT ASK ANYONE TO GIVE THEIR ALL ONE DAY AND FORGET ABOUT THEM THE NEXT.

WITHOUT A DOUBT THOUGH, WITH ORGANIZED AND SUSTAINED EFFORT A RACE WHICH HAD BEEN BILLED TO BE VERY CLOSE WAS WON BY APPROXIMATELY 21,000 VOTES.

THIS, THEN, IS WHAT AN EFFECTIVE DISTRICT ORGANIZATION CAN DO FOR THE CANDIDATE. IT MIGHT BE WELL TO CONSIDER WHAT THE CANDIDATE CAN DO FOR THE DISTRICT ORGANIZATION -- PARTICULARLY IF HE HAPPENS TO BE AN INCUMBENT CONGRESSMAN.

IT IS MY BELIEF POLITICS IS A PARTNERSHIP -- A GROUP OF PERSONS INTERESTED IN GOOD GOVERNMENT WORKING TOGETHER AS CANDIDATES AND SUPPORTERS. MOST

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CANDIDATES ARE ELECTED BECAUSE OF YOUR UNSELFISH ASSISTANCE, BUT ELECTIONS SHOULD NOT DISSOLVE THE PARTNERSHIP. THIS PARTNERSHIP IS A TWO-WAY STREET, AND IF IT IS KEPT OPEN, THE DISTRICT ORGANIZATION CAN BE A VITAL FORCE IN POLITICS THE YEAR-ROUND. THE CONGRESSMAN CAN PLAY AN IMPORTANT ROLE IN STRENGTHENING THE ORGANIZATION BY EXTENDING COURTESIES TO VISITING CONSTITUENTS -- HE WILL ENCOURAGE THEM TO VISIT THE HOUSE AND SENATE -- DISCUSS PROBLEMS IN THE DISTRICT -- LISTEN TO SUGGESTIONS, MAKE HOTEL RESERVATIONS, AIRLINE RESERVATIONS TO NAME JUST A FEW. AS AN EXAMPLE, LAST YEAR IN ONE OF OUR DIFFICULT AREAS, WASHINGTON TOURS WERE ARRANGED THROUGH A DISTRICT NEWSPAPER. APPROXIMATELY 1200 PERSONS PARTICIPATED IN THESE TOURS. I VISITED WITH THESE GROUPS, MEMBERS OF OUR STAFF GUIDED THEM ON TOURS OF THE CAPITOL, PICTURES WERE TAKEN, AUTOGRAPHED, AND MAILED TO EVERY VISITOR AND HIS OR HER LOCAL NEWSPAPER.

REPUBLICAN LEADERS IN ALL DISTRICTS CAN AID THE PARTY AND THE CONGRESSMAN BY NOTIFYING HIM OF PERSONS PLANNING TO VISIT WASHINGTON. THIS WILL ALERT HIM TO INVITE THESE PERSONS TO HIS OFFICE, PREPARE PASSES FOR THE HOUSE AND SENATE, ARRANGE A CONGRESSIONAL WHITE HOUSE TOUR, ETC. OFTEN CONSTITUENTS WITH SPECIAL INTERESTS OR PROBLEMS WILL WANT INTERVIEWS WITH OFFICIALS IN VARIOUS AGENCIES. THESE INTERVIEWS CAN BE ARRANGED IN ADVANCE THROUGH CONGRESSIONAL OFFICES. THE POINT IS THAT IF CONSTITUENTS LEAVE WASHINGTON WITH THE IMPRESSION THEIR REPRESENTATIVE DOES "HAVE TIME", THEY MAY BE MORE INCLINED NOT ONLY TO ACTIVELY SUPPORT HIM, BUT ALSO HIS PARTY. THESE "LITTLE THINGS" INDIRECTLY STRENGTHEN THE ORGANIZATION.

CONGRESSMEN DAILY RECEIVE A GREAT DEAL OF CONSTITUENT MAIL. SUGGESTIONS AND OPINIONS ABOUT PENDING LEGISLATION, REQUESTS FROM YOUNG PEOPLE, ORGANIZATIONS WHO REQUEST FLAGS FLOWN OVER THE CAPITOL, SPECIAL PROBLEMS

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THAT CAN OFTEN BE RESOLVED THROUGH THE CONGRESSMAN. A CONSCIENTIOUS CONGRESSMAN ENCOURAGES CONTINUED INTEREST BY ATTENDING TO THESE REQUESTS, AND THIS AGAIN, CAN INDIRECTLY STRENGTHEN THE ORGANIZATION.

THROUGH REGULAR NEWSLETTERS, QUESTIONNAIRES, RADIO AND TV PROGRAMS, MOST CONGRESSMEN KEEP VOTERS INFORMED ON KEY ISSUES AND HIS POSITION ON SUCH ISSUES. INFORMED VOTERS TEND TO TAKE A GREATER AND MORE ACTIVE INTEREST IN THE PARTY ORGANIZATION.

IF WE ARE TO PERPETUATE A THINKING AND RESPONSIBLE REPUBLICAN VOTE FOR THE MID-TERM ELECTION IN 1966, THE VOTERS MUST UNDERSTAND THE CURRENT POLITICAL ISSUES -- UNDERSTAND THAT DEMOCRATIC MAJORITIES ARE STEAM-ROLLING THE ADMINISTRATION'S PROGRAMS. WHILE JOHNSON TALKS OF BI-PARTISANSHIP TO GET ALL HIS PROGRAMS PASSED IN THE SPIRIT OF CONSENSUS, HE'S WORKING FULL TIME TO BURY THE REPUBLICAN PARTY. WE MUST THEN, BRING NEW PEOPLE INTO THE PARTY ----ORGANIZE ----WORK-----ORGANIZE----WORK-----AND MAKE THE NEEDED GAINS IN 1966.