

MIDWEST REPUBLICAN WOMEN'S REGIONAL CONFERENCE
PICK CONGRESS HOTEL
CHICAGO, ILLINOIS
FRIDAY, SEPTEMBER 22, 1967
Remarks of Congressman Bob Dole

CAMPAIGNING IN RURAL AMERICA

IT IS A REAL PLEASURE TO BE HERE TODAY AND TO SEE SO MANY WORKING FOR THE CONTINUED SUCCESS OF THE REPUBLICAN PARTY. HISTORICALLY, OUR PARTY HAS POSSESSED GREAT STRENGTH IN RURAL AMERICA. WE GAINED STRENGTH IN RURAL AMERICA IN 1966, AND I PREDICT WE WILL MAKE EVEN GREATER GAINS IN 1968 IF WE CONTINUE TO MAKE AN EFFORT TO MEET THE NEEDS OF THE PEOPLE AND TO GEAR OUR CAMPAIGN PROGRAMS TO THEM. THE ADMINISTRATION'S RECORD, AS IT RELATES TO THE AMERICAN FARMER, IS A SORRY ONE. THE RESULT IS THAT THE NUMBER OF FARMS HAS BEEN GOING DOWN AT A RATE OF 100,000 PER YEAR. THE MOST RECENT PARITY RATIO ISSUED ON AUGUST 30 WAS NEARLY AT THE DEPRESSION LEVEL OF 75 -- 6 POINTS UNDER A YEAR AGO. THE OFFICIAL FIGURES SHOW THAT THE INDEX OF PRICES RECEIVED BY FARMERS IS DOWN 15 PERCENTAGE POINTS FROM A YEAR AGO. THIS TERRIBLE CRUNCH ON RURAL AMERICANS IS REFLECTED BY THE U. S. DEPARTMENT OF AGRICULTURE'S LATEST FIGURES ON FARM INCOME FROM 1967, WHICH NOW INDICATE A DROP OF ABOUT \$1.8 BILLION FROM A YEAR AGO -- DOWN 11 PERCENT. THIS REDUCED NET FARM INCOME RESULTING FROM THE SCISSORS EFFECT OF HIGHER COSTS AND LOWER PRICES IS BEING FELT IN EVERY TOWN IN THE UNITED STATES. PRESIDENT JOHNSON'S INFLATIONARY POLICIES RESULTING FROM FISCAL IRRESPONSIBILITY ARE BEING PAID FOR IN THE FORM OF HIGHER COSTS BY EVERY FARM FAMILY. IT IS REGRETTABLE FARM PEOPLE HAVE HAD TO BE WITNESS TO A POLICY UNDER WHICH A SERIOUS EFFORT WAS MADE BY THE ADMINISTRATION TO BLAME THE FARMER FOR HIGHER FOOD PRICE LEVELS. THERE IS SOMETHING WRONG WHEN A SECRETARY OF AGRICULTURE STATES THAT HE IS PLEASED TO REPORT THAT FARM PRICES ARE EXPECTED TO FALL, AS HE DID IN THE RE-

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CENT PAST ---- AND THEY DID FALL!!!!

WHEAT IS DOWN. CORN IS DOWN. SOYBEANS ARE DOWN. HOGS ARE DOWN. MILK IS DOWN. POULTRY IS DOWN. EGGS ARE DOWN --- AND, IN MY OPINION, JOHNSON AND FREEMAN ARE DOWN AND ALMOST OUT IN RURAL AMERICA.

THE POINT IS REPUBLICANS HAVE A REAL OPPORTUNITY TO ATTRACT AN UNPRECEDENTED RURAL VOTE NEXT YEAR, BUT WE ALSO HAVE A REAL RESPONSIBILITY IN THE MONTHS AHEAD TO COME UP WITH REASONABLE AND RESPONSIBLE FARM PROGRAMS. AS BAD AS THE FREEMAN-JOHNSON FARM RECORD IS, WE MUST BE PREPARED IN 1968 TO DO MORE THAN CRITICIZE. I CAN TELL YOU NOW THAT REPUBLICAN MEMBERS OF THE HOUSE COMMITTEE ON AGRICULTURE AND THE REPUBLICAN TASK FORCE ON AGRICULTURE HAVE MADE RESPONSIBLE SUGGESTIONS WHICH WOULD IMPROVE FARM INCOME, AND THAT THEY WILL CONTINUE TO FIGHT FOR THE AMERICAN FARMER. REPUBLICANS ALSO ARE CONCERNED ABOUT CONSUMERS, BUT WE CANNOT HELP THE CONSUMER BY DESTROYING AMERICAN AGRICULTURE, AND THIS IS PRECISELY WHAT IS HAPPENING AS A RESULT OF THE JOHNSON-FREEMAN PRICE POLICIES FOR FARM COMMODITIES.

I REGRET TIME DOES NOT PERMIT A FURTHER DISCUSSION OF THIS ADMINISTRATION'S FARM PROGRAMS AND THE CONSTRUCTIVE SUGGESTIONS MADE BY REPUBLICANS IN CONGRESS, BUT I AM HERE TODAY TO SPEAK TO YOU ABOUT SOME OF THE PROGRAMS, TACTICS, AND STRATEGY THAT HAVE BEEN USED SUCCESSFULLY IN MY CONGRESSIONAL DISTRICT. MY DISTRICT IS ALMOST TOTALLY RURAL, WITH THE LARGEST POPULATION CENTER BEING ABOUT 45,000 PEOPLE. IN ALL OF THESE PROGRAMS, WOMEN PLAYED A KEY ROLE, AND IN ANY SIMILAR PROGRAMS THAT MIGHT BE USED IN OTHER DISTRICTS, WOMEN CAN AND SHOULD BE UTILIZED TO THE FULLEST EXTENT. PLEASE BEAR IN MIND THE PROGRAMS I WILL CITE WORKED IN MY DISTRICT. THEY MIGHT NOT WORK AS WELL ELSEWHERE. BUT PERHAPS THEY WILL GIVE YOU AN IDEA OF THE KIND OF THING THAT MIGHT BE DONE.

IN 1962 -- FOLLOWING CONGRESSIONAL REDISTRICTING IN KANSAS -- KANSAS'S

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NEW 1ST DISTRICT WAS OCCUPIED BY TWO CONGRESSMEN --- AND ONE HAD TO GO. I WAS COMPLETING A FIRST TERM IN A CONGRESSIONAL DISTRICT CONTAINING 26 COUNTIES. A DEMOCRAT IN HIS THIRD TERM WAS REPRESENTING A DISTRICT CONTAINING 33 COUNTIES. THE NEW DISTRICT WAS COMPOSED OF 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 WHICH HAD BEEN 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 AND USING OUR PERSONNEL, INCLUDING WOMEN, TO THE FULLEST DEGREE.

(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. SINCE WOMEN OFTEN HAVE MORE FREE TIME TO AID IN POLITICAL CAMPAIGNS THAN THEIR HUSBANDS, PARTICULAR ATTENTION SHOULD BE PAID TO THEM.

(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 THAT 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 NEWSPAPER ITEMS, SUCH AS GOLDEN WEDDING ANNIVERSARIES, ACHIEVEMENTS OF CHILDREN, AND 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" ^{and "juice" parties}. THESE PROJECTS RESULT IN EXTENSIVE INVOLVEMENT AT AN EARLY DATE, SO YOU KNOW WHERE THE WORKERS ARE. IN ALL OF THESE PROJECTS, WOMEN CAN PLAY A KEY ROLE. THE CLIPPINGS, RUMMAGE SALES, CHILI SUPPERS, AND OF COURSE THE GOSSIP SQUAD, PROVIDE SOME OF THE OPPORTUNITIES TO UTILIZE INTERESTED WOMEN IN AREAS IN WHICH THEY MAY HAVE SOME EXPERIENCE AND CAN, BY FEELING MORE AT EASE, MAKE A SIGNIFICANT CONTRIBUTION.

(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 THEN A "YOUNG MAN ON THE MOVE".

(6) TO STIMULATE ACTIVITY IN SOME OF THOSE WEAKER AREAS, COLLEGIATE YOUNG REPUBLICANS WERE CONTACTED. AT THE APPROPRIATE TIME, YOUNG REPUBLICAN CLUBS 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 SEMI-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. LIKewise, ENCOURAGEMENT FROM HOME CAN HELP PROMPT SOME OF OUR YOUNG REPUBLICANS TO TAKE THIS ACTION AND BECOME INVOLVED. YOUTH TEND TO

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IDENTIFY WITH THE MAN -- NOT THE PARTY, UNTIL LATER.

(7) OUR CAMPAIGN OF ADVERTISING, HAND CARDS, BACKGROUND MATERIAL, BUMPER STICKERS, POLE-CARDS, BILLBOARDS, WAS PLANNED TO APPEAR SIMULTANEOUSLY TO DEMONSTRATE STRENGTH AND ORGANIZATION. IN THIS AREA, WOMEN SHOULD BE CONSULTED FOR IDEAS THAT WOULD APPEAL TO OTHERS OF THEIR SEX. AND, IN THE ACTUAL DISTRIBUTION OF MATERIALS, ATTRACTIVE, ^{- NOT GOING OUT -} OUTGOING WOMEN ARE OFTEN ABLE TO CHARM EVEN THE MOST HIDEBOUND DEMOCRAT INTO TAKING A LOOK AT HANDCARDS AND BROCHURES.

(8) THE NEXT MONTH, NEWSPAPER AND TV-RADIO ADVERTISING WAS STARTED. TV TAPES WERE TEDIOSLY WORKED OUT AS MY CAMPAIGN CHAIRMAN PROPERLY FELT THAT THE CANDIDATE SHOULD KNOW WHAT HE IS DOING OR STAY AWAY FROM TELEVISION. ONCE AGAIN, WE WERE CONCERNED TO APPEAL TO THE DISTAFF SET IN OUR REMARKS.

(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. HERE, WOMEN, WHO ARE USUALLY IDENTIFIED AS LESS POLITICAL, WERE RECRUITED TO WRITE SOME OF THOSE LETTERS. ^{IN} IN RURAL AMERICA, PERHAPS MORE SO THAN IN SOME OF OUR URBAN AREAS, A POLITICIAN SHOULD TAKE GREAT CARE TO BE IDENTIFIED AS FAVORABLE TO THE INTERESTS OF FAMILY AND HOME, AND LETTERS WRITTEN BY THE HOMEMAKER CAN HELP CONVEY THE FACT OF THE CANDIDATE'S SUPPORT IN THIS AREA. IN ADDITION, FEATURE STORIES WERE DISCUSSED WITH FRIENDLY EDITORS WHO WERE MOST COOPERATIVE. THESE, TOO, SHOULD BE GEARED TOWARD THE FAMILY, AND WOMEN CAN PROVIDE MANY IDEAS OF HOW THIS CAN BE ACCOMPLISHED.

(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.

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(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. WOMEN -- NATURAL TELEPHONE TALKERS -- MAKE SOME OF THE BEST COMMUNICATIONS PEOPLE AVAILABLE!!!! THEY CAN ALSO HELP RECRUIT BABY SITTERS FOR OTHER WOMEN WITH SMALL CHILDREN SO THAT THOSE MOTHERS WILL BE ABLE TO GO TO THE POLLS.

(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 THEM THE NEXT. WOMEN WERE ON BOTH THE WRITING AND RECEIVING END, OF COURSE.

WITHOUT A DOUBT, A RACE WHICH HAD BEEN BILLED "VERY CLOSE" WAS WON BY APPROXIMATELY 21,000 VOTES BECAUSE OF SOUND ORGANIZATION AND SUSTAINED EFFORT -- AND A MAJOR ROLE IN BOTH OF THESE WAS PLAYED BY WOMEN!!

CONCLUSION

A CAMPAIGN MUST ACT ---- NOT REACT. SUCCESS IN ELECTIONS IS NOT READILY REDUCED TO FORMULA OR PAT 1, 2, 3 STEPS. THE AVAILABILITY OF MONEY, THE NATURE OF THE CANDIDATE, THE STRENGTH OF THE ORGANIZATION, THE FORMULATION OF ISSUES, AND JUST PLAIN LUCK PLAY AN ENORMOUS PART IN THE DETERMINATION OF SUCCESS OR FAILURE IN ANY ELECTION. BUT HARD WORK, AND THE CORRECT UTILIZATION OF PERSONNEL, CAN HELP REDUCE THE VARIABLES INVOLVED. WOMEN CAN BE UTILIZED IN MANY DIFFERENT WAYS, AND I HAVE JUST TOUCHED ON SOME OF THEM TODAY. PERHAPS THROUGH YOUR QUESTIONS WE MIGHT BE ABLE TO EXPLORE THIS FURTHER. BUT THERE IS, IN THE END, ONLY ONE REAL OBJECTIVE FOR ALL OF US ---- TO WIN THE ELECTION. THAT'S THE NAME OF THE GAME!!!!