

REMARKS OF
CONGRESSMAN BOB DOLE
REPUBLICAN WOMEN'S CONFERENCE
CAMPAIGN WORKSHOPS
WINNING RURAL VOTES
HILTON HOTEL
WASHINGTON, D.C.
TUESDAY, APRIL 23, 1968

I APPEAR HERE WITH MORE OPTIMISM FOR THE REPUBLICAN PARTY THAN EVER BEFORE IN MY EIGHT YEARS IN CONGRESS.

THE OTHER PARTY IS HAVING ITS PROBLEMS THIS YEAR. I WOULD GUESS THOSE SEEKING OFFICE UNDER THAT BANNER WILL SPEND MANY A SLEEPLESS NIGHT TRYING TO DETERMINE WHICH DONKEY TO RIDE.

THE DEMOCRAT BLOOD BATH HAS BEGUN, AND THE PUBLIC UTTERANCES OF THE 3, 4, OR EVEN 5 DEMOCRAT PRESIDENTIAL CANDIDATES WILL BE VERY HELPFUL IN INCREASING THE SCOPE OF THE REPUBLICAN SWEEP IN NOVEMBER.

MAKE NO MISTAKE -- THE REPUBLICAN PARTY WITH THE HELP OF MANY INDEPENDENTS AND DISENCHANTED DEMOCRATS -- WILL MAKE BIG GAINS IN THE NOVEMBER ELECTIONS.

THEN WE ARE GOING TO PUT THIS COUNTRY BACK ON THE ROAD TO PEACE AND PROSPERITY.

I SAY THIS BECAUSE:

- 1) THE AMERICAN PEOPLE ARE TIRED OF JOHNSON AND HUMPHREY, DISTRUSTFUL OF BOBBY KENNEDY, SKEPTICAL OF GENE MCCARTHY AND FEARFUL OF GEORGE WALLACE.
- 2) OUR COUNTRY IS TRULY ON THE BRINK OF DISASTER BECAUSE OF THE ADMINISTRATION'S "GUNS AND BUTTER" POLICIES.
- 3) THE SPLIT IN THE DEMOCRAT PARTY IS SO WIDE THE GRAND CANYON IS SMALL IN COMPARISON.

- 4) THE REPUBLICAN, HAVING LEARNED A LESSON IN 1964, IS UNIFYING.
- 5) THE REPUBLICAN PARTY HAS THE ISSUES AND THE CANDIDATES.

IF I WERE TO CHOOSE ONE WORD TO DESCRIBE HOW TO WIN IN '68, IT WOULD BE "ORGANIZATION". THERE IS NO SUBSTITUTE FOR EFFECTIVE POLITICAL ORGANIZATION. SLOGANS, ADVERTISING, SPEAKERS, RALLIES, WORKSHOPS AND SO ON ARE RELATIVELY MEANINGLESS WITHOUT ORGANIZATION.

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

1962 IN KANSAS

IN 1962, FOLLOWING CONGRESSIONAL REDISTRICTING IN KANSAS, KANSAS' NEW 1ST DISTRICT WAS OCCUPIED BY TWO CONGRESSMEN. 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 ABOUT 550,000. THE AREA REPRESENTED BY THE DEMOCRAT HAD 50,000 MORE PEOPLE THAN IN 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.

THE KEY: PLANNING AND ORGANIZING

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.

2) A SERIES OF 10 MEETINGS NINE MONTHS BEFORE THE ELECTION AFFORDED AN ACCUMULATION OF NAMES FROM LISTS OF VARIOUS GROUPS, NAMES OF THOSE INTERESTED AND WHO WOULD BE ACTIVE REGARDLESS OF PARTY. THE ENTIRE LIST WAS SUBMITTED TO THE COUNTY ORGANIZATION PEOPLE, WHO 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 BEAMED 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.

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 YOUTH OR 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 AND SO ON.

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THESE AND OTHER PROJECTS RESULT IN EXTENSIVE INVOLVEMENT AT AN EARLY DATE, SO YOU KNOW WHERE THE WORKERS ARE AND WHERE TO STRENGTHEN THE FOUNDATION.

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. 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 TAKE PART IN CARAVANS. THEY ALSO CONDUCTED PUBLIC OPINION SURVEYS IN AREAS KNOWN TO BE WEIGHTED DEMOCRAT OR REPUBLICAN, IN "SWING" AREAS AND ALSO IN BOTH URBAN AND RURAL 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) ADVERTISING, HAND CARDS, BACKGROUND MATERIAL, BUMPER STICKERS, POLE-CARDS, BILLBOARDS AND SO ON WERE PLANNED TO APPEAR SIMULTANEOUSLY TO DEMONSTRATE STRENGTH AND ORGANIZATION.

8) THE NEXT MONTH, NEWSPAPER AND TV-RADIO ADVERTISING BEGAN. TV TAPES WERE TEDIOUSLY PLANNED BECAUSE MY CAMPAIGN CHAIRMAN PROPERLY FELT THAT THE CANDIDATE SHOULD KNOW WHAT HE IS DOING OR STEER CLEAR OF 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 THROUGHOUT 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 IN MANY LOCAL NEWSPAPERS. 160,000 OF THE 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 THOUSAND'S OF THEM IN OUR CASE -- WERE MAILED. YOU CANNOT ASK ANYONE TO GIVE THEIR "ALL" ONE DAY AND FORGET ABOUT THEM THE NEXT.

THE RESULTS

WITHOUT A DOUBT THOUGH, WITH ORGANIZED AND SUSTAINED EFFORT, A RACE WHICH HAD BEEN BILLED AS VERY CLOSE WAS WON BY ABOUT 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.

POLITICS IS A PARTNERSHIP

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

THE CONGRESSMAN CAN PLAY AN IMPORTANT ROLE IN STRENGTHENING THE ORGANIZATION BY EXTENDING COURTESIES TO VISITING CONSTITUENTS -- ENCOURAGING THEM TO VISIT THE HOUSE AND SENATE, DISCUSSING PROBLEMS IN THE DISTRICT, LISTENING TO SUGGESTIONS, HELPING WITH HOTEL AND AIRLINE RESERVATIONS AND SO ON.

REPUBLICAN LEADERS IN ALL DISTRICTS CAN AID THE PARTY AND THE CONGRESSMAN BY NOTIFYING HIM OF THOSE PLANNING VISITS IN WASHINGTON. THIS WILL ALERT HIM TO INVITE THE VISITORS TO HIS OFFICE, TO PREPARE PASSES FOR THE HOUSE AND SENATE, TO ARRANGE A CONGRESSIONAL WHITE HOUSE TOUR, ETC. INTERVIEWS FOR THOSE WITH SPECIAL INTERESTS OR PROBLEMS CAN BE ARRANGED WITH OFFICIALS IN VARIOUS AGENCIES, IF THE CONGRESSIONAL OFFICES KNOW IN ADVANCE.

THE POINT IS: IF CONSTITUENTS LEAVE WASHINGTON WITH THE IMPRESSION THEIR REPRESENTATIVES DO "HAVE TIME", THEY MAY BE MORE INCLINED NOT ONLY TO ACTIVELY SUPPORT HIM, BUT ALSO HIS PARTY.

EACH DAY CONGRESSMEN RECEIVE A GREAT DEAL OF MAIL FROM CONSTITUENTS. SUGGESTIONS AND OPINIONS ABOUT PENDING LEGISLATION, STUDENT REQUESTS, ORGANIZATIONS SEEKING US FLAGS FLOWN OVER THE CAPITOL -- ALL SPECIAL PROBLEMS WHICH CAN OFTEN BE RESOLVED THROUGH THE CONGRESSMAN. A CONSCIENTIOUS CONGRESSMEN ENCOURAGES CONTINUED INTEREST BY ATTENDING TO THESE REQUESTS, AND AGAIN, THIS INDIRECTLY STRENGTHENS THE ORGANIZATION.

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

NEEDED: NEW LEADERSHIP

1968 HERALDS A MOMENT OF GREAT DECISION. THE NATION MUST HAVE NEW LEADERSHIP -- GREAT NEW LEADERSHIP TO RESTORE THIS COUNTRY TO FISCAL SANITY, REBUILD OUR CITIES, BRING US TO AN HONORABLE PEACE AND MAKE US PROUD OF AMERICA AGAIN. THE REPUBLICAN PARTY OFFERS THAT KIND OF LEADERSHIP. WE MUST, THEN, BRING NEW PEOPLE INTO THE PARTY, ORGANIZE AND WORK TO ACHIEVE THE NEEDED GAINS IN 1968.