

May 11, 1982

5/14 Betty -
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Campaign Steering Committee 5/10

Attendance: Faust, Miles, Schmidt, Pihas, Johnson
Heider, Hering, Thompson

Blake Hering confirmed Sharon Page's resignation as of June 1, 1982. Right now she does not want a position in the campaign, but will be supportive and helpful wherever possible. Sharon is leaving for other employment. This poses a problem in filling the campaign coordinator slot. Several names have been reviewed. They are Bill Dawkins, Denny Miles, Betty Maudlin, Roger Martin, Bob Moore, Karen Whitman, Mike Ragsdale, Hunter/Kane. Several steering committee members had interviewed Bill Dawkins and all were impressed with his strong leadership capabilities, organizational ability and knowledge of Oregon and Oregon's people. He has lead several successful ballot measure campaigns plus did a lot of work for Mark Hatfield over the years. He was originally a protege of Glenn Jackson. Steering committee reached a consensus that Dawkins should be interviewed by the Governor. Ron Schmidt will have Bill Dawkins contact Gerry Thompson for an appointment.

NOTE: Ron called and with Gerry's concurrence I scheduled Dawkins at 5 p.m. on Wednesday, May 12 with the Governor. bjm

Blake Hering questioned the \$28,000 for production cost of the two TV commercials. Everyone with any knowledge of the production agreed it was an appropriate amount, but John Pihas will provide the steering committee with a cost breakdown.

Blake questioned who gave authority to block all the TV time that is being used. Steering committee reminded Blake that Roy Livermore assured the steering committee at a meeting at which the Governor was present that the dollars were available. The steering committee instructed that we should proceed with both the radio and TV advertising, but hold newspaper in reserve and Sharon Page signed the official authorization. Doug Heider urged testing commercials in advance and expresses his philosophy that any campaign has to know as much about voters as possible and then target each category of voters appropriately. He strongly expressed that research and tracking were essential.

John Pihlas expressed mild concern about C&E reporting. It is obvious that the Governor's opponents are not listing in detail things such as every radio and TV station contracted with. It was his concern that our overly-complete filing tells too much. Steering committee will visit with Roy Livermore.

Len Forsgren reported that \$265,000 had been raised as of this date.

Gerry Thompson raised the issue of bringing Paul Newman back into the campaign and expressed the Governor's desire to at least talk with him again. Steering committee was concerned that Paul Newman would once again not be actively involved and not willing to work with one of Paul Newman's designees. Another consultants name, Stu Spencer, was suggested.

Len indicated that Jack McIsaac had written with his concerns about the Governor debating Ted Kulongoski.

Ron Schmidt expressed concerns about how Jack McIsaac knew of any debates. No one on the steering committee was aware of his knowledge, but agreed it had been scheduled several weeks ago and could have leaked many ways.

Lengthy conversation pursued the announcement of debates at the primary election. The pros for the Governor's debating schedule are "the Governor challenges, the Governor sets the schedule, and the Governor himself is mentally ready." It was decided we would proceed with the original debate schedule, but no longer refer to it as a debate, but as a joint appearance. Again, the steering committee suggested that the Governor give consideration to using his allotment powers and if the budget deficit is severe enough, simply call a special session to ratify his budget cuts, that we put the proverbial t... in the legislature's pocket.

Much concern was expressed about dynamiting the Welcome to Oregon sign. Steering committee felt strongly that it was ludicrous and painted the Governor exactly the opposite of campaign direction. Gerry Thompson was asked to pursue steering committee feeling with the Governor and all felt that the Governor could easily back out by indicating that in his over-exuberance to bring jobs to Oregon, he wanted to get attention in California. Simply by talking about blowing up the sign, he did get media attention in California and accomplished what he set out to do. Len Forsgren and several others indicated that if the Governor insisted on blowing up the sign, it would blow up the campaign and Len said you could virtually forget fund raising.

Steering committee will be on call for next meeting.