

CAMPAIGN PLAN

A. POLITICAL SITUATION

In one word, volatile. Federal responsibility is being shifted to states at the same time federal funding is decreasing. The Oregon economy is depressed, decreasing state revenues even further. Unemployment is running as high as 25% in some areas.

The economy is the key political issue.

According to the RNC, voters are much more attuned to issues this year. The potential political danger is that people will vote their frustrations to vote the "ins" out.

Voters will not blame Atiyeh for high interest rates, inflation etc. They will expect Atiyeh to do everything possible to nurture Oregon through these hard times. They will expect him to be a strong leader in doing so and they will expect to see him showing his leadership.

Voters hurt by the economy will want to be guaranteed state government is made as lean as possible. They will not, however, want state government devastated to the point where they feel their future -- or their children's future -- is jeopardized. They will expect their state leaders -- especially the Governor -- to find the best answers to the dilemma. Because so many differing answers will be thrown at voters -- the best (Governor's) answers will have to be aggressively stated and sold at every opportunity.

Starting with the special session it will be a whole new scenario politically. How Atiyeh is perceived as a leader of all Oregonians will be of utmost importance.

Incumbency offers the perfect opportunity to boldly sell ideas and programs. To not do so as an incumbent in troubled times invites disaster (i.e. Carter).

Three major areas dealing with the economy:

1. State budget deficit -- special session
2. Unemployment
3. Employment -- broadening the economic base, providing new jobs.

Democratic opposition at this point is Don Clark, with Ted Kulongoski a possibility. No Republican opposition. Don Clark will turn the primary campaign into a general campaign by running against ATIYEH through the primary. Newspapers (media) will add to this by seeing the chance to make the race a real contest. Clark has already made the point that

"Atiyeh is a very nice man, but has shown no leadership." This will continue to be his strategy, constantly attacking Atiyeh the leader while commending Atiyeh as a "nice enough guy -- but these times call for more than that".

The Democratic Party can be expected to offer support in backing up Clark's claims that Atiyeh has done nothing and it's time for someone who will take action. Clark can be expected to attack Reaganomics and try to hook Atiyeh with the attack. If the economy grows worse, he can be expected to try to make the election a referendum on Reaganomics. ("Send a message to Washington.")

Kulongoski is a more substantial opponent with higher name familiarity, having run well against Packwood 2 years ago. If he comes into the race, his tactics will be similar to Clark's while trying to show himself as being more decisive, with better answers, a stronger leader.

Atiyeh's vulnerability in all this is his low key style and low visibility leadership. (Example opponent could use to exploit vulnerability: "Name 2 things Atiyeh has done for you -- or for the state.")

THERE IS A STRONG CAMPAIGN NEED TO INSURE THERE IS NO TRACE OF "DO-NOTHING" LABEL BY END OF PRIMARY.

B. STRATEGY - Specific strategy will be determined after survey.

C. TACTICS

Use of the Governor's office as a forum to project his leadership is invaluable. Atiyeh will have well-researched positions on issues and will work to coalesce as much support as possible for positions.

Speeches given across the state will be used to garner support from the public on issue stands.

Surrogate speakers will be used to underscore Atiyeh stands.

The campaign has a massive volunteer group that will be communicated with consistently, the presumption being that a huge word-of-mouth campaign will grow once supporters see good rationale for Atiyeh stands ("You can be proud of supporting a Governor like Vic Atiyeh!") and a good 4 year record.

The campaign will build on his record of past quiet, effective leadership and the genuine decency of the Governor. ("Atiyeh is a Governor for all Oregonians -- and here's why.")

Media will be used to bring together the past Atiyeh record, the strong leadership role through the primary and the decency of Atiyeh the man.

D. CRITICAL DECISIONS

1. Special Session
2. Unemployment
3. Employment
4. Reaganomics

E. RESEARCH

1. Issues - Identify & Research
2. Opposition
3. Survey
4. Governor's record and 1978 campaign record
5. Demographics & vote history

F. ORGANIZATION

See time line and chart

G. PRESS

Campaign will communicate statements and stands on issues through media covered speeches, media meetings, radio actualities, and press releases

Early primary months will be spent traveling to out-lying counties, taking messages to people through media covered speeches and meetings with media. Later months will be spent mainly in Tri-county area. Press releases will be used for strong emphasis.

Before-the-fact communication between Governor's office and campaign staff will be considered essential. Governor's press office will speak on Governor issues. Final control of press strategy will be with campaign.

It will be given highest priority to show Atiyeh in strongest, most visible way - both through Governor's office and campaign.

H. SCHEDULING

Scheduling will emphasize out-lying counties early, moving to Tri-county area as primary nears. Campaign will share Governor on approximate 60-40 basis (60% Governor, 40% Candidate), changing to 50-50 as primary nears.

Major group speaking engagements will be accepted in name of Governor by Governor's office. However, decision on which to accept will be with campaign and will be made on priority

basis, vis a vis counties and special groups. Campaign time (media, volunteers, fund-raising) will be fit around major speaking engagements.

Governor's office will have first crack at schedule to set up imperative Governor / Governmental meetings. Then Campaign will schedule, then back to Governor's office for scheduling of routine meetings.

Labor representative, PAC / Lobbyist Representative will coordinate with scheduler to assure timely and productive meetings with candidate.

Campaign will schedule candidates wife and surrogate speakers to best advantage.

I. VOLUNTEERS

The Atiyeh campaign will be heavily oriented toward a massive grass roots volunteer organization.

When the campaign has convinced thousands of supporters that it's worth their time and effort to work for Atiyeh, we'll be on solid ground.

County chairmen will be selected in all 36 counties, with larger counties also using a volunteer coordinator. The county chairman will be considered part of the campaign staff and will be kept up to date weekly regarding the operation and direction of the campaign.

Operation Grass Roots will again be used to recruit new Atiyeh supporters and to organize all priority precincts with an Atiyeh Neighborhood Headquarters Chairman and Atiyeh precinct workers.

County Chairmen will do advance work for scheduling and will work closely with campaign scheduler when Governor visits.

County Chairmen will keep campaign highly visible in their areas.

A monthly campaign newsletter will be sent to all supporters to keep them in constant touch with the campaign -- and to promote the reasons for Atiyeh to be supported. This constant reminder of why Vic is the best is to insure a growing momentum for the campaign.

All voter contact activities (phone banks, door hangers etc.) will be done the last 10 days of the campaign. County organizations will spend the entire primary getting ready for these last 10 days.