

MEETING NOTES
MAY 6, 1982

THOSE IN ATTENDANCE: GERRY THOMPSON, ED WESTERDAHL, JACK FAUST,
WENDELL WYATT, JOHN MOSSER AND EDE SCHMIDT

Gerry opened the meeting with asking what the groups' problem was with the Vet's Loan Program. Following are the comments from the group: -The state has continued to make low (interest) loans and float bonds at market rate. Started in '79 and '80 with Vic. Vic is slow in reacting. There could be a \$800,000 deficit in the years ahead. Now there is talk about a short term note at 10-11%...betting on lower interest rate to be in effect at maturity...spells disaster. (John Mosser)

Vic will be charged with irresponsible management-imprudent management based on audit.

Vet's are borrowing short and lending long...could go belly up.

T.K. voted for the changes that helped create the problems.

Gerry asked about the weak appointments mentioned at last meeting. She pointed out one very weak appmt. :Bob Baugh...there was inadequate investigation. She agrees strongly with the weak appointment charge.

The group continues to say he will be hit with promoting from within and not bringing in new talent.

Suggestions: Document the problems or roadblocks to good appointments. Due to the process good people don't want to be needlessly grilled in the Senate conformation process.

T.K. will ask the press; Can you think of one good appointment?

Positives: Bench appointments generally good and have been approved by lawyers. Appointments of women...very good.

Suggestion: A third party spokesman stating what has been done for women. Insert info into brochures, TV spot. Concentrate on women's professional groups...write off the activists. Gerry could address the groups.

OLCC: Governor's Office has looked into the problem per Gerry.

STATE FAIR: Ready to open up again...strong people...hard to control.

TK STRATEGY:

He will target single issue groups: OEA, Labor, Jewish Communities, ACLU, Vet's Home Loanf Program. It will be a single issue, motivational campaign.

Weak areas in Vic: He defends the Legislature...should not do... has major weakness in not being forceful or not taking on Legislature. (this is due to his longevity in the body...too loyal to the group).

LEADERSHIP: Where was T.K....he buried energy bills in his committee.

Wendell: *Wyatt*

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Vic should take the attack position...federal legislation was just passed that mandates: a federal handout, states will have to pay for the Three Mile Island cleanup. There will be a tax on all nuclear plants \$190 M nationwide. (Hatfield has minority views/papers...Gerry to get a copy).

SUGGEST:

- Leadership will be fundamental issue
- T.K. gives appearance of leadership...Vic doesnot exude
- Schedule debates early
- Need extremely well written strong ads
- Have to have a heavy media campaign
- Show women in TV spots

Faust asked: What strategy has been drawn up and what image want to project? There needs to be a specific image to project.

ED & et al:

- Can't rely on grassroots alone...must go heavily on media.
- Campaign will be won on substance.
- Target accomplishments relate though campaign
- Get involved in major industrial development, plant openings...
- The Governor should be at the plant openings.

Target single issue groups: Groups that Vic has done something positive for..Business, gun control, minorities (racial harrassment bill)

Have Atiyeh speak out ^{to those} ~~for~~ hurting...show he is a good listener and care (through townhall meetings...although could backfire).

T.K. will take advantage of free press given jsut because press wants to create an exciting campaign.

From here on get Vic in the media and news...PARAMOUNT!
He needs strategy (per Gerry he knows he is floundering)!
He needs a strong image to project!

T.K. has wild statements without substance.

BLOWDOWN: Must be a third party group...highly organized... "Oregonians to Save Oregon"...hit teachers and labor giving all their backing to T.K....big spender...will have to be a negative blowdown...OREGON CAN'T AFFORD KULONSKI.

QUESTION TO GROUP: WHY DO YOU SUPPORT VIC?

Honest, accessible and sincere. Will forego advantages to do the right thing.

Cool, calm, no nonsense (and no sense of humor) has done a fairly good job as governor. (Faust)

Best governor in memory, motives excellent, calm, thoughtful, objective, concerned, hardworking, honest and a steady hand at the helm. (Wendell)

Better than the alternative, has boy scout image, is not a leader in good times or bad. (Mosser)

Theme: A manager not a politician...Vic cares for Oregon, you can trust him...firm hand at the tiller for tough times.

Key: He needs to show aggression. Directed to Gerry: use the power of the office to things...power not being used in campaign.

Need a Democrat spokesperson to raise issue in regard to T.K.'s credibility.