

December 6, 1982

MEMO

Confidential

TO: Paul

FR: Dennis

RE: Recent Meetings

This is an outline of recent meetings I had here and in Boston regarding the '84 campaign. Other topics we should discuss are also listed.

Gerry Doherty

- Broad support but under-surface weaknesses among Catholics, labor, Jews.
- Will do list of key people PT should contact. Some suggestions -- Jim McIntyre, Charlie Ryan, David Bartley, David Crosby, Michael Grodin (with the Archdiocese), headmaster at Cathedral High. Suggested method -- talk over cup of coffee.
- Not perceived as accessible by political types.
- Concerns about fundraising.

Terry Siegel

- Concerned about \$ operation (the "40", for example) -- need broadening.
- PT call Ed McLaughlin, Ed McCormack, Phil Fine for FR's (Terry will help)
- Terry will call Biff MacLean, others

John Marttila

- PT broadly popular but haven't defined one or two key issues; no clear public persona.
- Need to lock up libs -- this is where party is (King '78 an aberration -- contrast with White '70, Dukakis '74, '78, Tsongas '78, Kennedy, Congressional delegation) -- requires systematic pursuit through direct mail, phone commitments, issue definition. (Believes the key strategic move is for us in '78 was early lock on libs).
- Speculation damaging -- creates questions of seriousness, suggests possible opening to others.
- Organize through fundraising.
- Will work with us on advisory basis.

Paul Eustace

- Shaky relations with labor -- can be repaired but requires PT change in attitude -- private meetings have eroded support (PT plays wrist-slapper role -- resented).

Paul Eustace (continued)

- Labor wants to be wooed -- "What can I do to help you guys out?", etc.
- Make point at functions of recognizing "my friends in labor".
- Will work with Andy on labor.

Kristin Demong

- Dukakis raised over \$3 million, mostly through direct mail (\$850,000) and parties. In '82, Finance Committee brought in \$250,000; special events \$300,000 (debate party, for example); Constituency events \$200,000 (lawyers' FR, women's FR); field events \$100,000 (more in '81); and house parties \$800,000. MD attended every house party (\$5000 each). Different circumstances: candidate time, patronage, "guilt factor".
- Direct mail important for communication and organization, not just money. Mixed giving and working in field.
- Spent '81 prospecting on direct mail -- just broke even but same people gave 3X, 4X again.
- She organized Farmer.

Other topics

- Keynote
- Steering Committee
- Corman, Rouse
- Presidential nomination