

TSONGAS FOR SENATE

CONGRESSIONAL DISTRICT COORDINATOR MEETING

AGENDA 6/22/78

Introductions
Overview of the Campaign and Campaign Goals
Role of the Field
Responsibilities of CD Coordinators
 Volunteers--Recruitment and Record Keeping
 Advance and Scheduling
 Issues
 Organization
 Voter Identification
Consideration of time for weekly staff meetings
Ideas, suggestions, general discussion



FIELD ORGANIZATION

Volunteers--Record Keeping

A master file of all members of the organization (CD coordinators, city/town coordinators, all volunteers) will be kept in the Boston office. This file should be kept current.

--Volunteer pledge cards mailed to the Boston office will be kept on file. Boston is responsible for getting names of all potential volunteers to CD's on a regular basis.

--Any other names of potentially interested persons will be forwarded by advance people and others to Boston; CD's will be notified.

--CD's are responsible for providing Boston with names, addresses and phone numbers of all volunteers who have actually been recruited. These should be updated regularly to be kept current.

--Especially when recruitment becomes heavier, CD's will clearly not know the names and responsibilities of all volunteers in their districts. Nonetheless, CD's are responsible for getting all names from city and town coordinators and sending them to Boston.

Advance and Scheduling

CD's should assign someone to clip local newspapers (including weeklies and ethnic papers) for upcoming local events. Clips should be sent to Boston daily or every few days, depending on volume. Additionally, when local events are identified informally-- in discussion or through the grapevine--CD's should fill out a local events form for Alex after digging out the major facts. Remember, time commitments for Paul are made only by Alex.

I will meet daily with Alex and Nance to review new additions to the schedule as well as any changes and cancellations. I will get in touch with CD's to let them know what may be happening in their areas, what kind of support will be required, etc.

Advance people are responsible for calling CD's before making their first area appearance. The nature of CD responsibility in advance will vary depending on the specifics of the schedule. If the advance person knows the area well, he may need only touch base with the CD by phone; on the other hand, it may be necessary to provide a volunteer for directions. In any event, all logistics must be ironed out first.

Likewise, responsibility will vary during Paul's visit. With a light schedule and events that do not demand generating a crowd, advance people will do pretty much everything--driving, introducing, getting the candidate out of the meeting on time, etc. With a heavy schedule and busy events, the advance person will have to stay ahead of Paul all along the way, and a volunteer driver and escort will therefore be needed. Again, logistics must be worked out first between advance, scheduling and field.

Issues

Just as local papers should be reviewed with an eye toward upcoming events, they should also be systematically perused to identify important local issues. Use both imagination and discretion on this. Paul needs to know what is important to the local community so that he can speak forcefully on local issues, tying them when feasible to his national record. But obviously, we do not have to know every little thing that happens from Boston to Belchertown. On the other hand, be on the lookout for the offbeat and for the "inside scoop". We can use these little things to capitalize on Paul's knowledge of the state. David Khane, Alex, Nance and I will provide feedback as to what kinds of things you are sending are most useful.

Issues should be clipped, kept separate from events clips, and forwarded to me every few days.

Organization

So far in the campaign, our district organizations have differed-- as they should, since districts differ with respect to candidate visibility, population, ethnic background, etc. But we should be working toward a more specific form of organization--one in which CD Coordinators hire and work directly with city and town coordinators in all major localities. The rule is: don't be parochial in outlook. You may be progressing in the signature drive with a strike force of local people, but Paul will win statewide only when we have people working with us in every major city and town. And if you are having trouble with specific places, let me know! Holes can be filled in other ways, but I have to know what places are proving difficult in order to help.

Offices

Local offices are now open in Cambridge and Newton. Worcester and Springfield are set for July; Fall River and New Bedford are scheduled for August.

Targeting

I am in the process of obtaining voting data for the purpose of precinct targeting. Although I can secure the data myself in the Boston area, I need to have the following cities covered by CD's:

- First: Pittsfield, Holyoke, Westfield, West Springfield, Northampton
- Second: Springfield, Chicopee, Ludlow, Webster
- Third: Worcester, Shrewsbury, Clinton, Marlboro, Milford
- Fourth: Fitchburg, Leominster, Framingham
- Fifth: Lowell, Lawrence, Methuen, Chelmsford, Billerica, Tewksbury
- Sixth: Lynn, Haverhill, Peabody, Salem, Beverly
- Seventh: Woburn, Wakefield, Melrose, Saugus
- Ninth/Eleventh: Brockton, Norwood, Canton, Randolph, Braintree
- Tenth: Fall River, Natick, Taunton
- Twelfth: New Bedford, Dartmouth

I will be responsible for analyzing this data and for creating a precinct ranking in terms of democratic turnout and density of Democrats. I will also be looking at how liberal a Democratic vote turns out by precinct. This information, combined with seat of the pants judgment will tell us where to drop literature, whose phone number to look up and who to call.

Phone campaign/ Literature Drops

Details on exactly how we will do these are still being worked out, so only a rough outline will be provided here.

--First, CD's will have to obtain purged voting lists for all targeted communities.

--Second, households will be matched with phone numbers. Precincts will be matched in order of percentage of Democratic turnout.

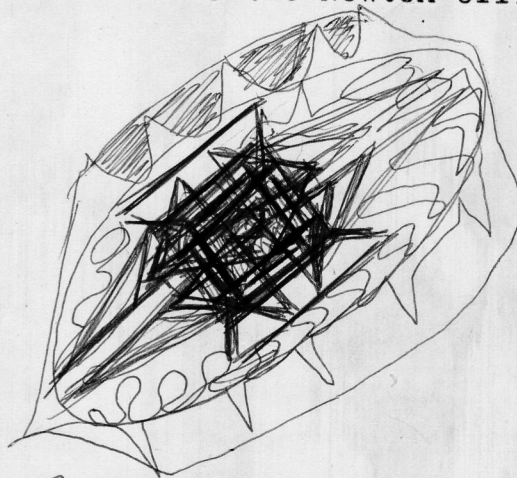
--Phone bank begins August 24, calling by precinct in priority order.

--Phone banks to be set up in offices of local lawyers, etc. Tawnie Sauvage is coordinating Lawyers and Doctors for Tsongas Committees--she can help you on this.

--Literature drops will concentrate on high-density Democratic areas.

Fund raising

Any information you turn up on potential fundraisers and contributions should be forwarded to the Newton office.



Staff mtgs. → Mon. 7 pm

Dist. org. mtgs.