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FOR A DEMOCRATIC VICTORY IN CALIFORNIA IN 1970

September 5, 1969

Joseph L. Alioto
Mayor, San Francisco
George E. Moscone
State Senate Dem. Leader
Jess M. Unruh
Assembly Democratic
Leader
James R. Mills
State Senate Dem.
Caucus Chairman
George N. Zenovich
Assembly Dem.
Caucus Chairman
Roger Boas
Project '70 Coordinator
Leon M. Cooper
Project '70 Coordinator

Hon. Alan Cranston
United States Senate
Senate Office Building
Washington, D. C.

Dear Alan:

Sorry you couldn't be with us at the very pleasant party at the home of Jack Schwartzman on the evening of August 25th. I appreciate very much your continued thoughtful consideration of the program which we are developing. The reason for this letter is to report to you on the program and to tell you about the people who have given their support in their time and effort as well as their financial contribution.

First, as to the events of the evening: Mayor Alioto spoke of the importance of bringing a full Democratic slate and issues program to the people next year. He gave substantial evidence of the vulnerability of the Reagan administration and the Republican dominated State Legislature. Congressman Phillip Burton assured those present of the deep concern and support for Project 70 held by the California congressional delegation. He warned of the dangers of divisiveness, and stressed the potential of the program presented. John Van De Kamp represented Jess Unruh, who was ill, assured the group of the support of the State Legislature Caucuses.

We have found it very important to correlate the term "Project 70" with the program it represents. We have told concerned Californians that it is the effort to recapture the legislature next year by concentrating on the few seats while protecting the rest. The 1970 legislature completely reapportions the assembly, the State Senate and the Congress.

Those who are interested in our program must understand that California presently has 38 seats in Congress and will expand to at least 44. Our experts estimate that the Republicans could so structure the districts that our present 22 (D) - 16 (R) majority could easily become a 32 (R) - 12 (D) minority in 1972, with the question of who wins the presidency making very little difference.

Hon. Alan Cranston

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We are enclosing for your study some demographic material regarding key districts in the state legislature. You will note that there are no less than 12 districts which have Democratic registrations of 56% to 64% and yet are represented by Republican incumbents! These are the initial factors to be considered in choosing our target districts next year, but there are others.

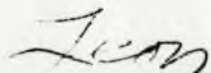
We enlist your thoughts about some of the evident factors to be considered selecting the districts in which Project 70 will operate, not as a "take-over" from the locals, but as an aid and a supplement. To prove we are in earnest about this, we put over \$22,000. into the campaign this spring in Stanislaus County and \$15,000., plus a staff for three weeks, into the campaign for Monterey, despite the fact that these are "northern" counties. We didn't simply thrust this money into the campaign and then walk away - we took a very active interest, and picked up computer bills, television bills, billboard bills, etc. Any time our campaign coordinator told us a project was needed, we produced. This is why we are broke.

Next spring we intend to go further in the selected districts - in addition to providing funds for approved projects - we intend to provide a meaningful advantage for our candidates in the form of a registration drive, common polls and research, centralized data processing, centralized design of media, common purchasing of materials, creation of a celebrity bank, and other projects.

As you know, I will be in Washington on September 17th and 18th when all of the State Chairmen throughout the nation meet. At that time I will report to you on the Democrats who have been willing to assist us with the relatively modest contribution of \$100. We are impressing upon them the importance of the preliminary staff work and the cost of it. Your own experience has shown that our good Democratic friends tend to contribute money when our political blood is heated. But they are realistic enough to understand that the money is needed now so that it can be used effectively and early to accomplish the objectives of Project 70.

When I see you, I will give you a full report.

Sincerely,



Leon M. Cooper
State Chairman, South