

DELEGATION STEERING COMMITTEE MEETING
LOS ANGELES - MARCH 22

MATTERS FOR DISCUSSION

(Representatives of Weinberg Advertising will be present at 10:30 AM to discuss The Media Program)

- I. The situation as it appears today
 - a) Three competing Democratic Delegations
 - b) Two pledged; one unpledged
 - c) Nominating signatures
 - d) Published polls
- II. Money spent or committed to date
- III. The organizational aspect of the campaign
 - a) Plans for the final ten weeks
 - b) Budget
 - c) Staff problems
- IV. Polling
 - a) One underway now
 - b) Proposal for a second poll
 - c) Cost
- V. Campaign and Delegation Structure
 - a) Completing appointment of alternates.
 - b) Announcement of alternates
 - c) Appointment of officers of the Delegation
 - d) Appointment of campaign leadership
- VI. The surface campaign - the approach
 - a) Do we attack? What? Whom?
 - b) A positive campaign? What issues?
- VII. The surface campaign -human
 - a) What we face - two live candidates
 - b) What are our resources for response as well as a positive campaign?
 - c) Do we want Washington campaigners- Senators, Cabinet?
- VII. The surface campaign - media
 - a) Billboards
 - b) Radio
 - c) TV
 - d) Newspapers
 - e) Direct Mail/ Computer letter
- IX. Cost estimates
- X. Where does the money come from?