

Karl C. Rove

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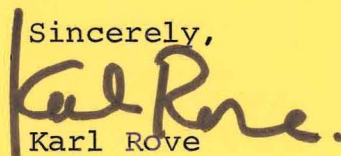
Mrs. Anne Armstrong
The White House
Washington, DC

Dear Mrs. Armstrong,

Just a short note to thank-you for taking time out of your busy schedule yesterday afternoon to talk with me. Appreciate anything you might be able to do for me.

I have taken the liberty of enclosing the rough outline of my platform. Of special interest is the "New Federalism Advocates" mentioned in the campaign section.

Again, my thanks for your time.

Sincerely,

Karl Rove

332 2nd Street, NE
Washington, DC
20002

CAMPAIGN

A. Development of 1974 election program

1. nature of effort

- a. mobilize campus workers
- b. encourage campus support
- c. register and turnout favorable voters thru campus canvass
- d. develop identification w/ youth for GOP candidates
- e. skilled student campaign laborers

2. development of program

- a. trial efforts '73 races--matching fund basis
 - i. Virginia and New Jersey governors
 - ii. possible Mississippi and Kentucky legislative contests
- b. how?
 - i. work with current CR leadership and regular state GOP
 - ii. target races in conjunction w/ RNC, GOP Senatorial and Gubatorial campaigns
 - iii. target marginal congressional races with substantial student populations (Office of Education congressional district breakdown: issued in spring)
 - iv. evaluation state CR organization and colleges
 - v. develop programs, sell door-to-door

3. importance of coordination

- a. coordination of state CRs
 - i. no one person has all answers for all situations
 - ii. insure cooperation and early involvement by CRs
 - iii. expand decision making role and help legitimize CRs w/in party
- b. coordination with RNC
 - i. legitimates CRNC effort
 - ii. greater chance for worthwhile return for GOP

4. accountability/professionalism

- a. test efforts: quantify results
 - i. show dollar: return ratio
 - ii. demonstrate weaknesses and strengths
- b. professionalism: full-time operative
 - i. in or out stater
 - ii. intern level pay

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CAMPAIGN, cont.

B. New Federalism Advocates

1. all Republicans, regardless of stance w/in party, have to run with New Federalism
 - a. components, New Federalism
 - i. Revenue Sharing
 - ii. end categorical grants
 - iii. budget limits
 - iv. impounding of funds
 - v. government re-organization
 - b. theories behind New Federalism
 - i. economic background
 - ii. decentralization federal power
 - iii. powers and limitations, federal government
 - iv. what proper role of gov't?
2. lack of Republican spokesmen in academic community or community at large
 - a. catching hell in campus media
 - b. negative reactions among many
 - c. not full understanding of actions among others
3. New Federalism Advocates
 - a. modeled on "Friends of Richard Nixon" program
 - b. nature of effort
 - i. two/three people from each state (CRs, debators, academicians)
 - ii. expenses borne by state GOP, selves, or in part of program
 - iii. meet in Washington for extensive briefings (e.g. Director of OMB, Director of OEO, Administration official behind New Federalism, Erhlichman, Haldeman, Capitol Hill figures)
 - iv. followed up periodic mailings, new information
 - v. all designed extensive, in-depth look at New Federalism
 - vi. publicized and encouraged to speak on campuses, high schools, radio stations, television talk shows, community groups (surragates for New Federalism)

C. Re-do and update Absentee Registration and Absentee Voters Brochures

EDUCATION AND TRAINING

A. Development of "Talent Bank"

1. lack of manpower to put on workshops
 - a. strain on national office staff
 - b. limitations of time
2. CRNC develops corps of people to put on workshops
 - a. hold workshop to train trainers
 - i. covers techniques of student politics
 - ii. covers techniques of regular precinct politics
 - iii. emphasis on techniques of good leadership seminars--how to put them on (attendance, publicity, program)
3. use people to put on CRNC schools/ state and area workshops/ club training programs

B. State Legislative Schools

1. state legislative races habitually most undermanned and understaffed unprofessional efforts around
2. CRs, trained, can influence greatly
3. CRNC put on workshops (similar to Student Fieldman Schools) devoted to state legislative races
 - a. topics (e.g.)
 - i. research
 - ii. canvassing
 - iii. voter registration
 - iv. voter turnout
 - v. ballot security
 - vi. coffees
 - vii. volunteer management
 - viii. campaign strategy
 - b. follow-up
 - i. letter from RNC Chairman, stating that "x" is graduate
 - ii. goes to state GOP chairman
 - iii. certificate
4. develop accountability--did they do anything

C. Club Workshop in Practical Politics

1. most clubs monthly program w/ boring speaker or just club business
2. CRNC develop club practical politics training course
 - a. similar to Chamber of Commerce set of booklets/covers only precinct politics
 - b. does not cover youth organization
 - c. materials

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EDUCATION AND TRAINING, cont

(C2)c. cont.

- i. instructors manual
- ii. student packets (three, four page outlines and samples)
- iii. slide set to accompany instructors text
- d. topics
 - i. precinct organization
 - ii. campaign research
 - iii. election day activities
- e. materials sold by CRNC small cost//slides loaned
- f. benefits
 - i. helps train
 - ii. replaces boring meetings
 - iii. tool of legitimacy

D. Manuals

- 1. current set
 - a. when run out, re-type on RNC composer
 - i. machine types "Monday"
 - ii. looks professional
 - iii. cuts # pages, hence weight and postage
 - b. more examples (e.g. newsletters)
- 2. "Student Guide to Lobbying"
 - a. details how CR club can lobby for legislation
 - b. seek assistance of professional state lobbyists in writing manual
- 3. "Student Guide to Practical Politics"
 - a. topics covered
 - i. what goes on in campaign?
 - ii. what tasks can be performed by students
 - iii. forward by Bush/Nixon
 - iv. publish in pamphlet form for distribution outside leadership
 - b. benefits
 - i. training
 - ii. tool of legitimacy
 - iii. can be sold for small return
- 4. "State Legislative Races"
 - a. covers, in brief, topics of state legislative schools
 - b. patterned on similar efforts by YRs, MNC, IPO

COMMUNICATIONS--REACHING OUT TO THE COLLEGE
COMMUNITY

A. Debate Topic Materials

1. every spring, the national college debate topic for coming fall is chosen
2. CRNC should prepare for early fall distribution a packet of debate topic materials
3. contents of packet
 - a. bibliography of Republican oriented materials on the topic
 - b. GOP oriented materials
 - i. GOP-sponsored bills
 - ii. statements by GOP leaders
 - iii. platform statements
 - iv. Administration statements
 - v. list of Republican office holders who hold special interest in topic
4. distribution
 - a. mail to CR clubs with notice of availability to any CR debator
 - b. mail letter to college debate coaches
 - i. announce availability of packet
 - ii. enclose flyer for placement speech department bulletin board

B. WCNS

1. continuation of WCNS
2. new emphasis
 - a. expanded use of interviews
 - i. most effective/more re-prints
 - ii. more newsworthy outside college media
 - b. diversity of Republican thought
 - i. e.g. newsletter article on 8 different GOP Health Care bills
 - ii. more "newsy" appearance, less partisan
3. further encourage use of WCNS by Republican members of Congress
 - a. WCNS used to send "interviews" with GOP members when sponsoring major legislation ("non-partisan" tinge)
 - b. contact GOP press secretaries about "loan" of WCNS mailing lists for regular distribution of press releases

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COMMUNICATIONS, cont.

F. Academicians Mailings

1. mail announcement to political science professors of free materials for distribution in classrooms
 - a. 1972 Foreign Policy Report by RMN
 - b. 3rd Annual Report of CEQ
 - c. Brochure DO Committee Proposals
 - d. Delegate Selection Procedures Booklet
2. place GOP oriented materials into student hands
3. only four mailings in past year, should expand
 - a. examples of possible mailings
 - i. each of the four state of union messages
 - ii. state of the world addresses
 - iii. budget in brief
 - iv. reports of CEQ
 - v. reports of CEA
 - vi. presidential commissions
 - vii. major policy statements by GOP
Congressional figures (e.g. Goldwater statements on Vietnam)

SERVICES

A. Films

1. compile bibliography of film sources
 - a. where can clubs borrow political films (e.g. New Left activities, public policy questions) for use in educating the student masses?
 - b. where can clubs borrow non-political films for fund raising (e.g. John Wayne flicks, "Reefer Madness")?
2. film bank--begin development of library of films that clubs may borrow for meetings, et cetera

B. Speakers Director

1. current directory outdated and unviable
 - a. contains only Congressman and Senators
 - b. last updated in February of 1972
2. new directory
 - a. updated with current members of Congress interviewed
 - i. would they be willing to speak on college campuses?
 - ii. if so, on what topics (e.g. defense spending, government re-organization)?
 - b. expanded to include Republican leaders and academicians outside Capitol Hill
 - i. Administration spokesmen (e.g. area directors for EPA)
 - ii. Republican academicians (John Bibby of UW-Milwaukee, JB Mayfield of the University of Utah, Harry V. Jaffa of Claremont Men's)
 - iii. Republican leaders (National Committeemen and Women, State Chairmen, major state elected officials)
 - iv. Republican campaign management types

C. Club stationery

1. many clubs cannot afford stationery
2. printing costs the CRNC little (\$5.50 for 500 sheets, one-color/ \$4.00 per 500 envelopes)
3. CRNC provides three or four standard designs

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SERVICES, cont.

- (C)3a. designs done with press type, merely
press in name of school/ use RNC composer
- b. no officer names/ just permanent club
box
- c. charge clubs "cost" and mailing

D. "What Is A CRNC?"

- 1. most members of the Movement are not acquainted
with the CRNC
 - a. do not know what services are available
 - b. do not know it exists
 - c. have no sense of its history or nature
- 2. CRNC issues brochure explaining what CRNC is
 - a. details services available
 - b. describes what it is
 - c. contains short history of organization

E. Newsletter Graphics

- 1. good number of club newsletter: most
xeroxed or off-set
- 2. CRNC should publish small, manual-style,
inexpensive collection of Republican
graphic do-dads (e.g. elephants, American
eagles, flags, Lincolns, etc.)

INTRA-ORGANIZATIONAL COMMUNICATIONS

- A. Continuation of current communications
1. club mailings--vital
 - a. should increase frequency
 - b. should be supplemented by summer mailings to homes
 2. special publications
 - a. Pollwatch
 - b. Field Reports (non-campaign year)
 - c. Portfolio (election year)
 - d. Chairman's Report--at least semi-annual
 3. "THE COLLEGE REPUBLICAN"
 - a. index to articles, end of year
 - b. mail once to college libraries, offering free subscription
 - c. attempt to expand into journal with active participation by GOP academicians, officeholders, and CRS
 4. key to publications: active involvement by numbers of people