

## One Method used for Election Campaign.

### Basic Strategy.

A basic strategy in any campaign is to get the voters really out to vote on election day. In the States only 56 to 60% of those who can vote, actually vote. Usually the poor, the dispossessed, the one's who lean slightly left (the skeptical) - do not vote. The middle class and rich do vote. So, the problem is how to get the voters out - the one's you want to vote.

- Point two. Forget about the opposition, forget about converting anyone this close to an election - people usually are fairly clear on where they are forget about those in the middle or swaying - it is too late to work on them
- Point three. We wanted to get every voter - every single one of them who were for McGovern out to vote. Period. Simple -- but not really.

### Procedure.

1. The city of Cincinnati is broken into about 200 districts called wards. In each district, about 7500 people and of that about 3200 were registered to vote.

In the States, you have to register which party you will vote in (this does not mean you will actually vote for that party, but you are registered in a party). Also, records are kept on who votes which party in every election. Again, you can change your vote when you actually vote, but records are kept.

We therefore first took a look at each ward - the voting pattern of each. We decided that of the 200 wards, we would not even look at about 125 wards because those wards traditionally voted Republican (thus for Nixon) -- okay, there may be a few scattered persons in those wards who would vote for McGovern, but their numbers were so slight that we knew it would be a waste of our energy and time to work on them.

2. So, we took the 75 wards that traditionally voted Democratic (thus hopefully for McGovern).

We then did 3 major things in those wards.

- 1) set up rallies, speakers, parties (socials), leaflets etc. in those wards mainly. This was systematically done for each ward.
- 2) we organized a telephone campaign - calling all potential voters in each of the 75 wards - asking them what they thought of McGovern - did they know that McGovern stood for better social security for the aged (if the person was old) - or better housing (if the neighborhood was poor housing) etc. We asked if we could send them a brochure on what McGovern stood for, etc. We had about 150 workers volunteer to do these telephone calls from 10 am until 10 p.m. each day for two months. We only had 10 telephones all in one office - (we did it in one office to keep records).

After each telephone call, the person was marked on a chart whether they were strongly for McGovern or strongly against or in the middle. These charts were then used later.

- 3) We also had volunteers go door to door to also find out the same information that we got from the telephone call campaign - who was for McGovern - that is what we needed to know.

3. Now as a ward was completed in terms of the above information, we got another 125 volunteers workers who could do work at home - and not have to come to the office to continue telephoning (telephoning and door to door work continued up to the last day) - but some people do not like to do direct talking to people





*about* voting - they want to help, but quietly in their house.

Now we asked these people to do the following: we gave them a detailed map of a ward. We then gave them the information charts from the door to door campaign and the telephone campaign of who was for McGovern. Now a difficult part here is in the States, we do have telephone directories which are set up by wards (as well as the usual kind). So, from the telephone campaign we sometimes did not have the address of the person (we tried to get their address if you recall in point 2.2 when we asked them if we could send them a brochure.) But sometimes we did not have the address. But, through an other process of records kept by the telephone company, we also had listed of address compared to telephone numbers.

So - for 4-6 weeks, <sup>before election days</sup> we asked these volunteers to redraw these maps on a larger scale - for a person to walk on election day - house by house to only those people who will actually  $\bar{x}$  vote for McGovern.

So - when I would do this (and I did many of them - actually I had all of Grailville doing them - even good old Janet Kalven would draw her maps late at night - I supplied beer as usual)-

Anyway, you had to draw the map to indicate the exact house or apartment, the name of the person, and to route the walker the shortest possible way to walk so that he/she does not waste time (that is you may have no one on a particular street so you route the walker to cover the most houses the quickest way.

These ~~ix~~ large maps were ready 1 day before elections. Along with the map was a list of all voters for McGovern with their telephone numbers. This list was made in four copies. The same volunteers made those 4 copies of that list for that ward.

### Election Day.

As many telephones installed for that day only.

Volunteers on the telephone from 8 a.m. until the polls closed.

1. Other volunteers ready to do the walking at ~~4~~ p.m.

Other volunteers at each voting station. In the States, each party can have one person at the voting station to record who has come to vote. Three copies of the voters list (which was done in the point 3 procedure) is with the person at the voting station. Voting starts at 6 a.m. As voters come in, the volunteer crosses off the McGovern voters on all three lists as they vote.

2. At 8 a.m. the first copy of the list of those who have voted and those who have not yet voted (for McGovern) is taken to central office. The telephone volunteers now start calling each person who has not yet voted.

3. The volunteer (or a new volunteer) at the voting station continues now to cross off people who come in to vote from 8 a.m. to 2 p.m. on the second copy and third copy of the list.

4. 2p.m. the second copy of the list is taken to headquarters and the people who have not yet voted are called again. Never call or see people who actually have voted. It is an insult and it can seem like harrassment and resent for the future.

5. Volunteer at voting station now continues to cross off those who vote on his/her third copy of list. At 4 p.m. in the actual ward (neighborhood) - this next list is given to the walker. The walker and voting station person cross off all people who have voted (crossed off on the map) - and the walker now goes to the houses of those who have not yet voted.

6. We also had volunteers who had cars. Either when the first telephone call was made - or during the door to door campaign was done in point 2.2 and 2.3. we asked (those who would vote for McGovern) - if they needed a ride to the voting station. This was also indicated on the chart.



Well -- that is that. Now that I write this all it sounds very complicated on paper.

What comes through to me as I do this now again is how much one has to count on the people you know are for you (your party - line etc.) -- and gently, easily, help them to go and really vote!

I certainly know that TV, historical moments, image, and manipulation plays much more of a role in what happens at elections, but the actual hard work of getting out the 'right' (no - 'correct') voters is essential.

Because I am more a scientist - it really is like a giant mathematical game - and for me, it is fun to do.

What do you think?  
Too complicated?  
Too systematic for the Portuguese?  
Too direct?

I love its precision.

Must dash this off to the post office. GOOD LUCK!

Fundação Guider o Futuro