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ORGANIZATION OF VOTER CANVAS AND GET-OUT-THE-VOTE

1) The State will be organized on a precinct basis within assembly districts where possible and by counties elsewhere.

2) There will be one state-wide headquarters in Los Angeles for voter canvas and regional headquarters in northern and southern California. These headquarters should be in operation by April 12.

3) Area headquarters should be opened and operating at assembly district level when possible and by county elsewhere by Monday, April 17.

4) Lists of registered Democrats in California as of February 15 will be produced for phone, foot and get-out-the-vote canvas this week. These lists will include phone numbers if we are successful in our efforts with the phone companies. Otherwise numbers will have to be looked up commercially and as part of a massive volunteer effort.

5) The lists will contain the following information and will be delivered to the area headquarters:

   a) A heading consisting of precinct number - Assembly District identification - area headquarters, telephone number and contacts - precinct captain or captains and their phone contacts.
   b) Registered Democrats within the precinct, broken down by block and address.
   c) Telephone numbers (it is estimated that phone numbers will be available for about 70% of the list).
   d) Voter identification as follows:
      1) clearly pro-McGovern - will get mailing
      2) leaning toward McGovern - letter from Senator - Selected issue
      3) clearly neutral - possible mailing in S.D.
      4) leaning away from McGovern or committed
      5) N.H. (not at home)
      6) A (requires absentee ballot)

   Rely on Supp phones

   e) A space to identify issues important to the particular voter being canvassed
   f) G.O.T.V. record as follows:
      V (Voted)
      T (Requires transportation)
      S (Requires sitter)
      NH (Not at home)
   g) Individual voter identification number

6) The telephone canvass is based on the following data:
   Approximately 4,500,000 Democrats on voter file
   Estimated 2,700,000 Democratic households in voter file (60%)
   Estimated 1,900,000 Democratic households with listed phones (70%)

   The phone canvass project would be accomplished as follows:
      1,200,000 contacts from monitored, paid phone banks
      500,000 contacts from supervised volunteer, headquarters phone banks
      200,000 contacts from miscellaneous phones.

   600,000

   Monitored paid phone banks (approximately 20) will be set up at location priorities to be determined today. Priorities should be established on the basis of potential McGovern voter strength as well as phone company service areas.

   Projected dates of operation are Monday, April 24 through Friday, June 2

7) In conjunction with the phone bank operation will be a computor mail follow-up program.
   1's will be designated for a polling place gram on the day before the primary
   2's will receive a letter keyed to specific issue interests
   3's will be keypunched to be available for possible mail follow-up
   1's, 2's, and 3's will be available in print-out forms at least weekly to area headquarters for coordination with foot canvas.

8) Along with the phone canvas will be a concentrated effort to foot canvas the 2,700,000 households. The primary responsibility of the area headquarters will be to establish precinct captains in each of the 23,000 precincts in the state. Materials should be available to begin foot canvassing by Monday, April 24. Format and results from the foot canvas sheets will correspond to the phone canvas with provisions made to eliminate duplication in mailing and other follow-ups.

9) High priority areas to be covered by paid, monitored phone banks must under no circumstances be called by volunteers in lieu of foot canvassing.

10) Five two man teams should be designated in the rest few days to coordinate phone and foot canvas with the state headquarters. These regions are generally:

1) The Bay area, Sacramento and far north
2) The Central Valley
3-4) The Los Angeles Basin
5) San Diego and Imperial Counties

One major responsibility of these teams will be to imsure that phone and foot canvas results are translated into usable get-out-the-vote lists.