Letter from a Canadian Supporter to Geraldine Ferraro

Geraldine Ferraro

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TO Ferraro's campaign manager,

I would like to make suggestions and ideas that I believe would result in a possible victory for the Mondale - Ferraro ticket.

Although things seem gloomy, Reagan with a 27 to 1 lead over Mondale, leading in all dimensions in society, please remember what Biko said, 'the game is not over until it is over.' Reagan gets free publicity in world crisis and it is the duty for everyone to support the people's demonstration. I am completely convinced that Mondale can win, but if political tactics and sensible ideas are employed.

Usually after an election takes place and a party loses, it spends weeks analyzing what went wrong, what to do and what not to do next time. Instead, let's examine this before the election and correct it!!
The Mondale/Ferraro campaign has run so far into just a clam out format like Democratic Leadership has failed to make an impact to neutralize the big Reagan machine.

**DOs and DON'TS**

1. Never mix politics with religion, it's like putting a lazer into nitroglycerin.

2. Ferraro should dress like a business executive in public!!!

3. In the Oct 1 debate Ferraro should be cool, calm and collective. Take this like a "piece of cake." If Bush asks her about a touchy idea like abortion, Ferraro should squarely leave that question and attack Bush on another issue. She should compare how different the Republican and Democratic platform are, citing the Republican's extreme conservative theme with the democracies which represents a new generation. She must not get stuck, she must drive a hard blow to the opponent and win on all issues.

This are two weeks to prepare her.
Immediate cause for Mondale's poor rating in the polls

1. Mondale very unfortunately is dull.

Dont's - Continued to campaign in the West where electoral vote are too few. Solidly campaigning in Texas and California is solidly effectively republican!!

Dont's - Don't waste time and money in Calif or the Far West concentrate in states where Mondale has a chance.

3. The Democratic tax issue has been politically suicidal.

Mondale wants to raise taxes to cut the deficit. American voters are not interested in that. Mondale wants to raise taxes and over a million voters think it will affect them directly or indirectly. Eventually.

4. So far in this campaign the issues have not been clearly defined. Perhaps the debate will change that.

5. There has been not one promise in this campaign on social programmes.
The Democratic leadership has failed to convince Americans that they are the future of tomorrow, a new generation of ideas born in this century.

The Democratic leadership paints a dull future if Reagan is re-elected.

But people like Reagan and the economy is good.

If only the democrats can win the debates on all issues, people may turn their gaze toward Mondale.

The majority vote and the debates (if it does well) are the only two things that could result in a democrat victory, a November surprise! Just like when Truman won over Dewey despite Dewey was always ahead in the polls.
The apathy vote is a powerful tool to win over people. Democratic leadership represents their interests in a new generation of ideas and that they will have a better life through programs that will fill their needs.

If the Mondale people can get 26% of the apathy vote, Mondale will have walked to home plate. You see, Mondale can't hit out of the park, but Mondale might be able to pull the rug from under Reagan.

Mondale can't campaign. I'm afraid to say, very unfortunate, but he can be president and for a change he's a man who knows what he's doing.

I borrowed two pages from a book on American politics on voter apathy. 50-55% of Americans turn out to vote 38-41% stay home. If the Democratic leaders can win over 26% Mondale could get 280-320 electoral votes. Despite gloomy predictions I am still convinced they can win in the 11th hour. If the following political tactics are pursued...
In summary things to remember very important once more. I repeat this.

1. Avoid campaigning in the West where electoral votes are too few. With a 2 to 1 lead over the Democratic leadership by Reagan, the Democratic leadership by Reagan cannot afford to campaign out West. Avoid California and Texas. These are the only two states where a reasonable victory is possible. concentrate in the West and Midwest and in the South and Northeast.

2. Always put Reagan on the defensive on all issues. The issue must be demonstrated clearly in the Oct. 7 debate between Ferraro and Bush. If the Democratic leadership wants to win badly they must prepare and plan. Nelson is in the public spotlight and win on all issues.

3. Remember when Nixon got 38% of the vote, he swerved McGovern and Johnson won over Goldwater. Let's not have this happen with Ferraro. Not only will the Democratic party vote for her if present trends continue, Reagan will get a landslide. However, there are measures that can be taken to avoid this terrible thing.

a) The highest target parties to contact are the both the Democratic ticket.

b) Get 20% of every vote for each candidate to convince both the Democratic leadership with the party of tomorrow, a new generation of ideas born in the century of event and the democratic and Republican party platforms. The middle 19th century parties featuring platforms while the democratic platform is the party of tomorrow.
b) People like Reagan that is a reality. Don't attack Reagan or point out the doom and gloom that will result if he's re-elected. Americans like to hear new ideas and promises of new programs and they get excited. People don't like it when Mondale attacks Reagan. However, only on that one issue the threat of nuclear war—foreign policy should Mondale and Ferraro.

The forth the democratic leadership should make promises of new social programs and that the democratic leadership will move to advance them. People New York except in the nuclear foreign policy issue should. Mondale's... mentioned directly pointed say "The republican leadership..."

Remember the debate and the greater vote are the only changes Mondale and Ferraro can win on November.

Also enclosed is a reply letter I wrote to Edward Landers if his campaign for Mondale.

Thank you.
EDWARD ASNER

September 6

Dear [Name]

I thank you for your long-ago letter, and forgive the delay in my answering.

I agree with you 100%, and I'm campaigning for Mondale and many other Democrats to help escort Mr. Reagan out of the White House.

I'm glad our neighbors to the north are just as interested in our politics.

Best wishes,

Edward Asner

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