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Letter from a Canadian Supporter to Geraldine Ferraro

Geraldine Ferraro

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Chomedey, Laval, Québec
Sept 1984.

TO Ferraro's Campaign Manager;

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

Although things seem gloomy (Reagan with a 270 lead) ~~Reagan leading in all dimensions in society~~ ^{not so} ~~to some~~

~~the~~ Remember what Bob Kuth said "the game is not over

until its over." Reagan gets free publicity in world crisis and its the duty for everyone to support the president. As demonstration ^{mandate in the} I am completely convinced that Mondale can win ^{on big} ^{Beirut}

if political Tactics and sensible ideas are employed. I wish to present ^{to you}

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 plain old rotten luck! The Democratic leadership has failed to make inroads to neutralizing the big Reagan machine.

DO'S and DON'TS

- ① Never mix politics with religion, its like putting AKLaezer into nitroglycerin.
- ② Ferraro should dress like a business executive in public!!!
- ③ In the OCT 11 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 temporarily leave that question and attack Bush on another issue. She should compare how different the republican and democratic platform are, noting the republican is so extreme ^{right wing} conservatism that of the democrats which represents a new generation of ideas. She must not get stuck, she must drive a hard blow to her opponent and win on all issues.

This are two weeks to prepare her.

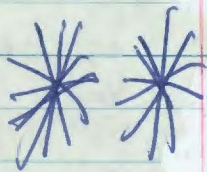
immediate cause for Mondale's poor rating in the polls

① Mondale very unfortunately is dull.

Don't's → ② continues to campaign in the ^{far} west where electoral votes are too few. Satisfy
Campaigning in Texas & California is solidly hopelessly republican!!

Don't's - Don't waste time and money in Calif or the Far West concentrate in states give Mondale has a chance that is the most important thing in this campaign and that is to win the Presidency.

Don't's ③ The democratic tax issue has been politically suicidal. American voters judge a book by its cover. Even though Mondale wants to raise taxes to cut the deficit, American voters are not interested in that. ~~They~~ ~~that~~ ~~Even though~~ ~~that~~. Mondale wants to raise taxes for incomes of \$27,000 and over American voters think it will affect all of them directly or indirectly eventually.



④ So far in this campaign, the issues have not been clearly defined.

Perhaps the debates will change that.

⑤ There has been not one promise in this campaign on social programmes.

⑥ The Democratic leadership has failed to convince Americans that they are the future of tomorrow a new generation of ideas born in this century.

⑦ 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 face toward Mondale.

- The apathy vote and the debates (if it goes well)

are the only two things that could result in a Democratic

victory, a November surprise! Just like when

Truman won over Dewey, in spite Dewey was always ahead in the polls.

⑧ The apathy vote ^{Mondale + Ferraro people} the:

must go after the apathy vote and try to win over them

that the Democratic leadership ^{represents their} interests, a new generation of ideas

and that they will have a better life ~~through the government~~

through ^{governments} ~~the~~ programmes, ^{and it will} fill their needs.

IF the Mondale people can get 20% of the apathy vote

Mondale will have walked to home plate.

can't hit ^{9 ball} 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 zeroed ^{pages} two ~~copy~~ from a Book on American politics on voter apathy. 50-55% of Americans

turn out to vote, 38-46% stay home. If the Democratic leaders can win over 20% 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 employed.

Five summary things to remember very important ^{one more}
_{time 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} ~~can~~ cannot afford to campaign out west. Avoid California and ~~the~~ Texas these are the only two states where a democratic victory is fantasy it is solid republican territory; campaign in the east and midwest and in the south and north east.

② always put Reagan ^{or Bush} on the defensive in all issues. These issues must be demonstrated clearly in the OCT 7 debate between Ferraro and ~~Bush~~ Bush. If the democratic leadership wants to win badly - they must ~~stand~~ prepare or plan ~~clearly~~ ^{clearly} then well in the public spot light and win on all ~~or~~ issues.

③ Remember when Nixon got 20 votes ^{electoral} he smirred in c government and Johnson won over Goldwater. Lets not have this happen with ~~reagan~~ ^{reagan} not only that 1/3 of democrats plan to vote reagan if present trends continue Reagan will get a landslide however ~~there~~ there are measures that can be taken to avoid this terrible thing.

a) to highlight ^{the} ~~the~~ ^{two} ~~two~~ ^{are} ~~the~~ ^{the} democratic portents.

b) get 20% at least of votes apathy convince ^{that} the democratic leadership is the future of tomorrow a new generation of ideas born in this century - present out two different the republican and democratic platform ^{the} ~~the~~ ^{the} republican platform is the future of tomorrow while the democratic platform is the future of tomorrow.

b) People like Reagan that is a reality.

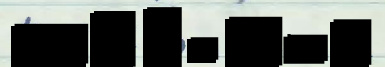
Don't attack Reagan or point out the doom and gloom that will result if he's re-elected. Americans like to hear new ideas, promises by the dozens of new programmes and they get excited. People ~~still~~ don't like it when Mondale attacks Reagan. However only ~~only~~ that one issue the threat of nuclear war - foreign policy should Mondale and Ferraro attach Reagan, ~~and~~.

Therefore the Democratic leadership should make promises of new social programmes and that the Democratic leadership will move to advance these ^{fresh} goals. Now ^{attacked} ~~the~~ Reagan ~~except~~ on the nuclear & foreign policy issues; ~~should~~ Reagan's name ^{be} ^{directly} ^{mentioned} rather say "The ~~Republican~~ leadership."

Remember the debate and the quathy vote are the only changes Mondale and Ferraro can win on Nov 6th.

Also enclosed is a reply letter I wrote to Edward Berner if he'd campaign for Mondale.

Thank you,



EDWARD ASNER

September 6

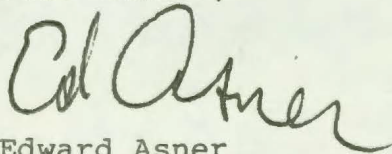
Dear [REDACTED]

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,

A handwritten signature in cursive script that reads "Ed Asner".

Edward Asner

kk