

Binder

REMARKS OF

MR. GREGORY C. STEVENS

CHIEF OF STAFF TO GOVERNOR THOMAS H. KEAN

AT THE

CAMPAIGN SEMINAR

SPONSORED BY THE

REPUBLICAN LEGISLATIVE CAMPAIGN COMMITTEE

CAPITOL PLAZA HOTEL

TRENTON, NEW JERSEY

SATURDAY, JUNE 29, 1985

THANK YOU, CHUCK.

IN TRYING TO THINK OF WHAT TO SAY TO THIS POLITICAL AUDIENCE TODAY I WAS READING UP ON SOME POLITICAL HISTORY LAST NIGHT. AND TODAY, IT TURNS OUT, IS THE ANNIVERSARY OF THE DAY THAT AL SMITH WON THE DEMOCRATIC NOMINATION FOR THE PRESIDENCY IN 1928.

THAT REMINDED ME OF A STORY ABOUT AL SMITH, WHEN HE WAS STILL GOVERNOR OF NEW YORK. HE'D HAD A LONG DAY OF CAMPAIGNING, AND HIS FIFTH STOP OF THE DAY WAS SING-SING PRISON. WELL, HE WAS VERY TIRED, AND HE DIDN'T HAVE A PREPARED SPEECH, SO WHEN HE GOT UP TO SPEAK HE BEGAN:

"FELLOW DEMOCRATS..."

THEN HE SHOOK HIS HEAD AND SAID NO, THAT'S NOT RIGHT. SO HE STARTED OVER:

"FELLOW CITIZENS..."

THEN HE REALIZED THAT THE PRISONERS COULDN'T VOTE -- SO HE COULDN'T SAY THAT. SO, FINALLY, HE HEAVED A SIGH AND BEGAN AGAIN WITH THIS:

"WELL I CERTAINLY AM GLAD TO SEE ALL OF YOU HERE."

I THINK I CAN CONFIDENTLY SAY "FELLOW REPUBLICANS" TO THIS CROWD, AND I AM VERY GLAD TO SEE YOU ALL HERE.

YOU KNOW, JUST A FEW YEARS AGO, IT WASN'T SUCH A POPULAR THING IN THIS STATE TO ADDRESS A GATHERING AS "FELLOW REPUBLICANS."

AS RECENTLY AS 1978, JUST SEVEN YEARS AGO, 52% OF THE NEW JERSEY VOTERS INTERVIEWED IN AN EAGLETON POLL IDENTIFIED THEMSELVES AS DEMOCRATS. JUST OVER HALF THAT IDENTIFIED THEMSELVES AS REPUBLICANS.

CONTRAST THAT WITH TODAY.

LAST WEEKEND, THE BERGEN RECORD RELEASED A STATEWIDE POLL OF NEW JERSEY VOTERS. MORE PEOPLE IDENTIFIED THEMSELVES AS REPUBLICANS THAN THOSE THAT SAID THEY WERE DEMOCRATS.

AND THAT'S NOT JUST A FLUKE.

THE STAR LEDGER-EAGLETON POLL RELEASED EARLIER THIS YEAR FOUND IT JUST ABOUT EVEN -- 45% DEMOCRATS AND 42% REPUBLICANS.

AND THE POLLING WE'VE DONE OURSELVES THROUGH THE
REPUBLICAN STATE COMMITTEE CONFIRMS THE SAME THING: WE ARE
IN THE MIDST OF A MAJOR AND DRAMATIC POLITICAL RE-ALIGNMENT
IN THIS STATE.

AND THE MOVEMENT IS ALL OUR WAY.

THAT UNDERSCORES THE MAGNITUDE OF THE OPPORTUNITY WE
HAVE IN FRONT OF US THIS MORNING.

IF WE IN THIS ROOM RUN GOOD CAMPAIGNS -- HARD FOUGHT,
TECHNICALLY PROFICIENT, AND WELL THOUGHT-OUT -- THERE IS
ABSOLUTELY NO REASON THAT NEXT YEAR WE WILL NOT CONTROL THE
ASSEMBLY FOR THE FIRST TIME IN OVER A DECADE.

I CAN'T TELL YOU HOW VALUABLE THAT WOULD BE TO
GOVERNOR TOM KEAN --- AND, IN MY VIEW, TO THE PEOPLE OF NEW
JERSEY.

I SAID IF, AND THAT'S A MIGHTY BIG IF.

SIMPLY STATED, WE HAVE GOT A LOT OF WORK AHEAD OF US.
AND THAT'S WHAT I WANT TO TALK TO YOU ABOUT THIS MORNING.

THE PURPOSE OF THE R.L.C.C., AND THE GOAL OF THE GOVERNOR'S OFFICE, IS TO HELP YOU RUN GOOD CAMPAIGNS. WINNING CAMPAIGNS.

THAT PROCESS STARTS EARLY -- IN FACT, FOR MOST OF YOU, IT DID OR SHOULD HAVE STARTED LONG AGO -- AND IT REQUIRES THAT EVERY ONE OF US WORK AS HARD AS WE CAN UNTIL THE LAST POLLING PLACE CLOSES ON ELECTION DAY.

RIGHT NOW IS A CRITICAL PERIOD. YOU SHOULD BE DEVELOPING -- OR YOU SHOULD HAVE FINISHED -- A CAMPAIGN PLAN. A STRATEGY FOR PUTTING TOGETHER ENOUGH VOTES ON NOVEMBER 5TH. A BLUEPRINT FOR HOW YOU'RE GOING TO GET FROM HERE TO THERE.

THE R.L.C.C. CAN HELP YOU DEVELOP IT.

MAKE THIS A GOOD PLAN -- AND STICK TO IT.

DON'T BE THROWN OFF YOUR WINNING TRACK BY THE DAY TO DAY CRISES THAT COME UP.

DON'T BE THROWN INTO A FRENZY IF YOUR OPPONENT ATTACKS YOU -- IF HE OR SHE DOES, IT'S PROBABLY A GOOD SIGN.

IT MEANS YOU'RE DOING THE RIGHT THING.

I SAW ANOTHER POLL, TAKEN NOT LONG AGO BY THE REPUBLICAN NATIONAL COMMITTEE, WHICH IS VERY REVEALING IN THINKING ABOUT HOW TO RUN A WINNING CAMPAIGN.

THE POLL DEVELOPED A LIST OF WHAT THINGS AMERICANS VALUED MOST. WHAT MATTERED MOST TO THEM WHEN THEY SELECTED A CANDIDATE.

AND THE NUMBER ONE VALUE, THE MOST IMPORTANT MOTIVATING FORCE, WAS THE HOPE OF ACHIEVING A BETTER FUTURE -- A BETTER LIFE FOR THEIR CHILDREN.

THAT POLL REVEALS PERHAPS THE MAJOR DECISION POINT IN A CAMPAIGN -- WHO CAN BEST ARTICULATE A VISION, A SENSE THAT THEY CAN MAKE THINGS BETTER.

THAT, QUITE FRANKLY, HAS BEEN THE KEY TO GOVERNOR KEAN'S SUCCESS THUS FAR.

THERE IS A NEW PRIDE IN NEW JERSEY. A DEFINITE, UNMISTAKABLE FEELING AMONG THE VOTERS OF THIS STATE THAT THINGS ARE GETTING BETTER. THAT, AFTER YEARS OF LANGUISHING BEHIND OTHER STATES, NEW JERSEY IS NOW LEAPING AHEAD OF THEM.

AN INDICATION THAT AFTER BEING PERCEIVED THROUGHOUT THE 1970'S AS A DYING INDUSTRIAL STATE -- NEW JERSEY IS NOW POISED FOR A VIBRANT FUTURE -- ONE IN WHICH WE WILL BE A LEADER IN CREATING JOBS. A LEADER IN HIGH TECH. A LEADER IN EDUCATION. A LEADER IN CLEANING UP THE ENVIRONMENT.

IN FACT, AS YOU MAY HAVE SEEN IN OUR TV COMMERCIALS DURING THE PRIMARY CAMPAIGN, THAT'S THE GOVERNOR'S SLOGAN: "BUILDING PRIDE IN NEW JERSEY."

THAT'S A VERY POSITIVE MESSAGE.

AND IT'S ONE THAT YOU CAN CAPITALIZE ON IN YOUR CAMPAIGNS.

IT'S MY FIRM VIEW THAT POSITIVE MESSAGES WIN ELECTIONS.

NOW, I'M NOT SAYING THAT YOU SHOULDN'T CONTRAST YOUR POSITIONS WITH THOSE OF YOUR OPPONENT.

THERE ARE PLENTY OF ISSUES ON WHICH YOU CAN DO THAT WHILE KEEPING A POSITIVE ELEMENT IN YOUR MESSAGE:

- IS YOUR OPPONENT HOLDING UP THE ENVIRONMENTAL TRUST, AND THE CHANCE FOR A CLEANER NEW JERSEY?

- IS YOUR OPPONENT HOLDING UP INCREASED SALARIES OR MASTER TEACHER REWARDS FOR TEACHERS, AND THWARTING YOUR AND THE GOVERNOR'S PLAN TO BUILD BETTER SCHOOLS?

THOSE ARE ISSUES WHICH BOTH MAKE HIM LOOK BAD -- BUT SHOW THAT YOU HAVE A PLAN, A POSITIVE PLAN, FOR MAKING THINGS BETTER.

BEYOND THAT, LATER IN THE CAMPAIGN, ONCE THE VOTERS KNOW WHO YOU ARE, YOU CAN AND SHOULD ATTACK YOUR OPPONENT FOR HIS OR HER SHORTCOMINGS OR MISTAKES.

BUT YOU CANNOT -- ANS SHOULD NOT -- ATTACK UNTIL YOU HAVE ESTABLISHED SOME POSITIVE IDENTIFICATION FOR YOURSELF THAT YOU CAN BUILD ON.

OTHERWISE, YOUR ATTACKS WILL FALL ON DEAF EARS AT BEST, AND WILL BACKFIRE AND HURT YOU AT WORST.

WITHOUT BEING IMMODEST, THERE IS ONE VERY BIG POSITIVE THAT CAN HELP YOU IMMENSELY.

IT IS PROBABLY THE BIGGEST POSITIVE ISSUE THAT YOU, AS CANDIDATES, HAVE IN THIS YEAR'S ELECTIONS.

AND THAT IS GOVERNOR TOM KEAN.

WHAT I WANT TO SUGGEST TO YOU TODAY IS THAT YOU TAKE THE LEAD FROM THE GOVERNOR IN PICKING THE MAJOR ISSUES YOU USE IN YOUR CAMPAIGN.

WE HAVE DONE ALOT OF RESEARCH -- BOTH IN TERMS OF POLLING AND IN TERMS OF SUBSTANCE -- ON ISSUES.

A LOT OF THOUGHT AND A LOT OF STAFF TIME GOES INTO WHAT THE GOVERNOR DOES AND WHAT HE SAYS.

AND BOTH OF THEM ARE VERY VISIBLE.

YOU SHOULD CAPITALIZE ON THAT.

WHEN TOM KEAN COMES OUT WITH A POSITION OR A PROPOSAL -- WHETHER IT'S A TEN PERCENT CUT IN THE INCOME TAX OR A FUND TO CLEAN UP THE ENVIRONMENT -- YOU SHOULD TAKE ADVANTAGE OF IT.

ISSUE A PRESS RELEASE, OR HOLD A PRESS CONFERENCE, THE NEXT DAY WITH YOUR POSITION ON THE ISSUE.

IF IT'S A GOOD ONE, ENDORSE OUR PROPOSAL.

CHALLENGE YOUR OPPONENT TO STOP HOLDING IT UP. OR CALL UPON HIM TO VOTE FOR IT.

SAY THAT IF ELECTED, YOU'D SUPPORT IT.

MOST NEWSPAPERS -- ESPECIALLY THE SMALLER LOCAL WEEKLY PAPERS THAT ARE SO WELL READ IN THIS STATE -- ARE HUNGRIER FOR SUBSTANTIVE NEWS THAN YOU MIGHT THINK.

AND EVEN THE BIGGER DAILIES HAVE AN OBLIGATION TO COVER CAMPAIGNS -- AND THEY WILL. IF YOU SAY SOMETHING SENSIBLE -- ON A TIMELY SUBJECT, AND THAT'S IMPORTANT -- THE NEWSPAPERS WILL REPORT IT.

IF YOU HAVE ANY QUESTIONS, OR WANT MORE INFORMATION ON A PROPOSAL. WE CAN HELP.

WE DO HAVE ALOT OF RESEARCH CAPACITY AT OUR DISPOSAL.

WE HAVE THE GOVERNOR, WHO WILL CONTINUE TO SPEAK OUT, AND WHO, IN MANY CASES, WILL BE CAMPAIGNING DIRECTLY FOR YOU.

AND WE HAVE THE CAPACITY TO KEEP CERTAIN ISSUES IN THE
NEWS.

WE ARE GLAD TO HELP YOU DEVELOP THESE ISSUES.

WE ARE GLAD TO ANSWER QUESTIONS FOR YOUR CAMPAIGN.

WE ARE GLAD TO DO WHATEVER WE CAN TO HELP YOU WIN.

THE KEY TO ALL THAT -- AND THE KEY TO DEALING
SUCCESSFULLY WITH THE GOVERNOR'S OFFICE -- IS BRUCE
BENEDETTI.

BRUCE IS OUR LIAISON WITH ALL OF YOUR CAMPAIGNS.

HE IS THE CONTACT POINT.

AND HE CAN GET IT DONE.

IF YOU WANT HELP, ASK HIM. BECAUSE BRUCE IS WHO WE'LL
BE LISTENING TO WHEN IT COMES TO DEALING WITH YOUR CAMPAIGNS.

WITHOUT HIS COORDINATION, YOUR REQUEST COULD EASILY GET
LOST. YOU MIGHT GET THE WRONG INFORMATION OR THE WRONG
GUIDANCE. AND YOU'LL CERTAINLY CONFUSE AND PROBABLY MADDEN
US.

BRUCE IS A PROFESSIONAL. THAT'S WHY HE'S THERE. SO
PLEASE, USE HIM.

I'M VERY EXCITED ABOUT THIS FALL.

I SEE THE CHANCE FOR A MAJOR VICTORY.

AND I SEE THE CHANCE TO AFFECT THE FUTURE POLITICS OF
NEW JERSEY FOR SOME TIME TO COME.

BUT I'D BE LYING IF I SAID IT'S GOING TO BE EASY.

THE SAYING GOES THAT THERE'S NO FREE LUNCH. AND THAT'S
DOUBLY TRUE IN POLITICS.

JUST ASK THE LITANY OF CANDIDATES -- FROM JIM FLORIO TO
MILLICENT FENWICK -- WHO STARTED WITH WHAT LOOKED LIKE
INSURMOUNTABLE LEADS, ONLY TO SEE THEM DISAPPEAR.

SO I DON'T THINK YOU CAN GO TOO IN WORKING HARD, IN
TRYING TO GET TO EVERY VOTER, IN TAKING NO CHANCES.

THE BEST EXAMPLE I CAN THINK OF IS THE OLD STORY OF THE
FORMER SENATOR FROM SOUTH CAROLINA, OLIVER JOHNSTON.

JOHNSTON WAS UP FOR RE-ELECTION AND HE WAS TRYING TO THINK OF SOMETHING TO SAY IN HIS WEEKLY NEWSLETTER TO HIS CONSTITUENTS.

FINALLY, HE SAID TO HIS AIDE, "WHY DON'T WE WRITE SOMETHING ABOUT COMMUNISM?"

THE AIDE SAID OK AND WROTE A GREAT COLUMN EXPOSING THE EVILS OF "GODLESS, ATHEISTIC COMMUNISM" AND PUTTING THE GOOD SENATOR WAY OUT FRONT IN FAVOR OF AMERICA AND AGAINST COMMUNISM.

JOHNSTON READ THE PREPARED DRAFT AND NODDED HIS APPROVAL.

AS THE AIDE WENT OUT THE DOOR, JOHNSTON CALLED HIM BACK.

"WAIT A SECOND," HE SAID. "HOW MANY COMMUNISTS DO YOU THINK WE HAVE IN SOUTH CAROLINA?"

"OH, ABOUT FIVE OR SIX," THE AIDE SAID.

"WELL," SAID THE SENATOR, "YOU MAKE MIGHTY SURE THAT THIS PIECE DOESN'T GET TO ANY OF 'EM. YA HEAR?"

GOOD LUCK.

THANK YOU.

AND WE LOOK FORWARD TO WORKING WITH YOU FOR A
REPUBLICAN MAJORITY.