

For speed

The Campaign Committee was put together in July 1979 and the groundwork for the 1978 election was laid in August. As circumstances determined, the election campaign that ensued was quite different from that anticipated in August.

We ran a well-organized, cooperative campaign which was planned to include the successful aspects of past elections, i.e. TEAM Record, pollcards, lawn signs, etc, but we also tried different ideas such as new graphics and because there were so many volunteers, approximately 200, we were able to do doorknocking, mainstreeting, and telephone polls. The Campaign Office was a beehive of activity day and evening.

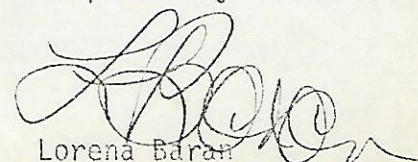
However, in politics, it's the results that count and our publicity attempts just didn't jell--we weren't successful in getting our message across. Why? Some of the reasons expressed were:

-mood of the times - swing to the right
- electibility of candidates
- loss of incumbents
- ... newspaper strike
- poor pollcard delivery
- lack of clarity/brevity on issues

Major Recommendations:

- * Start campaign well into the black financially so budgeting can be realistic (we started \$3,000 in the red).
- * Cut out much of candidates' minor responsibilities during campaign (particularly last two weeks) i.e. erecting signs, delivering flyers, etc. so they can concentrate on getting elected.
- * Provide Strategy for School Board and Parks Board
- * Identify P.R. person with political acumen now and use their expertise during Campaign.
- * Start now to monitor community boards, etc. to identify possible candidates and develop them for future elections.
- * Re-organize Campaign Committee, i.e. Have a Campaign Manager whose function it is to organize and manage campaign office thus relieving Campaign Chairman from much detail work.

Respectfully Submitted


Lorena Baran
1978 Campaign Chairman