

2/17/72

MEMO TO: CAMPAIGN STAFF

FROM: BRUCE MAC DONALD

RE: STRATEGY

The strategy for this campaign is predicated on the following assumptions:

1. The LC is the underdog no matter what unit PERB determines.
2. The LC is viewed by the voters as too conservative.
3. There is not enough time to correct LC's image weaknesses.
4. The UFCT is viewed as militant and doing a better job for its constituents than the LC.
5. This will be an issue-based campaign rather than a personality-based campaign.

Based on the fact that LC is in trouble, the basic strategy is to run in terms of our strengths, i.e., to turn out those persons who will vote for us anyway. These targets are:

1. Full professors
2. Associate Professors
3. LC members
4. Women
5. Non-teaching professionals
6. Tenured personnel
7. All over age 50
8. Assistant professors

These people must each be contacted personally by fellow faculty members and urged to vote for LC. In addition, the general mass of the instructional staff must be urged to vote for LC through a massive media campaign.

LC's "line" in the election will be something like this: "In 1968 we said we'd get you higher salaries and better job security. We did. Now we're ready to tackle the next problem--that is, improvement of working conditions, getting more secretarial help, more space in which to work, seeing that you are not unbearably overloaded with impossibly large classes and a killing work load."

2 memo on strategy

In order to achieve these goals we must develop an effective campaign apparatus on each campus: campus chairperson, departmental representative and departmental activists.

In turn, we have to train our staff and the campaign workers from the instructional staff.

Throughout we must keep constant pressure on the UFCT with a two-level campaign. By keeping up the pressure we will force the UFCT into a situation where they may be prone to serious tactical errors as a result of their inability to react sensibly to crisis.

If we can activate 10 percent of the faculty in our behalf we will win this campaign.