

Received(Date): 17 SEP 2002 10:55:37
From: Kate Walters <kate@georgewbush.com> (Kate Walters <kate@georgewbush.com> [UNKNOWN])
To: Brett M. Kavanaugh (CN=Brett M. Kavanaugh/OU=WHO/O=EOP@EOP [WHO])
Subject: : 72 hour article
[P_FJ87A003_WHO.TXT_1.htm](#)
[P_FJ87A003_WHO.TXT_2.doc](#)

Begin Original ARMS Header #####
RECORD TYPE: PRESIDENTIAL (NOTES MAIL)
CREATOR: Kate Walters <kate@georgewbush.com> (Kate Walters <kate@georgewbush.com> [UNKNOWN])
CREATION DATE/TIME: 17-SEP-2002 10:55:37.00
SUBJECT: : 72 hour article
TO: Brett M. Kavanaugh (CN=Brett M. Kavanaugh/OU=WHO/O=EOP@EOP [WHO])
READ: UNKNOWN
End Original ARMS Header

FW: 72 hour article Brett- attached is an article for the RNC Rising Tide Magazine. Are you ok with it stating that the White House OPA participated in the task force?

-----Original Message-----

From: Mindy Tucker - Communications
Sent: Tuesday, September 17, 2002 8:39 AM
To: [REDACTED] Melissa Price - Communications
Subject: 72 hour article

FOIA(b)6
PRA-P6

Here is the revised version and Ken has already signed off as well. I told Blaise I did think it was better, but that we need to make sure we have the same number of charts and that you have the new charts that she wants to use - she is probably taking them straight from the power point presentation, but let me know if you don't have them.

<<72 Hour magazine article.doc>>

- att1.htm - 72 Hour magazine article.doc
ATT CREATION TIME/DATE: 0 00:00:00.00
File attachment <P_FJ87A003_WHO.TXT_1>

ATT CREATION TIME/DATE: 0 00:00:00.00
File attachment <P_FJ87A003_WHO.TXT_2>

Brett- attached is an article for the RNC Rising Tide Magazine. Are you ok with it stating that the White House OPA participated in the task force?

-----Original Message-----

From: Mindy Tucker - Communications

Sent: Tuesday, September 17, 2002 8:39 AM

To: [REDACTED]; Melissa Price - Communications

Subject: 72 hour article

FOIA(b)6
PRA-P6

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<<72 Hour magazine article.doc>>

Ready, Set, Vote

With proven get-out-the-vote (GOTV) techniques at the ready, the Republican Party is preparing for Election Day victories. The GOP's 72-Hour Task Force is putting in place a broad series of aggressive GOTV activities pioneered by the Bush-Cheney campaign in 2000.

Political pundits and pollsters will be offering up their Election Day predictions right up until the polls close on Nov. 5. But importantly, in the end, the only ones who will determine the winners and losers this fall will be the voters who cast a ballot.

Voter turnout in this year's midterm elections is particularly critical if the Republican Party is going to recapture control of the U.S. Senate and keep control of the House. And, turning out voters is exactly what the GOP plans to do. With President Bush at the helm, and a new field-tested, get-out-the-vote (GOTV) strategy, the Republican Party is more than optimistic about Nov. 5.

This year's aggressive and targeted GOTV activities will be based on the findings of the Republican National Committee (RNC)'s 72-Hour Task Force. The Task Force, initiated immediately after the 2000 presidential election, was created by the Bush campaign to identify strategies and tactics that will enable us to increase Republican voter turnout on Election Day with a renewed focus on the involvement of thousands of volunteers in the final three days (72 Hours) of an election.

The Bush-Cheney campaign pioneered an aggressive move back to a focus on people power in the all important battle for voter turnout in the Presidential election of 2000. The mission of the 72 Hour Task Force is to build on the momentum of the Bush campaign and to push the entire Republican Party, at both the local and national level, toward a renewed focus on real grassroots activity.

The Task Force conducted a thorough study of all voter turnout techniques used by both parties as well as some fresh strategies involving the use of new technologies now available for voter turnout programs.

Task force participants included the RNC, White House Office of Political Affairs, the National Republican Congressional Committee, the National Republican Senatorial Committee, the Republican Governors Association and Republican strategists from all over the country.

The project began with a critical assessment of existing GOP voter turnout programs across the country, including voter registration, use of mail and phones, absentee voting, coalition activities, and person-to-person programs. Careful attention was paid to making an honest evaluation of the strengths and weaknesses of turnout strategies and tactics employed by the Democrats and coalition groups from all parts of the political spectrum.

The task force discovered a need for more targeted mail and phone programs; sharper and more accurately targeted messages to speak to the specific concerns of voters; and increased person-to-person efforts in the last couple of days before the election to increase turnout of the GOP base and swing voters.

Perhaps the most important finding of the Task Force was this – personal contact by real people not only matters, it can make the difference between winning and losing. Far too many of our political operatives have tended in recent years to focus almost exclusively on television and radio advertising, while neglecting the important work of cultivating an army of volunteers.

Person-to-person campaigning must be integrated into the broad spectrum of GOTV activities. This is especially crucial as we strive to counter the financial resources and manpower devoted to voter turnout efforts by labor unions and left of center interest groups. In 2000, for example, labor unions outspent conservative organizations on turnout activities eight to one, and left-of-center, social-issue groups outspent social conservatives on turnout efforts by six to one.

The most impressive facet of the 72 Hour Task Force's work is that it involved much more than study and research. During the testing phase, the effectiveness of a broad variety of turnout strategies was measured in live action in the 2001 elections. In every instance results were scientifically measured by comparing data from an active group with the results from previously selected control groups. Tests were conducted in a variety of elections in 2001, including the Virginia and New Jersey gubernatorial races, the Pennsylvania Supreme Court race, as well as congressional special elections in South Carolina and Arkansas.

In Pennsylvania, for example, the GOP tested the impact of communicating with newly registered Republicans on voter turnout. The active group, 3,772 of the 7,578 new Republican registrants, received four pieces of campaign mail, with voting information on each piece, and four phone calls. The control group, 3,806 new Republican registrants, received no campaign communication. The turnout percentage for the active group in Montgomery County was 5.9 percent above that of the control group.

[use Voter Registration:New Registrants Test – PA]

The effectiveness of person-to-person campaigning was tested in more than 10 different settings. In the Virginia governor's race the effectiveness of precinct organization powered by volunteers proved to be very significant. Dedicated staff and volunteers made a considerable difference in turnout results, providing an increase in Republican voters from 2.5 percent to 4.3 percent. This increase in GOP turnout was achieved entirely through the deployment of people programs, and did not involve any additional paid voter contact programs.

[use chart showing advantage of using someone on the ground.]

The GOP also found conclusive evidence that phone calls made by enthusiastic volunteers encouraging their peers, their friends, their neighbors to vote are tremendously effective. There has been a tendency in recent years by political consultants to take a dim view of the effectiveness of volunteers. All too often campaigns have seen volunteers as a nuisance or an impediment to progress. As the 72 Hour Task Force test results make clear – nothing could be further from the truth. In fact, in several tests volunteer callers performed far better than callers from paid phone banks.

Certainly winning Republican campaigns will continue to make maximum use of all available mediums to get our message out, including television and radio advertising. But just as certainly, building on the results of the 72 Hour Task Force, campaigns and party leaders at every level are focused on maximizing the use of people power in this year's elections.

Among registered voters, President Bush's overall job approval rating stands at 70 percent, according to a Sep. 1 Los Angeles Times survey. Despite the President's

overall popularity among voters, electing Republican majorities remains the key to enacting the rest of President Bush's agenda, and turning out our voters is the key to success. On Nov. 5, the Republican Party, with the help of its volunteers, will be using proven techniques to get voters to the polls and create the GOP victories the President needs, and the country needs.