

The Connection

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What It Takes to Win

What does it take to win? 50% of the votes cast +1 vote. Each candidate has her own predicted "win number" based upon a complicated calculation that predicts turnout. Once she knows her "win number" she will prioritize the voters in her district using the voter file, previous election history, and countless other demographic information. Voters are ranked according to their likelihood to vote for her. She simply campaigns until she has the commitments to reach her "win number".

If only it were that easy! Reaching voters takes time, people, and money, and plenty of all three. Winning an election takes a focused, well-planned strategy.

Most experts agree it takes between six to nine contacts with the average voter before she remembers the candidate's name. The science is in achieving the biggest bang with the candidate's resources.

Many factors determine the methods and overall strategy a candidate will use to reach voters. Factors include the geographical size of the district, location of targeted voters, candidate's name ID, numbers of trained volunteers, budget, and time until E-day. So how does this play out in real life? The reality is best demonstrated by using a hypothetical candidate.

Our hypothetical candidate is running for Texas state representative and has 50,000 registered voters in her district. Numbers are crunched and it is predicted that 30,000 voters will turnout for her election and her "win number" is 15,001 votes. She learns that she needs to add 10% to that number for voters that don't get to the polls. Analysis of her district's voter file helps her rank the 30,000 voters using a 1 to 7 scale. Let's say she lives in a Democratic-leaning district with 5,000 1's, 5,000 2's, 3,000 3's, and 3,000 4's. Under this sce-

nario our hypothetical candidate needs commitments from all the 1's, 2's, 3's and 2,001 plus 10% of the 4's to reach her "win number".

She and her consultants set out a plan to reach these voters considering impact, time and cost. A candidate's personal contact with a voter has the greatest impact on that voter, is the most time consuming, and has a marginal cost to the campaign. A candidate leaving voicemails through an automated system has the least impact on a voter, is the least time consuming.

Because she began campaigning in November of 2003, she chooses to reach each of the 15,001 voters personally. Averaging twelve to fourteen *urban* homes in an hour, this will take her between 1,071 and 1,250 hours. Over the months, the 1's and 2's see her at functions, hear her name, see her name, and finally, remember her name. Some even send in money.

Our candidate is perfect and by Labor Day she has successfully secured the votes of all the 1's and 2's, has raised \$250,000, has spent \$175,000, and will spend an additional \$300,000. She now has about 60 days to shore up 5,001 votes from the 3's and 4's, get the 1's and 2's to the polls, and raise \$250,000 to do it. She will leave at 6:00 a.m. most days and return home after midnight. Her Republican opponent is the incumbent, with money. It is a presidential year. A Texas president is at the top of the ticket.

This hypothetical candidate is very much real. It is after Labor Day. She is fighting for every vote and must have our help. Contact our candidates and ask them how much money they still need to raise, how many more votes they still need to secure, and what time they want you to report to their campaign headquarters.

President's Message

American women just celebrated the 84th anniversary of the ratification of the 19th Amendment to the United States Constitution. Officially, it was 1848 when the American suffragist movement began with the first *Women's Rights Convention* in Seneca Falls, New York. Thirty years later an amendment the US Constitution - allowing women to vote - was first introduced in Congress. On May 21, 1919, the House of Representatives passed the amendment and two weeks later the Senate followed. Amendments to the Constitution require three-fourths of the states to approve the measure: a total of 36 states in 1920. Tennessee became that 36th state on August 18, 1920. US Secretary of State Bainbridge Colby certified the ratification on August 26, 1920. The face of the American electorate changed forever.

These are the facts I learned in my history textbooks. What I have learned since school is this version is a gross oversimplification and an injustice to the heroism, sacrifice, and will that paved the way for me to exercise one of the most basic of human rights. So many women endured so much: death; loss of family; humiliation; social isolation; setback after setback; physical and mental abuse; prison. Yet, their indelible spirit persevered. An excerpt from a suffragist's dairy embodies this strength.



He returned with, I think, five wardresses and the feeding apparatus. He urged me to take food voluntarily. I told him that when our legislators ceased to resist enfranchising women then I should cease to resist taking food in prison. He seemed annoyed at my resistance and he broke into a temper as he plied my teeth with the steel implement. He found that on either side at the back I had false teeth mounted on a bridge which he did not take out. He dug his instrument down on to the sham tooth, it pressed fearfully on the gum. The pain of it was intense and at last I must have given way for he got the gag between my teeth, when he proceeded to turn it much more than necessary until my jaws were fastened wide apart, far more than they could go naturally.

Then he put down my throat a tube which seemed to me much too wide and was something like four feet in length. The irritation of the tube was excessive. I choked the moment it touched my throat until it had got down. Then the food was poured in quickly; it made me sick a few seconds after it was down and the action of the sickness made my body and legs double up, but the wardresses instantly pressed back my head and the doctor leant on my knees. I was sick over the doctor and wardresses. As the doctor left he gave me a slap on the cheek, not violently, but, as it were, to express his contemptuous disapproval.

When the doctor had gone out of the cell, I lay quite helpless. I could not move, and remained there in what, under different conditions, would have been an intolerable mess. I had been sick over my hair, all over the wall near my bed, and my clothes seemed saturated with it. I lay quite motionless, it seemed paradise to be without the suffocating tube, without the liquid food going in and out of my body and without the gag between my teeth.

Before long I heard the sounds of the forced feeding in the next cell to mine. It was almost more than I could bear. When the ghastly process was over and all quiet, I tapped on the wall and called out at the top of my voice, which wasn't much just then, 'No surrender,' and there came the answer, 'No surrender'.

TDW shares the suffragist spirit, let us honor it as well. It is incumbent upon us to make certain every woman we meet hears this mantra as we register her to vote, discuss the issues, knock on her door, call her, hand her a yard sign, or drive her to the polls. Our hard work pays homage to those before us and sets an example to those that follow. Woman by woman the suffragist spirit lives on.

Kellie Bailey,

President, Texas Democratic Women

TEXAS DEMOCRATIC WOMEN

“Planting the Seed”

2005 Annual Convention

February 25-27, 2005

Radisson Town Lake

Austin, Texas



AWARDS RULES AND DESCRIPTIONS

Each year at the annual convention, TDW recognizes local chapters and individuals for their outstanding work. It is our opportunity to acknowledge exceptional dedication, commitment, and activism. On February 26, 2005, TDW will present the awards listed below. Any TDW member or chapter can present a nomination for any award and are encouraged to do so!

THE RULES.

1. All nominations must be received on or before **October 30, 2004**, to be considered.
2. All nominations must be sent to: Texas Democratic Women, Attention: Awards Committee, 1520 Ryan Rd., Sulphur Springs, Tx. 75482
3. Each nomination must be accompanied by a separate and complete nomination form and any materials and costs associated with the award.
4. All nominations must be current in their dues to TDW.

THIS YEAR'S AWARDS.

OUTSTANDING WOMAN ELECTED OFFICIAL

awarded to a democratic woman elected official whose courage, accomplishments, and leadership has promoted the increased political activity and influence of democratic women in Texas politics and government (nominee does not have to be a TDW member)

OSCAR MAUZY HUMANITARIAN AWARD

awarded to a Democrat whose career of distinguished public or civic service is in the tradition of Oscar Mauzy (nominee does not have to be a TDW member)

OUTSTANDING TEXAS DEMOCRATIC WOMEN MEMBER

awarded to a TDW member who has consistently enhanced the image and viability of Texas Democratic Women

OUTSTANDING CHAPTER NEWSLETTER

awarded to the chapter newsletter that is judged to be both informative and aesthetically pleasing

The criteria are:

- The newsletter must be published at least 2 times a year;
- A minimum of 2 issues must be submitted; and
- Submitted issues must have been published between September 1, 2003, and August 31, 2004.

TDW Questions the Moonies' Influence on Representative Allen

Kellie Bailey and Roberta Hicks, on behalf of TDW, sent a letter to Representative Ray Allen (R-Dallas) asking him whether his connection with the Moonies has influenced his votes in the Legislature. The Representative's connection to Sun Myung Moon, the self-proclaimed Messiah, convicted felon, and radical right-wing leader of the Unification Church is troubling. Moon has been outspoken in his opposition to the interests of women, children, and minorities; and is better known for his intolerance than his Christian beliefs. This is only highlighted by Moon's recent statement that his teachings have helped Hitler and Stalin become "reborn as new persons." (*Washington Post*, 7/21/04).

Given Allen's former position as chief of Christian Voice, a right-wing beneficiary of the Unification Church, his open support of Sen. Jesse Helms (R-NC), and the recent charges of his using public resources to run his private business, TDW was compelled to ask Allen to defend his voting record, specifically his opposition to hate crimes and support of vouchers.

These votes do not represent the broad mainstream of his constituents. That fact when seen in the light of his connections to the Moonies and his ethical challenges seriously calls into question his commitment to the voters in his district.

Mark Your Calendars, 2005 TDW Convention: "Planting The Seed"

Yes, it is that time of the year again — time to think about whom you would like to nominate for the awards that Texas Democratic Women gives each year at our convention, February 25 - 27, 2005. The descriptions of the awards, the rules, and the nomination form can be found on pages 3 & 4 of this newsletter. I am very busy with the plans for the convention and ask that your help by getting the necessary information to the committees. The sooner we get the information, the sooner we can make sure your nominees have enough notice. The Stars and scrapbook information will come at a later date.



One other request I have of you: please be thinking about the retreat for next summer. If there is a club that would like to host, you will be able to give your presentation at the board meeting on Sunday, February 27th, after the convention. I will be in touch with the club presidents with more information between issues of *The Connection*. Please feel free to contact me at anytime .

I look forward to seeing you all in February in Austin!

Democratically yours,
Alieca Hux,
TDW President-Elect

SDEC 101

If you want to make nominations for candidates to run in primary elections in this state, you must form a political party according to the Texas Elections Code. All such parties must elect an executive committee that consists of a chair and a vice chair and one male and one female member from each of the 31 senatorial districts in Texas. These committee members are elected from the delegates who attend the state convention. Additional seats can be added pursuant to party rules.

The committee that governs Democratic politics in Texas is the State Democratic Executive Committee (SDEC). The SDEC is charged with the obligation of ensuring the party is in compliance with all the provisions of the Elections Code. This necessarily includes: running successful precinct, county and state conventions; selecting the party's presidential elector candidates; electing party officers; electing national convention delegates; canvassing election results, and adopting and publishing party rules — just to name a few.

In addition to the mandated functions, the SDEC has a critical role in enabling the party to remain viable in the eyes of supporters and voters. The 62 SDEC members elected directly out of their senate districts provide a two-way communication to and from the party and the voters, county chairs, and activists in their districts. Money has to be raised and allocated, constituents must be reached, events must be coordinated, and democrats must be motivated to vote. These functions happen largely behind the scenes and therefore the general public is not aware of just how much power an SDEC member has. Good leadership by SDEC members will turn elections. Contact your members. Assist them in their efforts, let them know of any problems, and invite them to your next chapter meeting.

Promoting the Increased Political Activity and Influence of Democratic Women in Texas Politics and Government

Texas Democratic Women
PO Box 684906 Austin, TX 78768
www.tdw.org



TDW 5 Minute Activist

Short on time and yet want to make a difference?
Sign up for the TDW through our website. We make making
a difference easy.

E-mail your ideas for stories, columns, or news for
The Connection by **October 29** to Linda Conger
at lbconger@earthlink.net.

Our Candidates

Justice Jan Patterson , incumbent, 3rd Court of Appeals, place 4	campaign@justicejan.com
Diane Henson , challenger, 3rd Court of Appeals, place 6	diane@dianehensonfortexas.com
Senator Leticia Van de Putte , incumbent, SD26	210.737.2626
Elaine King Miller , challenger, SD 31	806.567.5337
Robin Moore , open seat, HD 9	936.564.5035
Yvonne Gonzalez Touriellles , open seat, HD 35	Yvonne@yvonne2004.com
Kelly White , challenger, HD 48	512.479.9299
Freda McVay , challenger, HD 84	806.747.9200
Nancy Stevens , challenger, HD 97	nancy@nancydistrict97.com
Harriet Miller , challenger, HD102	972.588.3366
Katy Hubener , challenger, HD 106	972.282.9301
Charlotte Coffelt , challenger, HD127	clearChoice@CoffeltForStateRep.com
