

Box 12 of 15
12/6/96
Jennifer O'Connor

UFCW
Mine Workers
NY Medicare
Wage Issues
Vale Strike
William Agee
Peter Hart Research - 500 Days
Pol Travel '94
'94 Elections - Cabinet
Comptime Bill
Welfare Bill
MCBOR
HHS Waivers
UTU
United Gov. Security Office
UAW - Cobra Helos
Bios for First Lady

ENCLOSURES FILED OVERSIZE ATTACHMENTS

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MEMORANDUM

TO: David Dreyer
FROM: Mark Gersh
RE: Media Markets

These markets are ranked in descending order, according to the latest NCEC marginal district analysis for House, Senate and Gubernatorial races.

The scheduling share, listed to the right of each market tells you what percentage of resources should be allocated for each market. A reasonable cutoff point, however, would be markets with 1% or more of the "scheduling share".

For example, New York is first with a 4.62% share, followed by Philadelphia, Phoenix, Los Angeles, Minneapolis, Detroit, Nashville, etc. 27 markets have 1% or more the target points. That represents an appropriate cutoff. You may be surprised by the high ranking of Phoenix. While it encompasses fewer races than Los Angeles or Nashville, for example, it is an efficient buy, because Phoenix dominates the state. On the other hand, Los Angeles and Nashville comprise a smaller percentage of their respective states.

1994 DNC/White House Media Market Scheduling Targets
 Prepared by NOEC Services, Inc. for the DNC
 Markets Ranked by 1994 Marginal Race Share

Year Member/Target	District/Status/Judgement			Target Points	
New York					
	Schedule Share = 4.62%				
1994 Gary Franks	(CT-5)	Republican Incumbent	Close Republican	0.290 of	0.7
1994 Frank Pallone Jr.	(NJ-6)	Democratic Incumbent	Close Democratic	0.700 of	0.7
1994 Herbert C. Klein	(NJ-8)	Democratic Incumbent	Toss Up	1.000 of	1.0
1994 George A. Hochbrueckner	(NY-1)	Democratic Incumbent	Toss Up	1.000 of	1.0
1994 Rick A. Lazio	(NY-2)	Republican Incumbent	Likely Republican	0.300 of	0.3
1994 Peter T. King	(NY-3)	Republican Incumbent	Likely Republican	0.300 of	0.3
1994 David A. Levy	(NY-4)	Republican Open	Toss Up	1.000 of	1.0
1994 Gary L. Ackerman	(NY-5)	Democratic Incumbent	Close Democratic	0.700 of	0.7
1994 Carolyn B. Maloney	(NY-14)	Democratic Incumbent	Close Democratic	0.700 of	0.7
1994 Nita M. Lowey	(NY-18)	Democratic Incumbent	Close Democratic	0.700 of	0.7
1994 Hamilton Fish Jr.	(NY-19)	Republican Open	Toss Up	1.000 of	1.0
1994 Maurice D. Hinchey	(NY-26)	Democratic Incumbent	Close Democratic	0.328 of	0.7
1994 Lautenberg	(NJ-SEN)	Democratic Incumbent	Close Democratic	5.274 of	7.0
1994 Wofford	(PA-SEN)	Democratic Incumbent	Toss Up	0.025 of	10.0
1994 Weicker (open)	(CT-GOV)		Close Republican	1.709 of	7.0
1994 Cuomo	(NY-GOV)	Democratic Incumbent	Toss Up	7.907 of	15.0
1994 Casey (open)	(PA-GOV)	Democratic Open	Toss Up	0.038 of	15.0
Philadelphia					
	Schedule Share = 3.88%				
1994 William J. Hughes	(NJ-2)	Democratic Open	Close Republican	0.700 of	0.7
1994 Robert A. Borski	(PA-3)	Democratic Incumbent	Likely Democratic	0.300 of	0.3
1994 Timothy Holden	(PA-6)	Democratic Incumbent	Close Democratic	0.447 of	0.7
1994 Marjorie Margolies Mezvinsky	(PA-13)	Democratic Incumbent	Close Republican	0.700 of	0.7
1994 Paul McHale	(PA-15)	Democratic Incumbent	Toss Up	1.000 of	1.0
1994 Roth	(DE-SEN)	Republican Incumbent	Close Republican	5.704 of	7.0
1994 Lautenberg	(NJ-SEN)	Democratic Incumbent	Close Democratic	1.726 of	7.0
1994 Wofford	(PA-SEN)	Democratic Incumbent	Toss Up	3.446 of	10.0
1994 Casey (open)	(PA-GOV)	Democratic Open	Toss Up	5.163 of	15.0
Phoenix					
	Schedule Share = 2.89%				
1994 Sam Coppersmith	(AZ-1)	Democratic Open	Close Republican	0.700 of	0.7
1994 Karan English	(AZ-6)	Democratic Incumbent	Toss Up	0.805 of	1.0
1994 Deconcini (open)	(AZ-SEN)	Democratic Open	Close Republican	5.273 of	7.0
1994 Symington	(AZ-GOV)	Republican Incumbent	Toss Up	7.534 of	10.0
Los Angeles					
	Schedule Share = 2.89%				
1994 Anthony C. Beilenson	(CA-24)	Democratic Incumbent	Toss Up	1.000 of	1.0
1994 Carlos J. Moorhead	(CA-27)	Republican Incumbent	Close Republican	0.700 of	0.7
1994 Jane Frank Harman	(CA-36)	Democratic Incumbent	Close Democratic	0.700 of	0.7
1994 Steve Horn	(CA-39)	Republican Incumbent	Likely Republican	0.300 of	0.3
1994 Jay C. Kim	(CA-41)	Republican Incumbent	Likely Republican	0.300 of	0.3
1994 George E. Brown Jr.	(CA-42)	Democratic Incumbent	Close Democratic	0.700 of	0.7
1994 Ken Calvert	(CA-43)	Republican Incumbent	Toss Up	1.000 of	1.0
1994 Alfred A. (Al) McCandless	(CA-44)	Republican Open	Close Republican	0.700 of	0.7
1994 Robert K. Dornan	(CA-46)	Republican Incumbent	Likely Republican	0.300 of	0.3
1994 Feinstein	(CA-SEN)	Democratic Incumbent	Toss Up	4.198 of	10.0
1994 Wilson	(CA-GOV)	Republican Incumbent	Close Republican	4.467 of	10.5
Minneapolis-St. Paul					
	Schedule Share = 2.57%				
1994 Timothy J. Penny	(MN-1)	Democratic Open	Close Republican	0.247 of	0.7
1994 David Minge	(MN-2)	Democratic Incumbent	Close Democratic	0.626 of	0.7

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1994 Rodney D. Grams	(MN-6) Republican Open Toss Up	1.000 of 1.0
1994 Collin C. Peterson	(MN-7) Democratic Incumbent Toss Up	0.852 of 1.0
1994 Steve Gunderson	(WI-3) Republican Incumbent Close Republican	0.233 of 0.7
1994 Durenberger (open)	(MN-SEN) Republican Open Toss Up	8.047 of 10.0
1994 Kohl	(WI-SEN) Democratic Incumbent Likely Democratic	0.091 of 3.0
1994 Carlson	(MN-GOV) Republican Incumbent Likely Republican	2.414 of 3.0
Detroit		
Schedule Share = 2.37%		
1994 James A. Barcia	(MI-5) Democratic Incumbent Likely Democratic	0.016 of 0.3
1994 Bob Carr	(MI-8) Democratic Open Close Republican	0.211 of 0.7
1994 Dale E. Kildee	(MI-9) Democratic Incumbent Toss Up	0.637 of 1.0
1994 Sander M. Levin	(MI-12) Democratic Incumbent Close Democratic	0.700 of 0.7
1994 William D. Ford	(MI-13) Democratic Open Close Democratic	0.700 of 0.7
1994 Riegle (open)	(MI-SEN) Democratic Open Toss Up	4.621 of 10.0
1994 Engler	(MI-GOV) Republican Incumbent Close Republican	4.852 of 10.5
Nashville		
Schedule Share = 2.29%		
1994 Tom J. Barlow	(KY-1) Democratic Incumbent Close Democratic	0.194 of 0.7
1994 Ron Lewis	(KY-2) Republican Incumbent Close Republican	0.040 of 0.7
1994 Marilyn Lloyd	(TN-3) Democratic Open Close Republican	0.006 of 0.7
1994 Jim Cooper	(TN-4) Democratic Open Close Democratic	0.313 of 0.7
1994 Bart Gordon	(TN-6) Democratic Incumbent Close Democratic	0.700 of 0.7
1994 Don Sundquist	(TN-7) Republican Open Close Republican	0.347 of 0.7
1994 Sasser/Mathews (open)	(TN-SEN) Democratic Open Toss Up	7.195 of 20.0
1994 McWherter (open)	(TN-GOV) Democratic Open Close Republican	2.519 of 7.0
Albuquerque		
Schedule Share = 2.20%		
1994 Karan English	(AZ-6) Democratic Incumbent Toss Up	0.085 of 1.0
1994 Scott McInnis	(CO-3) Republican Incumbent Likely Republican	0.031 of 0.3
1994 Joe Skeen	(NM-2) Republican Incumbent Likely Republican	0.208 of 0.3
1994 Deconcini (open)	(AZ-SEN) Democratic Open Close Republican	0.053 of 7.0
1994 Bingaman	(NM-SEN) Democratic Incumbent Close Democratic	6.041 of 7.0
1994 Symington	(AZ-GOV) Republican Incumbent Toss Up	0.076 of 10.0
1994 Romer	(CO-GOV) Democratic Incumbent Close Democratic	0.086 of 7.0
1994 King	(NM-GOV) Democratic Incumbent Toss Up	4.315 of 5.0
Pittsburgh		
Schedule Share = 1.96%		
1994 Roscoe Bartlett	(MD-6) Republican Incumbent Close Republican	0.032 of 0.7
1994 Ron Klink	(PA-4) Democratic Incumbent Likely Democratic	0.300 of 0.3
1994 Rick Santorum	(PA-18) Republican Open Close Democratic	0.700 of 0.7
1994 Austin J. Murphy	(PA-20) Democratic Open Close Democratic	0.700 of 0.7
1994 Thomas J. Ridge	(PA-21) Republican Open Toss Up	0.191 of 1.0
1994 Sarbanes	(MD-SEN) Democratic Incumbent Likely Democratic	0.025 of 3.0
1994 Wofford	(PA-SEN) Democratic Incumbent Toss Up	3.076 of 10.0
1994 Schaefer (open)	(MD-GOV) Democratic Open Close Democratic	0.059 of 7.0
1994 Casey (open)	(PA-GOV) Democratic Open Toss Up	4.614 of 15.0
Providence-New Bedford		
Schedule Share = 1.92%		
1994 Peter I. Blute	(MA-3) Republican Incumbent Close Republican	0.238 of 0.7
1994 Ron Machtley	(RI-1) Republican Open Close Democratic	0.700 of 0.7
1994 Kennedy	(MA-SEN) Democratic Incumbent Close Democratic	0.578 of 7.0
1994 Chaffee	(RI-SEN) Republican Incumbent Likely Republican	3.000 of 3.0

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1994 Sundlun	(RI-GOV) Democratic Open	Toss Up
Washington, DC	Schedule Share = 1.91%	5.000 of 5.0
1994 Steny H. Hoyer	(MD-5) Democratic Incumbent	Likely Democratic
1994 Roscoe Bartlett	(MD-6) Republican Incumbent	Close Republican
1994 Jim Moran	(VA-8) Democratic Incumbent	Likely Democratic
1994 Leslie L. Byrne	(VA-11) Democratic Incumbent	Toss Up
1994 Robert E. Wise Jr.	(WV-2) Democratic Incumbent	Likely Democratic
1994 Sarbanes	(MD-SEN) Democratic Incumbent	Likely Democratic
1994 Wofford	(PA-SEN) Democratic Incumbent	Toss Up
1994 Robb	(VA-SEN) Democratic Incumbent	Toss Up
1994 Schaefer (open)	(MD-GOV) Democratic Open	Close Democratic
1994 Casey (open)	(PA-GOV) Democratic Open	Toss Up
Denver	Schedule Share = 1.88%	0.114 of 15.0
1994 David E. Skaggs	(CO-2) Democratic Incumbent	Close Democratic
1994 Scott McInnis	(CO-3) Republican Incumbent	Likely Republican
1994 Craig Thomas	(WY-1) Republican Open	Likely Republican
1994 Kerrey	(NE-SEN) Democratic Incumbent	Close Democratic
1994 Wallop (open)	(WY-SEN) Republican Open	Close Republican
1994 Romer	(CO-GOV) Democratic Incumbent	Close Democratic
1994 Nelson	(NE-GOV) Democratic Incumbent	Likely Democratic
1994 Sullivan	(WY-GOV) Democratic Open	Toss Up
Oklahoma City	Schedule Share = 1.88%	1.001 of 5.0
1994 Dave McCurdy	(OK-4) Democratic Open	Toss Up
1994 Boren (open)	(OK-SEN) Democratic Open	Toss Up
1994 Walters (open)	(OK-GOV) Democratic Open	Close Republican
Seattle-Tacoma	Schedule Share = 1.76%	3.580 of 7.0
1994 Maria B. Cantwell	(WA-1) Democratic Incumbent	Close Democratic
1994 Al Swift	(WA-2) Democratic Open	Toss Up
1994 Jolene Unsoeld	(WA-3) Democratic Incumbent	Toss Up
1994 Jay R. Inslee	(WA-4) Democratic Incumbent	Toss Up
1994 Mike Kreidler	(WA-9) Democratic Incumbent	Toss Up
1994 Gorton	(WA-SEN) Republican Incumbent	Close Republican
Boston	Schedule Share = 1.57%	5.502 of 7.0
1994 Richard E. Neal	(MA-2) Democratic Incumbent	Likely Democratic
1994 Peter I. Blute	(MA-3) Republican Incumbent	Close Republican
1994 Peter J. Torkildsen	(MA-6) Republican Incumbent	Close Republican
1994 Bill Zeliff	(NH-1) Republican Incumbent	Likely Republican
1994 Dick Swett	(NH-2) Democratic Incumbent	Close Democratic
1994 Kennedy	(MA-SEN) Democratic Incumbent	Close Democratic
1994 Jeffords	(VT-SEN) Republican Incumbent	Likely Republican
Dallas-Ft. Worth	Schedule Share = 1.54%	0.200 of 3.0
1994 Ralph M. Hall	(TX-4) Democratic Incumbent	Likely Democratic
1994 John Bryant	(TX-5) Democratic Incumbent	Close Democratic
1994 Pete Geren	(TX-12) Democratic Incumbent	Likely Democratic
1994 William C. Sarpalious	(TX-13) Democratic Incumbent	Toss Up
1994 Martin Frost	(TX-24) Democratic Incumbent	Close Democratic

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1994 Hutchison	(TX-SEN) Republican Incumbent	Likely Republican
1994 Richards	(TX-GOV) Democratic Incumbent	Toss Up
		0.964 of 3.0
		4.839 of 15.0
Tulsa		
	Schedule Share = 1.41%	
1994 Dan Glickman	(KS-4) Democratic Incumbent	Close Democratic
1994 James M. Inhofe	(OK-1) Republican Open	Close Republican
1994 Mike Synar	(OK-2) Democratic Open	Toss Up
1994 Boren (open)	(OK-SEN) Democratic Open	Toss Up
1994 Finney (open)	(KS-GOV) Democratic Open	Close Republican
1994 Walters (open)	(OK-GOV) Democratic Open	Close Republican
		0.050 of 0.7
		0.700 of 0.7
		0.876 of 1.0
		3.109 of 10.0
		0.054 of 3.5
		2.176 of 7.0
Baltimore		
	Schedule Share = 1.38%	
1994 Helen Delich Bentley	(MD-2) Republican Open	Close Republican
1994 Steny H. Hoyer	(MD-5) Democratic Incumbent	Likely Democratic
1994 Roscoe Bartlett	(MD-6) Republican Incumbent	Close Republican
1994 Sarbanes	(MD-SEN) Democratic Incumbent	Likely Democratic
1994 Schaefer (open)	(MD-GOV) Democratic Open	Close Democratic
		0.700 of 0.7
		0.040 of 0.3
		0.257 of 0.7
		1.750 of 3.0
		4.033 of 7.0
Memphis		
	Schedule Share = 1.37%	
1994 Jamie L. Whitten	(MS-1) Democratic Open	Toss Up
1994 Bennie Thompson	(MS-2) Democratic Incumbent	Likely Democratic
1994 Don Sundquist	(TN-7) Republican Open	Close Republican
1994 Danforth (open)	(MO-SEN) Republican Open	Likely Republican
1994 Sasser/Mathews (open)	(TN-SEN) Democratic Open	Toss Up
1994 Tucker	(AR-GOV) Democratic Incumbent	Close Democratic
1994 McWherter (open)	(TN-GOV) Democratic Open	Close Republican
		0.486 of 1.0
		0.036 of 0.3
		0.324 of 0.7
		0.005 of 3.0
		4.131 of 20.0
		0.355 of 3.5
		1.446 of 7.0
Atlanta		
	Schedule Share = 1.34%	
1994 Glen Browder	(AL-3) Democratic Incumbent	Likely Democratic
1994 Michael A. (Mac) Collins	(GA-3) Republican Incumbent	Close Republican
1994 John Linder	(GA-4) Republican Incumbent	Close Republican
1994 George (Buddy) Darden	(GA-7) Democratic Incumbent	Toss Up
1994 Nathan J. Deal	(GA-9) Democratic Incumbent	Close Democratic
1994 Don Johnson	(GA-10) Democratic Incumbent	Close Republican
1994 Charles H. Taylor	(NC-11) Republican Incumbent	Close Republican
1994 Folsom Jr.	(AL-GOV) Democratic Incumbent	Close Democratic
1994 Miller	(GA-GOV) Democratic Incumbent	Close Democratic
		0.010 of 0.3
		0.499 of 0.7
		0.700 of 0.7
		1.000 of 1.0
		0.401 of 0.7
		0.378 of 0.7
		0.009 of 0.7
		0.075 of 7.0
		3.562 of 7.0
Hartford-New Haven		
	Schedule Share = 1.29%	
1994 Sam Gejdenson	(CT-2) Democratic Incumbent	Close Democratic
1994 Gary Franks	(CT-5) Republican Incumbent	Close Republican
1994 Weicker (open)	(CT-GOV)	Close Republican
		0.700 of 0.7
		0.410 of 0.7
		5.291 of 7.0
Knoxville		
	Schedule Share = 1.17%	
1994 Harold Rogers	(KY-5) Republican Incumbent	Likely Republican
1994 Marilyn Lloyd	(TN-3) Democratic Open	Close Republican
1994 Jim Cooper	(TN-4) Democratic Open	Close Democratic
1994 Sasser/Mathews (open)	(TN-SEN) Democratic Open	Toss Up
1994 McWherter (open)	(TN-GOV) Democratic Open	Close Republican
		0.072 of 0.3
		0.172 of 0.7
		0.290 of 0.7
		3.898 of 20.0
		1.364 of 7.0
Omaha		
	Schedule Share = 1.16%	
1994 Jim Lightfoot	(IA-3) Republican Incumbent	Close Republican
		0.036 of 0.7

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1994 Neal Smith	(IA-4)	Democratic Incumbent	Close Republican	0.198 of 0.7
1994 Fred Grandy	(IA-5)	Republican Open	Close Republican	0.021 of 0.7
1994 Pat Danner	(MO-6)	Democratic Incumbent	Likely Democratic	0.004 of 0.3
1994 Peter Hoagland	(NE-2)	Democratic Incumbent	Toss Up	1.000 of 1.0
1994 Danforth (open)	(MO-SEN)	Republican Open	Likely Republican	0.004 of 3.0
1994 Kerrey	(NE-SEN)	Democratic Incumbent	Close Democratic	3.420 of 7.0
1994 Branstad	(IA-GOV)	Republican Incumbent	Toss Up	0.361 of 5.0
1994 Nelson	(NE-GOV)	Democratic Incumbent	Likely Democratic	0.733 of 1.5
Anchorage				
Schedule Share = 1.15%				
1994 Don Young	(AK-1)	Republican Incumbent	Close Republican	0.700 of 0.7
1994 Hickel	(AK-GOV)		Toss Up	5.000 of 5.0
Portland-Poland Spring				
Schedule Share = 1.12%				
1994 Thomas W. Andrews	(ME-1)	Democratic Open	Toss Up	0.981 of 1.0
1994 Olympia J. Snowe	(ME-2)	Republican Open	Close Democratic	0.220 of 0.7
1994 Bill Zelliff	(NH-1)	Republican Incumbent	Likely Republican	0.019 of 0.3
1994 Dick Swett	(NH-2)	Democratic Incumbent	Close Democratic	0.142 of 0.7
1994 Mitchell (open)	(ME-SEN)	Democratic Open	Likely Republican	1.942 of 3.0
1994 McKernan (open)	(ME-GOV)	Republican Open	Close Democratic	2.266 of 3.5
San Francisco-Oakland-San Jose				
Schedule Share = 1.05%				
1994 Dan Hamburg	(CA-1)	Democratic Incumbent	Toss Up	0.512 of 1.0
1994 William P. Baker	(CA-10)	Republican Incumbent	Close Republican	0.700 of 0.7
1994 Feinstein	(CA-SEN)	Democratic Incumbent	Toss Up	1.952 of 10.0
1994 Wilson	(CA-GOV)	Republican Incumbent	Close Republican	2.049 of 10.5
Portland, OR				
Schedule Share = 1.02%				
1994 Elizabeth Furse	(OR-1)	Democratic Incumbent	Close Democratic	0.700 of 0.7
1994 Robert F. Smith	(OR-2)	Republican Open	Close Republican	0.142 of 0.7
1994 Mike Kopetski	(OR-5)	Democratic Open	Toss Up	0.894 of 1.0
1994 Jolene Unsoeld	(WA-3)	Democratic Incumbent	Toss Up	0.623 of 1.0
1994 Jay R. Inslee	(WA-4)	Democratic Incumbent	Toss Up	0.015 of 1.0
1994 Gorton	(WA-SEN)	Republican Incumbent	Close Republican	0.342 of 7.0
1994 Roberts (open)	(OR-GOV)	Democratic Open	Close Democratic	2.344 of 3.5
Houston				
Schedule Share = 1.01%				
1994 Charles Wilson	(TX-2)	Democratic Incumbent	Likely Democratic	0.102 of 0.3
1994 Jack Brooks	(TX-9)	Democratic Incumbent	Likely Democratic	0.172 of 0.3
1994 Gregory H. Laughlin	(TX-14)	Democratic Incumbent	Close Democratic	0.255 of 0.7
1994 Michael A. Andrews	(TX-25)	Democratic Open	Close Republican	0.700 of 0.7
1994 Hutchinson	(TX-SEN)	Republican Incumbent	Likely Republican	0.634 of 3.0
1994 Richards	(TX-GOV)	Democratic Incumbent	Toss Up	3.168 of 15.0
Cleveland				
Schedule Share = 0.97%				
1994 Martin R. Hoke	(OH-10)	Republican Incumbent	Toss Up	1.000 of 1.0
1994 Sherrod Brown	(OH-13)	Democratic Incumbent	Close Democratic	0.666 of 0.7
1994 Thomas C. Sawyer	(OH-14)	Democratic Incumbent	Toss Up	1.000 of 1.0
1994 Douglas Applegate	(OH-18)	Democratic Open	Toss Up	0.193 of 1.0
1994 Eric D. Fingerhut	(OH-19)	Democratic Incumbent	Toss Up	1.000 of 1.0
1994 Metzgerbaum (open)	(OH-SEN)	Democratic Open	Likely Republican	0.978 of 3.0

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Tampa-St. Petersburg					
	Schedule Share = 0.96%				
1994 Karen Thurman	(FL-5)	Democratic Incumbent	Close Democratic	0.403 of	0.7
1994 Sam Gibbons	(FL-11)	Democratic Incumbent	Close Democratic	0.700 of	0.7
1994 Charles T. Canady	(FL-12)	Republican Incumbent	Close Republican	0.700 of	0.7
1994 Jim Bacchus	(FL-15)	Democratic Open	Close Republican	0.028 of	0.7
1994 Chiles	(FL-GOV)	Democratic Incumbent	Close Republican	2.933 of	10.5
Sacramento-Stockton					
	Schedule Share = 0.90%				
1994 Dan Hamburg	(CA-1)	Democratic Incumbent	Toss Up	0.239 of	1.0
1994 Vic Fazio	(CA-3)	Democratic Incumbent	Close Democratic	0.599 of	0.7
1994 John Doolittle	(CA-4)	Republican Incumbent	Close Republican	0.686 of	0.7
1994 Richard W. Pombo	(CA-11)	Republican Incumbent	Likely Republican	0.300 of	0.3
1994 Feinstein	(CA-SEN)	Democratic Incumbent	Toss Up	1.280 of	10.0
1994 Wilson	(CA-GOV)	Republican Incumbent	Close Republican	1.344 of	10.5
Las Vegas					
	Schedule Share = 0.89%				
1994 James H. Bilbray	(NV-1)	Democratic Incumbent	Likely Democratic	0.300 of	0.3
1994 Barbara F. Vucanovich	(NV-2)	Republican Incumbent	Close Republican	0.186 of	0.7
1994 Bryan	(NV-SEN)	Democratic Incumbent	Likely Democratic	1.810 of	3.0
1994 Miller	(NV-GOV)	Democratic Incumbent	Close Democratic	2.112 of	3.5
San Diego					
	Schedule Share = 0.80%				
1994 Lynn Scherck	(CA-49)	Democratic Incumbent	Toss Up	1.000 of	1.0
1994 Robert Filner	(CA-50)	Democratic Incumbent	Close Democratic	0.700 of	0.7
1994 Feinstein	(CA-SEN)	Democratic Incumbent	Toss Up	1.099 of	10.0
1994 Wilson	(CA-GOV)	Republican Incumbent	Close Republican	1.154 of	10.5
Flint-Saginaw-Bay City					
	Schedule Share = 0.79%				
1994 James A. Barcia	(MI-5)	Democratic Incumbent	Likely Democratic	0.278 of	0.3
1994 Bob Carr	(MI-8)	Democratic Open	Close Republican	0.142 of	0.7
1994 Dale E. Kildee	(MI-9)	Democratic Incumbent	Toss Up	0.363 of	1.0
1994 Riegle (open)	(MI-SEN)	Democratic Open	Toss Up	1.545 of	10.0
1994 Engler	(MI-GOV)	Republican Incumbent	Close Republican	1.622 of	10.5
Greenville-Spartanburg-Asheville					
	Schedule Share = 0.79%				
1994 Nathan J. Deal	(GA-9)	Democratic Incumbent	Close Democratic	0.028 of	0.7
1994 Don Johnson	(GA-10)	Democratic Incumbent	Close Republican	0.091 of	0.7
1994 Charles H. Taylor	(NC-11)	Republican Incumbent	Close Republican	0.605 of	0.7
1994 Butler Derrick	(SC-3)	Democratic Open	Close Republican	0.528 of	0.7
1994 John M. Spratt Jr.	(SC-5)	Democratic Incumbent	Close Democratic	0.054 of	0.7
1994 Miller	(GA-GOV)	Democratic Incumbent	Close Democratic	0.148 of	7.0
1994 Campbell Jr. (open)	(SC-GOV)	Republican Open	Close Republican	2.463 of	7.0
Salt Lake City					
	Schedule Share = 0.76%				
1994 Scott McInnis	(CO-3)	Republican Incumbent	Likely Republican	0.001 of	0.3
1994 Barbara F. Vucanovich	(NV-2)	Republican Incumbent	Close Republican	0.046 of	0.7
1994 James V. Hansen	(UT-1)	Republican Incumbent	Likely Republican	0.300 of	0.3
1994 Karen Shepherd	(UT-2)	Democratic Incumbent	Toss Up	1.000 of	1.0
1994 Bill Orton	(UT-3)	Democratic Incumbent	Likely Democratic	0.300 of	0.3
1994 Craig Thomas	(WY-1)	Republican Open	Likely Republican	0.044 of	0.3
1994 Bryan	(NV-SEN)	Democratic Incumbent	Likely Democratic	0.071 of	3.0
1994 Wallop (open)	(WY-SEN)	Republican Open	Close Republican	1.083 of	7.0

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Markets Ranked by 1994 Marginal Race Share

Year Member/Target	District/Status/Judgement	Target Points
1994 Romer	(CO-GOV) Democratic Incumbent	Close Democratic 0.604 of 7.0
1994 Andrus (open)	(ID-GOV) Democratic Open	Close Democratic 0.085 of 3.5
1994 Miller	(NV-GOV) Democratic Incumbent	Close Democratic 0.083 of 3.5
1994 Sullivan	(WY-GOV) Democratic Open	Toss Up 0.774 of 5.0
Chattanooga		
Schedule Share = 0.76%		
1994 Robert E. (Bud) Cramer	(AL-5) Democratic Incumbent	Close Democratic 0.057 of 0.7
1994 Nathan J. Deal	(GA-9) Democratic Incumbent	Close Democratic 0.271 of 0.7
1994 Charles H. Taylor	(NC-11) Republican Incumbent	Close Republican 0.025 of 0.7
1994 Marilyn Lloyd	(TN-3) Democratic Open	Close Republican 0.522 of 0.7
1994 Jim Cooper	(TN-4) Democratic Open	Close Democratic 0.031 of 0.7
1994 Sasser/Mathews (open)	(TN-SEN) Democratic Open	Toss Up 1.769 of 20.0
1994 Folsom Jr.	(AL-GOV) Democratic Incumbent	Close Democratic 0.062 of 7.0
1994 Miller	(GA-GOV) Democratic Incumbent	Close Democratic 0.403 of 7.0
1994 McWhorter (open)	(TN-GOV) Democratic Open	Close Republican 0.619 of 7.0
Grand Rapids-Kalamazoo-Battle Creek		
Schedule Share = 0.72%		
1994 Riegle (open)	(MI-SEN) Democratic Open	Toss Up 1.746 of 10.0
1994 Engler	(MI-GOV) Republican Incumbent	Close Republican 1.634 of 10.5
Norfolk-Portsmouth-Newport News-Hampton		
Schedule Share = 0.71%		
1994 H. Martin Lancaster	(NC-3) Democratic Incumbent	Toss Up 0.106 of 1.0
1994 Owen B. Pickett	(VA-2) Democratic Incumbent	Close Democratic 0.700 of 0.7
1994 Norman Sisisky	(VA-4) Democratic Incumbent	Close Democratic 0.390 of 0.7
1994 Robb	(VA-SEN) Democratic Incumbent	Toss Up 2.335 of 10.0
Kansas City		
Schedule Share = 0.71%		
1994 Jim Slattery	(KS-2) Democratic Open	Close Republican 0.158 of 0.7
1994 Jan Meyers	(KS-3) Republican Incumbent	Close Republican 0.700 of 0.7
1994 Alan Wheat	(MO-5) Democratic Open	Close Democratic 0.700 of 0.7
1994 Pat Danner	(MO-6) Democratic Incumbent	Likely Democratic 0.198 of 0.3
1994 Danforth (open)	(MO-SEN) Republican Open	Likely Republican 0.739 of 3.0
1994 Finney (open)	(KS-GOV) Democratic Open	Close Republican 1.036 of 3.5
Wilkes Barre-Scranton		
Schedule Share = 0.71%		
1994 Timothy Holden	(PA-6) Democratic Incumbent	Close Democratic 0.253 of 0.7
1994 Wofford	(PA-SEN) Democratic Incumbent	Toss Up 1.304 of 10.0
1994 Casey (open)	(PA-GOV) Democratic Open	Toss Up 1.955 of 15.0
Honolulu		
Schedule Share = 0.70%		
1994 Waihee III (open)	(HI-GOV) Democratic Open	Close Republican 3.500 of 3.5
Tucson		
Schedule Share = 0.66%		
1994 Deconcini (open)	(AZ-SEN) Democratic Open	Close Republican 1.354 of 7.0
1994 Synington	(AZ-GOV) Republican Incumbent	Toss Up 1.935 of 10.0
Lincoln-Hastings-Kearney		
Schedule Share = 0.66%		
1994 Kerrey	(NE-SEN) Democratic Incumbent	Close Democratic 2.646 of 7.0
1994 Finney (open)	(KS-GOV) Democratic Open	Close Republican 0.078 of 3.5
1994 Nelson	(NE-GOV) Democratic Incumbent	Likely Democratic 0.567 of 1.5
Buffalo		
Schedule Share = 0.66%		

1994 DNC/White House Media Market Scheduling Targets

Prepared by NCEC Services, Inc. for the DNC
Markets Ranked by 1994 Marginal Race Share

Year Member/Target	District/Status/Judgement	Target Points
1994 John J. Lafalce	(NY-29) Democratic Incumbent	Likely Democratic 0.256 of 0.3
1994 Jack Quinn	(NY-30) Republican Incumbent	Close Republican 0.700 of 0.7
1994 Wofford	(PA-SEN) Democratic Incumbent	Toss Up 0.041 of 10.0
1994 Cuomo	(NY-GOV) Democratic Incumbent	Toss Up 2.206 of 15.0
1994 Casey (open)	(PA-GOV) Democratic Open	Toss Up 0.062 of 15.0
Casper-Riverton		
	Schedule Share = 0.65%	
1994 Craig Thomas	(WY-1) Republican Open	Likely Republican 0.073 of 0.3
1994 Wallop (open)	(WY-SEN) Republican Open	Close Republican 1.849 of 7.0
1994 Sullivan	(WY-GOV) Democratic Open	Toss Up 1.321 of 5.0
Reno		
	Schedule Share = 0.59%	
1994 John Doolittle	(CA-4) Republican Incumbent	Close Republican 0.014 of 0.7
1994 Barbara F. Vucanovich	(NV-2) Republican Incumbent	Close Republican 0.468 of 0.7
1994 Feinstein	(CA-SEN) Democratic Incumbent	Toss Up 0.020 of 10.0
1994 Bryan	(NV-SEN) Democratic Incumbent	Likely Democratic 1.119 of 3.0
1994 Wilson	(CA-GOV) Republican Incumbent	Close Republican 0.021 of 10.5
1994 Miller	(NV-GOV) Democratic Incumbent	Close Democratic 1.305 of 3.5
Bristol-Kingsport-Johnson City: Tri-City		
	Schedule Share = 0.59%	
1994 Harold Rogers	(KY-5) Republican Incumbent	Likely Republican 0.028 of 0.3
1994 Stephen L. Neal	(NC-5) Democratic Open	Toss Up 0.041 of 1.0
1994 Frederick C. Boucher	(VA-9) Democratic Incumbent	Likely Democratic 0.139 of 0.3
1994 Sasser/Mathews (open)	(TN-SEN) Democratic Open	Toss Up 1.831 of 20.0
1994 Robb	(VA-SEN) Democratic Incumbent	Toss Up 0.255 of 10.0
1994 Mcwhorter (open)	(TN-GOV) Democratic Open	Close Republican 0.641 of 7.0
Des Moines		
	Schedule Share = 0.58%	
1994 Jim Lightfoot	(IA-3) Republican Incumbent	Close Republican 0.460 of 0.7
1994 Neal Smith	(IA-4) Democratic Incumbent	Close Republican 0.502 of 0.7
1994 Fred Grandy	(IA-5) Republican Open	Close Republican 0.243 of 0.7
1994 Pat Danner	(MO-6) Democratic Incumbent	Likely Democratic 0.302 of 0.3
1994 Danforth (open)	(MO-SEN) Republican Open	Likely Republican 0.002 of 3.0
1994 Branstad	(IA-GOV) Republican Incumbent	Toss Up 1.666 of 5.0
Burlington-Plattsburgh		
	Schedule Share = 0.57%	
1994 Jeffords	(VT-SEN) Republican Incumbent	Likely Republican 2.687 of 3.0
1994 Cuomo	(NY-GOV) Democratic Incumbent	Toss Up 0.170 of 15.0
Billings-Hardin		
	Schedule Share = 0.57%	
1994 Pat Williams	(MT-1) Democratic Incumbent	Close Democratic 0.168 of 0.7
1994 Craig Thomas	(WY-1) Republican Open	Likely Republican 0.023 of 0.3
1994 Burns	(MT-SEN) Republican Incumbent	Close Republican 1.619 of 7.0
1994 Wallop (open)	(WY-SEN) Republican Open	Close Republican 0.590 of 7.0
1994 Sullivan	(WY-GOV) Democratic Open	Toss Up 0.422 of 5.0
Sioux Falls-Mitchell		
	Schedule Share = 0.57%	
1994 Fred Grandy	(IA-5) Republican Open	Close Republican 0.024 of 0.7
1994 David Minge	(MN-2) Democratic Incumbent	Close Democratic 0.074 of 0.7
1994 Durenberger (open)	(MN-SEN) Republican Open	Toss Up 0.135 of 10.0
1994 Karrey	(NE-SEN) Democratic Incumbent	Close Democratic 0.038 of 7.0
1994 Branstad	(IA-GOV) Republican Incumbent	Toss Up 0.031 of 5.0

1994 DNC/White House Media Market Scheduling Targets
 Prepared by NCSC Services, Inc. for the DNC
 Markets Ranked by 1994 Marginal Race Share

Year Member/Target	District/Status/Judgement	Target Points
1994 Carlson	(MN-GOV) Republican Incumbent	Likely Republican
1994 Nelson	(NE-GOV) Democratic Incumbent	Likely Democratic
1994 Miller	(SD-GOV) Republican Open	Close Republican
		0.041 of 3.0
		0.008 of 1.5
		2.465 of 3.5
Spokane	Schedule Share = 0.55%	
1994 Larry LaRocco	(ID-1) Democratic Incumbent	Close Democratic
1994 Pat Williams	(MT-1) Democratic Incumbent	Close Democratic
1994 Robert F. Smith	(OR-2) Republican Open	Close Republican
1994 Jay R. Inslee	(WA-4) Democratic Incumbent	Toss Up
1994 Thomas S. Foley	(WA-5) Democratic Incumbent	Close Republican
1994 Burns	(MT-SEN) Republican Incumbent	Close Republican
1994 Gorton	(WA-SEN) Republican Incumbent	Close Republican
1994 Andrus (open)	(ID-GOV) Democratic Open	Close Democratic
1994 Roberts (open)	(OR-GOV) Democratic Open	Close Democratic
		0.311 of 0.7
		0.022 of 0.7
		0.036 of 0.7
		0.162 of 1.0
		0.636 of 0.7
		0.234 of 7.0
		0.718 of 7.0
		0.629 of 3.5
		0.012 of 3.5
Little Rock	Schedule Share = 0.52%	
1994 Ray Thornton	(AR-2) Democratic Incumbent	Likely Democratic
1994 Jay W. Dickey	(AR-4) Republican Incumbent	Toss Up
1994 Tucker	(AR-GOV) Democratic Incumbent	Close Democratic
		0.300 of 0.3
		0.625 of 1.0
		1.655 of 3.5
Orlando-Daytona Beach-Melbourne	Schedule Share = 0.51%	
1994 Karen Thurman	(FL-5) Democratic Incumbent	Close Democratic
1994 Jim Bacchus	(FL-15) Democratic Open	Close Republican
1994 Chiles	(FL-GOV) Democratic Incumbent	Close Republican
		0.072 of 0.7
		0.556 of 0.7
		1.894 of 10.5
Cedar Rapids-Waterloo-Dubuque	Schedule Share = 0.48%	
1994 Jim Nussle	(IA-2) Republican Incumbent	Toss Up
1994 Jim Lightfoot	(IA-3) Republican Incumbent	Close Republican
1994 Steve Gunderson	(WI-3) Republican Incumbent	Close Republican
1994 Kohl	(WI-SEN) Democratic Incumbent	Likely Democratic
1994 Branstad	(IA-GOV) Republican Incumbent	Toss Up
		0.796 of 1.0
		0.038 of 0.7
		0.063 of 0.7
		0.016 of 3.0
		1.478 of 5.0
Milwaukee	Schedule Share = 0.47%	
1994 Peter Barca	(WI-1) Democratic Incumbent	Close Democratic
1994 Scott Klug	(WI-2) Republican Incumbent	Likely Republican
1994 Gerald P. Kleczka	(WI-4) Democratic Incumbent	Likely Democratic
1994 Kohl	(WI-SEN) Democratic Incumbent	Likely Democratic
		0.506 of 0.7
		0.007 of 0.3
		0.300 of 0.3
		1.507 of 3.0
El Paso	Schedule Share = 0.47%	
1994 Joe Skeen	(NM-2) Republican Incumbent	Likely Republican
1994 Ronald Coleman	(TX-16) Democratic Incumbent	Close Republican
1994 Henry Bonilla	(TX-23) Republican Incumbent	Likely Republican
1994 Bingaman	(NM-SEN) Democratic Incumbent	Close Democratic
1994 Hutchinson	(TX-SEN) Republican Incumbent	Likely Republican
1994 King	(NM-GOV) Democratic Incumbent	Toss Up
1994 Richards	(TX-GOV) Democratic Incumbent	Toss Up
		0.092 of 0.3
		0.700 of 0.7
		0.014 of 0.3
		0.691 of 7.0
		0.055 of 3.0
		0.494 of 5.0
		0.276 of 15.0
Wichita-Hutchinson	Schedule Share = 0.46%	
1994 Dan Glickman	(KS-4) Democratic Incumbent	Close Democratic
1994 Kerrey	(NE-SEN) Democratic Incumbent	Close Democratic
1994 Boren (open)	(OK-SEN) Democratic Open	Toss Up
1994 Finney (open)	(KS-GOV) Democratic Open	Close Republican
		0.650 of 0.7
		0.012 of 7.0
		0.027 of 10.0
		1.605 of 3.5

1994 DNC/White House Media Market Scheduling Targets
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 Markets Ranked by 1994 Marginal Race Share

Year Member/Target	District/Status/Judgement	Target Points
1994 Nelson	(NE-GOV) Democratic Incumbent	Likely Democratic
1994 Walters (open)	(OK-GOV) Democratic Open	Close Republican
		0.003 of 1.5
		0.019 of 7.0
Harrisburg-York-Lancaster-Lebanon	Schedule Share = 0.46%	
1994 Wofford	(PA-SEN) Democratic Incumbent	Toss Up
1994 Casey (open)	(PA-GOV) Democratic Open	Toss Up
		0.921 of 10.0
		1.381 of 15.0
Richmond	Schedule Share = 0.46%	
1994 Norman Sisisky	(VA-4) Democratic Incumbent	Close Democratic
1994 L.F. Payne Jr.	(VA-5) Democratic Incumbent	Close Democratic
1994 Robb	(VA-SEN) Democratic Incumbent	Toss Up
		0.300 of 0.7
		0.076 of 0.7
		1.996 of 10.0
Birmingham	Schedule Share = 0.45%	
1994 Glen Browder	(AL-3) Democratic Incumbent	Likely Democratic
1994 Folsom Jr.	(AL-GOV) Democratic Incumbent	Close Democratic
		0.105 of 0.3
		2.120 of 7.0
Bangor	Schedule Share = 0.44%	
1994 Thomas H. Andrews	(ME-1) Democratic Open	Toss Up
1994 Olympia J. Snowe	(ME-2) Republican Open	Close Democratic
1994 Mitchell (open)	(ME-SEN) Democratic Open	Likely Republican
1994 McKernan (open)	(ME-GOV) Republican Open	Close Democratic
		0.019 of 1.0
		0.378 of 0.7
		0.834 of 3.0
		0.972 of 3.5
Wichita Falls-Lawton	Schedule Share = 0.44%	
1994 Dave McCurdy	(OK-4) Democratic Open	Toss Up
1994 William C. Sarpalus	(TX-13) Democratic Incumbent	Toss Up
1994 Boren (open)	(OK-SEN) Democratic Open	Toss Up
1994 Hutchison	(TX-SEN) Republican Incumbent	Likely Republican
1994 Walters (open)	(OK-GOV) Democratic Open	Close Republican
1994 Richards	(TX-GOV) Democratic Incumbent	Toss Up
		0.391 of 1.0
		0.342 of 1.0
		0.685 of 10.0
		0.050 of 3.0
		0.479 of 7.0
		0.249 of 15.0
Huntsville-Decatur-Florence	Schedule Share = 0.43%	
1994 Robert E. (Bud) Cramer	(AL-5) Democratic Incumbent	Close Democratic
1994 Jim Cooper	(TN-4) Democratic Open	Close Democratic
1994 Sasser/Mathews (open)	(TN-SEN) Democratic Open	Toss Up
1994 Folsom Jr.	(AL-GOV) Democratic Incumbent	Close Democratic
1994 McWhorter (open)	(TN-GOV) Democratic Open	Close Republican
		0.643 of 0.7
		0.037 of 0.7
		0.129 of 20.0
		1.317 of 7.0
		0.045 of 7.0
Columbia, SC	Schedule Share = 0.41%	
1994 Butler Derrick	(SC-3) Democratic Open	Close Republican
1994 John M. Spratt Jr.	(SC-5) Democratic Incumbent	Close Democratic
1994 Campbell Jr. (open)	(SC-GOV) Republican Open	Close Republican
		0.019 of 0.7
		0.207 of 0.7
		1.819 of 7.0
Miami-Ft. Lauderdale	Schedule Share = 0.41%	
1994 B. Clay Shaw Jr.	(FL-22) Republican Incumbent	Likely Republican
1994 Chiles	(FL-GOV) Democratic Incumbent	Close Republican
		0.231 of 0.3
		1.801 of 10.5
Rapid City	Schedule Share = 0.39%	
1994 Pat Williams	(MT-1) Democratic Incumbent	Close Democratic
1994 Craig Thomas	(WY-1) Republican Open	Likely Republican
1994 Burns	(MT-SEN) Republican Incumbent	Close Republican
1994 Kerrey	(NE-SEN) Democratic Incumbent	Close Democratic
1994 Wallop (open)	(WY-SEN) Republican Open	Close Republican
		0.001 of 0.7
		0.024 of 0.3
		0.014 of 7.0
		0.089 of 7.0
		0.549 of 7.0

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 Markets Ranked by 1994 Marginal Race Share

Year Member/Target	District/Status/Judgement		Target Points	
1994 Nelson	(NE-GOV) Democratic Incumbent	Likely Democratic	0.019 of	1.5
1994 Miller	(SD-GOV) Republican Open	Close Republican	0.883 of	3.5
1994 Sullivan	(WY-GOV) Democratic Open	Toss Up	0.392 of	5.0
Idaho Falls-Pocatello				
Schedule Share = 0.39%				
1994 Craig Thomas	(WY-1) Republican Open	Likely Republican	0.015 of	0.3
1994 Wallop (open)	(WY-SEN) Republican Open	Close Republican	0.489 of	7.0
1994 Andrus (open)	(ID-GOV) Democratic Open	Close Democratic	1.110 of	3.5
1994 Sullivan	(WY-GOV) Democratic Open	Toss Up	0.349 of	5.0
Traverse City-Cadillac				
Schedule Share = 0.39%				
1994 Bart Stupak	(MI-1) Democratic Incumbent	Toss Up	0.492 of	1.0
1994 Riegler (open)	(MI-SEN) Democratic Open	Toss Up	0.711 of	10.0
1994 Engler	(MI-GOV) Republican Incumbent	Close Republican	0.747 of	10.5
Cheyenne-Scottsbluff (Sterling)				
Schedule Share = 0.39%				
1994 Craig Thomas	(WY-1) Republican Open	Likely Republican	0.050 of	0.3
1994 Kerrey	(NE-SEN) Democratic Incumbent	Close Democratic	0.094 of	7.0
1994 Wallop (open)	(WY-SEN) Republican Open	Close Republican	1.039 of	7.0
1994 Nelson	(NE-GOV) Democratic Incumbent	Likely Democratic	0.020 of	1.5
1994 Sullivan	(WY-GOV) Democratic Open	Toss Up	0.742 of	5.0
Raleigh-Durham				
Schedule Share = 0.39%				
1994 Tim Valentine	(NC-2) Democratic Open	Toss Up	1.000 of	1.0
1994 H. Martin Lancaster	(NC-3) Democratic Incumbent	Toss Up	0.271 of	1.0
1994 David E. Price	(NC-4) Democratic Incumbent	Likely Democratic	0.300 of	0.3
1994 Stephen L. Neal	(NC-5) Democratic Open	Toss Up	0.066 of	1.0
1994 W.G. (Bill) Hafner	(NC-8) Democratic Incumbent	Toss Up	0.235 of	1.0
1994 L.F. Payne Jr.	(VA-5) Democratic Incumbent	Close Democratic	0.036 of	0.7
1994 Robb	(VA-SEN) Democratic Incumbent	Toss Up	0.019 of	10.0
Austin, TX				
Schedule Share = 0.38%				
1994 J.J. Pickle	(TX-10) Democratic Open	Likely Democratic	0.300 of	0.3
1994 Gregory H. Laughlin	(TX-14) Democratic Incumbent	Close Democratic	0.261 of	0.7
1994 Hutchison	(TX-SEN) Republican Incumbent	Likely Republican	0.224 of	3.0
1994 Richards	(TX-GOV) Democratic Incumbent	Toss Up	1.120 of	15.0
Fresno-Visalia				
Schedule Share = 0.38%				
1994 Richard H. Lehman	(CA-19) Democratic Incumbent	Toss Up	1.000 of	1.0
1994 Feinstein	(CA-SEN) Democratic Incumbent	Toss Up	0.431 of	10.0
1994 Wilson	(CA-GOV) Republican Incumbent	Close Republican	0.453 of	10.5
Lansing				
Schedule Share = 0.37%				
1994 Bob Carr	(MI-8) Democratic Open	Close Republican	0.346 of	0.7
1994 Riegler (open)	(MI-SEN) Democratic Open	Toss Up	0.738 of	10.0
1994 Engler	(MI-GOV) Republican Incumbent	Close Republican	0.775 of	10.5
Roanoke-Lynchburg				
Schedule Share = 0.37%				
1994 Norman Sisisky	(VA-4) Democratic Incumbent	Close Democratic	0.010 of	0.7
1994 L.F. Payne Jr.	(VA-5) Democratic Incumbent	Close Democratic	0.472 of	0.7
1994 Frederick C. Boucher	(VA-9) Democratic Incumbent	Likely Democratic	0.134 of	0.3
1994 Robb	(VA-SEN) Democratic Incumbent	Toss Up	1.235 of	10.0

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Year Member/Target	District/Status/Judgement	Target Points
Missoula		
	Schedule Share = 0.37%	
1994 Pat Williams	(MT-1) Democratic Incumbent Close Democratic	0.167 of 0.7
1994 Burns	(MT-SEN) Republican Incumbent Close Republican	1.681 of 7.0
Rochester, NY		
	Schedule Share = 0.37%	
1994 Louise M. Slaughter	(NY-28) Democratic Incumbent Close Democratic	0.700 of 0.7
1994 John J. Lafalce	(NY-29) Democratic Incumbent Likely Democratic	0.044 of 0.3
1994 Cuomo	(NY-GOV) Democratic Incumbent Toss Up	1.090 of 15.0
Mobile-Pensacola		
	Schedule Share = 0.37%	
1994 Earl Hutto	(FL-1) Democratic Open Close Republican	0.605 of 0.7
1994 Folsom Jr.	(AL-GOV) Democratic Incumbent Close Democratic	0.842 of 7.0
1994 Chiles	(FL-GOV) Democratic Incumbent Close Republican	0.379 of 10.5
Boise		
	Schedule Share = 0.37%	
1994 Larry LaRocco	(ID-1) Democratic Incumbent Close Democratic	0.389 of 0.7
1994 Robert F. Smith	(OR-2) Republican Open Close Republican	0.040 of 0.7
1994 Andrus (open)	(ID-GOV) Democratic Open Close Democratic	1.353 of 3.5
1994 Roberts (open)	(OR-GOV) Democratic Open Close Democratic	0.045 of 3.5
Chicago		
	Schedule Share = 0.36%	
1994 William O. Lipinski	(IL-3) Democratic Incumbent Close Democratic	0.700 of 0.7
1994 Dan Rostenkowski	(IL-5) Democratic Incumbent Likely Democratic	0.300 of 0.3
1994 George E. Sangmeister	(IL-11) Democratic Open Close Republican	0.700 of 0.7
1994 Thomas W. Swing	(IL-15) Republican Incumbent Likely Republican	0.017 of 0.3
1994 Tim Roemer	(IN-3) Democratic Incumbent Likely Democratic	0.059 of 0.3
1994 Stephen E. Buyer	(IN-5) Republican Incumbent Likely Republican	0.047 of 0.3
Cincinnati		
	Schedule Share = 0.34%	
1994 Lee H. Hamilton	(IN-9) Democratic Incumbent Likely Democratic	0.069 of 0.3
1994 David S. Mann	(OH-1) Democratic Incumbent Toss Up	1.000 of 1.0
1994 Ted Strickland	(OH-6) Democratic Incumbent Toss Up	0.207 of 1.0
1994 Metzenbaum (open)	(OH-SEN) Democratic Open Likely Republican	0.426 of 3.0
Charlotte		
	Schedule Share = 0.33%	
1994 Stephen L. Neal	(NC-5) Democratic Open Toss Up	0.189 of 1.0
1994 W.G. (Bill) Hefner	(NC-8) Democratic Incumbent Toss Up	0.683 of 1.0
1994 Charles H. Taylor	(NC-11) Republican Incumbent Close Republican	0.052 of 0.7
1994 John M. Spratt Jr.	(SC-5) Democratic Incumbent Close Democratic	0.312 of 0.7
1994 Campbell Jr. (open)	(SC-GOV) Republican Open Close Republican	0.433 of 7.0
Johnstown-Altoona		
	Schedule Share = 0.32%	
1994 Wofford	(PA-SEN) Democratic Incumbent Toss Up	0.650 of 10.0
1994 Casey (open)	(PA-GOV) Democratic Open Toss Up	0.975 of 15.0
Great Falls		
	Schedule Share = 0.32%	
1994 Pat Williams	(MT-1) Democratic Incumbent Close Democratic	0.146 of 0.7
1994 Burns	(MT-SEN) Republican Incumbent Close Republican	1.480 of 7.0
Salisbury		
	Schedule Share = 0.32%	
1994 Roth	(DE-SEN) Republican Incumbent Close Republican	1.296 of 7.0

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Year Member/Target	District/Status/Judgement	Target Points
1994 Sarbanes	(MD-SEN) Democratic Incumbent Likely Democratic	0.098 of 3.0
1994 Schaefer (open)	(MD-GOV) Democratic Open Close Democratic	0.229 of 7.0
San Antonio		
Schedule Share = 0.32%		
1994 Gregory H. Laughlin	(TX-14) Democratic Incumbent Close Democratic	0.045 of 0.7
1994 Henry Bonilla	(TX-23) Republican Incumbent Likely Republican	0.136 of 0.3
1994 Hutchison	(TX-SEN) Republican Incumbent Likely Republican	0.234 of 3.0
1994 Richards	(TX-GOV) Democratic Incumbent Toss Up	1.169 of 15.0
Albany-Schenectady-Troy		
Schedule Share = 0.31%		
1994 Kennedy	(MA-SEN) Democratic Incumbent Close Democratic	0.158 of 7.0
1994 Jeffords	(VT-SEN) Republican Incumbent Likely Republican	0.113 of 3.0
1994 Cuomo	(NY-GOV) Democratic Incumbent Toss Up	1.299 of 15.0
Syracuse		
Schedule Share = 0.30%		
1994 James T. Walsh	(NY-25) Republican Incumbent Likely Republican	0.292 of 0.3
1994 Maurice D. Hinchey	(NY-26) Democratic Incumbent Close Democratic	0.091 of 0.7
1994 Cuomo	(NY-GOV) Democratic Incumbent Toss Up	1.137 of 15.0
Indianapolis		
Schedule Share = 0.30%		
1994 Phillip R. Sharp	(IN-2) Democratic Open Toss Up	0.839 of 1.0
1994 Stephen E. Buyer	(IN-5) Republican Incumbent Likely Republican	0.166 of 0.3
1994 John T. Myers	(IN-7) Republican Incumbent Close Republican	0.331 of 0.7
1994 Frank McCloskey	(IN-8) Democratic Incumbent Toss Up	0.171 of 1.0
1994 Lee H. Hamilton	(IN-9) Democratic Incumbent Likely Democratic	0.012 of 0.3
St. Louis		
Schedule Share = 0.30%		
1994 Harold L. Volkmer	(MO-9) Democratic Incumbent Close Democratic	0.303 of 0.7
1994 Danforth (open)	(MO-SEN) Republican Open Likely Republican	1.211 of 3.0
Sioux City		
Schedule Share = 0.30%		
1994 Fred Grandy	(IA-5) Republican Open Close Republican	0.344 of 0.7
1994 Kerrey	(NE-SEN) Democratic Incumbent Close Democratic	0.455 of 7.0
1994 Branstad	(IA-GOV) Republican Incumbent Toss Up	0.501 of 5.0
1994 Nelson	(NE-GOV) Democratic Incumbent Likely Democratic	0.097 of 1.5
1994 Miller	(SD-GOV) Republican Open Close Republican	0.099 of 3.5
Fargo		
Schedule Share = 0.29%		
1994 Collin C. Peterson	(MN-7) Democratic Incumbent Toss Up	0.448 of 1.0
1994 Earl Pomeroy	(ND-1) Democratic Incumbent Close Democratic	0.365 of 0.7
1994 Durenberger (open)	(MN-SEN) Republican Open Toss Up	0.506 of 10.0
1994 Carlson	(MN-GOV) Republican Incumbent Likely Republican	0.152 of 3.0
Amarillo		
Schedule Share = 0.28%		
1994 William C. Sarpalius	(TX-13) Democratic Incumbent Toss Up	0.364 of 1.0
1994 Bingaman	(NM-SEN) Democratic Incumbent Close Democratic	0.268 of 7.0
1994 Boren (open)	(OK-SEN) Democratic Open Toss Up	0.082 of 10.0
1994 Hutchison	(TX-SEN) Republican Incumbent Likely Republican	0.075 of 3.0
1994 King	(NM-GOV) Democratic Incumbent Toss Up	0.191 of 5.0
1994 Walters (open)	(OK-GOV) Democratic Open Close Republican	0.057 of 7.0
1994 Richards	(TX-GOV) Democratic Incumbent Toss Up	0.381 of 15.0

1994 DNC/White House Media Market Scheduling Targets

Prepared by NCEC Services, Inc. for the DNC

Markets Ranked by 1994 Marginal Race Share

Year Member/Target	District/Status/Judgement	Target Points
Louisville		
Schedule Share = 0.26%		
1994 Frank McCloskey	(IN-8) Democratic Incumbent Toss Up	0.108 of 1.0
1994 Lee H. Hamilton	(IN-9) Democratic Incumbent Likely Democratic	0.178 of 0.3
1994 Ron Lewis	(KY-2) Republican Incumbent Close Republican	0.416 of 0.7
1994 Romano L. Mazzoli	(KY-3) Democratic Open Close Democratic	0.700 of 0.7
Rochester-Mason City-Austin		
Schedule Share = 0.28%		
1994 Jim Nussle	(IA-2) Republican Incumbent Toss Up	0.169 of 1.0
1994 Fred Grandy	(IA-5) Republican Open Close Republican	0.054 of 0.7
1994 Timothy J. Penny	(MN-1) Democratic Open Close Republican	0.272 of 0.7
1994 Durenberger (open)	(MN-SEN) Republican Open Toss Up	0.476 of 10.0
1994 Branstad	(IA-GOV) Republican Incumbent Toss Up	0.280 of 5.0
1994 Carlson	(MN-GOV) Republican Incumbent Likely Republican	0.143 of 3.0
Erie		
Schedule Share = 0.26%		
1994 Thomas J. Ridge	(PA-21) Republican Open Toss Up	0.591 of 1.0
1994 Wofford	(PA-SEN) Democratic Incumbent Toss Up	0.317 of 10.0
1994 Casey (open)	(PA-GOV) Democratic Open Toss Up	0.475 of 15.0
Yakima-Pasco-Richland-Kennewick		
Schedule Share = 0.27%		
1994 Robert F. Smith	(OR-2) Republican Open Close Republican	0.080 of 0.7
1994 Jay R. Inslee	(WA-4) Democratic Incumbent Toss Up	0.673 of 1.0
1994 Thomas S. Foley	(WA-5) Democratic Incumbent Close Republican	0.064 of 0.7
1994 Gorton	(WA-SEN) Republican Incumbent Close Republican	0.439 of 7.0
1994 Roberts (open)	(OR-GOV) Democratic Open Close Democratic	0.078 of 3.5
Santa Barbara-Santa Maria-San Luis Obispo		
Schedule Share = 0.26%		
1994 Michael Huffington	(CA-22) Republican Open Close Republican	0.700 of 0.7
1994 Feinstein	(CA-SEN) Democratic Incumbent Toss Up	0.285 of 10.0
1994 Wilson	(CA-GOV) Republican Incumbent Close Republican	0.299 of 10.5
Butte		
Schedule Share = 0.25%		
1994 Pat Williams	(MT-1) Democratic Incumbent Close Democratic	0.116 of 0.7
1994 Burns	(MT-SEN) Republican Incumbent Close Republican	1.140 of 7.0
Montgomery-Selma		
Schedule Share = 0.25%		
1994 Glen Browder	(AL-3) Democratic Incumbent Likely Democratic	0.033 of 0.3
1994 Folsom Jr.	(AL-GOV) Democratic Incumbent Close Democratic	1.210 of 7.0

Date: October 7, 1994

To: All Interested Parties

From: Harold Ickes

Subject: 1994 Stump Speech

Attached is a stump speech for the fall elections. It has been prepared at the request of Cabinet secretaries and other surrogates speaking on behalf of the administration during the midterm campaign. The speech incorporates the core political message:

- This election presents a clear choice between moving forward or going back, between leaders who want to face problems and those who want to run away from them.
- We have attacked many of the problems we were sent here to fight. We've made a good start.
- Republicans have fought us at many turns, and they've made it clear they want to return to the policies that created many of the problems we have addressed.
- America must go forward and not go back.

It is structured so that speakers can lift out and use certain sections according to their own styles and preferences.

STUMP SPEECH FOR SURROGATES AND INTRODUCTORY SPEAKERS

I want to talk about our choice in this election. A choice between two sides that couldn't be further apart: between those who want to turn this country around, and those who want to turn back.

Just a few years ago, we had a White House that talked a good game, but sat on the sidelines and watched as our problems grew worse. They gave us rising deficits; meaner streets; pink slips for the middle class and tax breaks for the wealthy.

Every time we demanded that someone turn this country around, they would turn away.

But we came in to move things forward. To face America's problems. And to make Washington work again for ordinary people.

Democrats began work on the toughest issues that twelve years of Republican administrations wouldn't or couldn't do: putting our economic house in order, attacking crime, and helping Americans make better lives for themselves.

We have a long way to go, but we're making progress. We've seen some tough fights. And we're bound to see some more, because the people who don't want to see problems fixed have fought us every step of the way.

For years, the other side had no economic strategy for America's future. We Democrats put forward an economic plan. They tried to stop it. Newt Gingrich, like many Republican naysayers in Congress, said it would ruin the economy. But the result is that we've created more than 4,300,000 new American jobs so far -- almost all of them in the private sector.

We have more work to do, but we've made a good start.

For years, the other side complained about the deficit, but made it soar. Democrats are cutting the deficit by 255 billion dollars. The others tried to stop it. But now the deficit is going down for the first three years in a row since Harry Truman was President.

We have more work to do, but we've made a good start.

For years, the other side complained about government, but they actually made the bureaucracy grow. Democrats are cutting the bureaucracy by more than a quarter-of-a-million slots. They tried to stop us, but now the federal workforce is shrinking to the smallest size since John F. Kennedy was in the White House.

We have more work to do, but we've made a good start.

For years, they gave tax breaks to the wealthy, then tried to stop us when Democrats cut taxes for 90 percent of America's small businesses and 15 million families who work full time.

We have more work to do, but that's a mighty good start. Because, after years of irresponsibility and evasion, we're doing everything we can to make Washington work again for ordinary people.

When the other side had the White House, they let the Brady Bill languish in Congress. We fought hard for it. We took on the NRA, a lobby with a long-time grip on Washington, and we won!

Democrats won passage of the crime bill, three-strikes-and-you're-out, more cops on the street, and a ban on assault weapons. We're fighting on the side of every law enforcement organization in America, the people on the front lines in the fight against crime.

But when someone asked Republican Senator Phil Gramm if he felt comfortable blocking the crime bill, he said, "Not since Br'er Rabbit and the briar patch has anybody been as comfortable as we are."

They wanted to kill the crime bill while we have 11-year-old children killing children in our streets. And Phil Gramm says he feels as comfortable as a bunny.

Someone ought to tell these people to stop living in the land of make-believe and get back to the real world.

The real world is where people worry about their future and what kind of lives their children will lead. That's why we're fighting to give more Americans a better chance at a good education. We want all families to be able to achieve the dream of sending their kids to college and having their children live a better life than their own. We changed college loans so graduates don't have to pay them off all at once at an interest rate few of us can afford.

All through the 1980s, the cost of college shot through the roof while conditions in some of our communities fell through the floor. We came up with a national service corps that puts young people to work on our problems so they can earn their way to college.

All these efforts say a lot about who Democrats are and how we see our country. We don't say government can solve every problem. We say people have a responsibility to do their part. And we know people need the tools to make a difference on their own and by working together.

Most Americans go to work in the morning hoping to do a decent job. And most of us look forward to a day when we can do something more important than what we did the day before.

But, last year, Bob Dole, the Republican leader in the Senate, said, "Every day I come to work, I feel...maybe we can stop something."

Imagine if an auto worker went to work hoping to throw a monkey wrench into the assembly line. Imagine if an umpire for Major League Baseball went to work, just dying to trip a runner as he heads around third for home. We've got people like that in Washington, who want to keep us from going forward at every turn.

Harry Truman used to say that any jackass can knock down a barn. Thank heavens we have a President in the White House who wants to build this country up.

The choice is clear. America has a choice between Democrats who want to face real problems -- and Republicans who want to run away from them. Those who work for the good of their country -- and those who just work for the good of their party.

As Franklin Roosevelt would say, don't let the other side clip the wings of the American eagle to feather their own nest.

When FDR tried to change this country and lift America out of the Depression, the old guard in Washington tried to stop him from doing it, too. Almost everyone in America wanted to fix the problems, except for a few on the other side.

Back then, the obstructionists were named "Martin and Barton and Fish." Today, their names are Gingrich and Gramm and Dole.

When Democrats started cleaning up years of debris from their economic mess, who tried to stand in the way?

Gingrich and Gramm and Dole.

When Democrats fought for the crime bill to fight the crime in our communities, who tried to stand in the way?

Gingrich and Gramm and Dole.

When Democrats reformed college loans to make them more affordable and accessible to the middle class, who tried to stand in the way?

That's right: Gingrich and Gramm and Dole. (Sounds like three undertakers at a funeral home.)

One member of their team even said, "We've killed health

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reform. Now, we've got to make sure our fingerprints are not on it."

These people would rather embarrass the President of the United States than do the hard work of helping our country.

I'm proud to say that we Democrats are facing the real problems. We're taking on the tough challenges. We're going to keep fighting to bring change to Washington, and we're not going to turn back now.

Last month, however, 300 Republican politicians gathered on the steps of Congress to sign what they call a "Contract with America."

With an election around the corner, they had to come up with something. But they looked ahead to all the challenges we Americans face, and they didn't have any answers.

So, what did they do? They went back into their dusty, old attic, full of tired ideas from the 1980s: Tax breaks for the wealthy. Paid for by billions of dollars in debt. Cuts in Medicare for the elderly. Cuts in veterans' benefits. And they call it a "Contract with America."

It's more like a Contract on America. A contract on fiscal responsibility. A contract on older Americans. A contract on the middle class. A contract on change, on progress, on moving America forward. A contract on turning this country around.

In the days of Teddy Roosevelt, the letters "G.O.P." stood for "Grand Old Party." Today, they stand for "grumpy old program."

But America rejected that program once before, and we'll reject that old program again.

It's time to stand up for turning this country around. For moving America forward.

For putting our economic house in order. For giving our people the tools to fight crime in their communities. For helping our people find the chance to get ahead. For assuming the awesome responsibility of preparing America to compete and win in the new global economy.

It's time to stand up for leaders who aren't stuck in the failed, old ways of the past. For leaders who believe in the promise of America, in moving America forward and turning this country around.

Ladies and gentlemen, I'm proud to stand up for...

TO: CABINET AFFAIRS

FR: POLITICAL AFFAIRS

DT: 10/5

RE: PRIORITY POLITICAL EVENTS YET TO BE SCHEDULED

BABBITT:

Beilenson (CA)

Harman (CA)

Fish or Shirilo (??) event (NY) when Babbitt in NY for Hinchey on 10/15

Unsoeld (WA)

BENTSEN:

In NYC -- Event for 3 Senate Candidates TBD

Cuomo in NYC (on same trip as above event)

North Carolina Swing: Lancaster/Sands/Lauterer/(Hefner?)

Hoagland in DC (NAFTA promise)

Tennessee Day at the WH on 10/18

UNDERSECRETARY JUDY HANCOCK:

Kansas

J.BROWN:

Mathis (GA) -- We believe this is in the works(if so, possibly a Olympics mtg. in Atlanta too)

Clute (CA)

Feinstein (CA)

R.BROWN:

Basha/Coppersmith (AZ)

Sims/Spaul (WA)

Tennessee Appreciation Day at White House, 10/18

Tierney/O'Sullivan (MA) (These 2 Congressional candidates are at opposite ends of the state - 2 events could happen in one trip.)

Kreidler (WA)

Webber (OR)

Farr/Hamburg/Beilenson (CA)

Karen McCarthy if in MO before election

Carlin (KS) (if near KS or MO before the election)

While in OH on 10/19, 1) event for Fingerhut and 2) African-American GOTV mtg.
Slaughter (NY)
Confirm 10/30 for Detroit GOTV

BROWNER:

Hamburg (CA)
Farr (CA)
Unsoeld (WA)
Coleman (TX) in El Paso

CISNEROS:

AZ on 10/15
WA (Sims)
Pallone (NJ)
Oregon
K. Brown

KANTOR:

Cantwell (WA) -- (tent) TBD in Oct.
Tennessee Day at WH on 10/18
✓ Rios (TX) ✓

O'LEARY:

Coppersmith/Basha (AZ)
K. Brown (CA)
Feinstein (CA)
Clute (CA)
Sullivan (WY) (for message event, not fundraiser)
Coray (UT)
Romer (CO)
Schwartz (CA candidate vs. Rep. Baker in Bay Area)

PENA:

Mudd (MT) (Pena's staff is working on finding a date for this)
Arizona Senate (Time is being held on 10/19 for this while Pena is in AZ)
Borski (PA) (Follow-up)
Holden (PA) (Transportation Seminar on 10/13)

REICH:

Wolpe and 2 Michigan open seat candidates (Mitchell and Rivers) -- this would probably necessitate another trip to Michigan in addition to the one scheduled for 10/18

Florida Coordinated Campaign

Ohio Swing: Hyatt/Strickland/Gaul/DiDonato

McHale (PA)

New York Swing: Fish, Shirilo (?) and Cuomo Labor Mtg. (These should be instead of or in addition to the event already planned for Lowey on 10/27)

Possible events for B. Campbell and 3 Iowa Cong. Challengers when already there on 10/30
Mudd (MT)

Feinstien/Farr/Hamburg (CA)(Event in S.CA of Feinstein and in N.CA for Farr and Hamburg)
Coppersmith (AZ)

RILEY:

Sims (WA Senate)

Kitzhaber (OR Gubernatorial)/Webber (OR Congressional)

K.Brown (CA)

SC Travel -- What is the status on this/what are they planning to do there??

KUNIN:

Lynn Rivers (MI Cong. Cand.)

SHALALA:

~~Basha (AZ)~~

K.Brown/Farr/Hamburg//Hirning (CA)

Kitzhaber (OR)/Webber (OR)

Spanel (WA)

RENO:

Farr (CA)

Kriedler (WA)

Hamburg (CA)

Furse (OR)

Feinstein (CA)

TYSON:

Coray (UT) (This should be confirmed)

K.Brown (CA)

Spanel (WA)

Jan Meyers (KS)

Oberly (DE)

JANE ALEXANDER:

Skaggs (CO)

Coppersmith (AZ)