

WALTER CAPPS

1996 Campaign for Congress

Walter Capps is the 1996 Democratic candidate for Congress from the 22nd District in California. Capps already has an experienced campaign team in place, is raising money, and has the full support of community and local political leaders for his campaign. In 1994, Capps lost the election by less than 1% (running well ahead of the Democratic candidates for governor and Senator), in a District that has elected Republicans to this seat for decades. Even though he was out-spent by his opponent and trailed initially by a huge margin in name recognition, Capps' campaign was surprisingly strong for a first-time candidate.

Capps is extremely well-positioned to defeat Republican incumbent Andrea Seastrand in 1996. A major focus of the Capps' campaign will be the Seastrand voting record, which is virtually lock-step with Speaker of the House Newt Gingrich. She is one of the leading pro-life, radical members of Congress and has voted in favor of dismantling environmental protection laws, decimating the student loan program, cutting Medicare and Medicaid, and voting consistently with the extremist Republican agenda. Walter Capps offers the people of the 22nd District a candidate who is truly more representative of the district, emphasizing support of a woman's right to choose, affordable health care for all Americans, vigorous protection of the environment, a strong educational system as a means of investing in our nation's future, and a fiscal conservative approach to government spending that decreases the deficit and balances the budget -- but not on the backs of the seniors, students, veterans, unemployed workers and children of America.

The 1994 Capps' campaign was notable for the enthusiasm and broad-based support it generated throughout the District. More than 500 volunteers worked on behalf of the campaign, which brought a new vision and spirit to the politics of the district. Capps' ability to garner 49% of the vote in the general election is testimony to the strength of his candidacy, and his strength in 1994 provides a strong foundation for his current campaign.

Capps has established his national leadership in his work. Walter Capps' support within the District stems from his long-term commitment to the community and more than 30 years as a highly respected Professor of Religious Studies at the University of California, Santa Barbara. He has become a leading scholar and nationally recognized leader who taught the nation's first course on the Vietnam War. This course is taught annually and attracts up to 900 students. It has been featured on 60 Minutes three times and has served as a model for courses taught at universities around the country.

Walter Capps presents the voters of Santa Barbara and San Luis Obispo. Capps has brought prominent veterans to Santa Barbara to share their experiences of the Vietnam War. In 1984, Senator Bob Kerrey, then Governor of Nebraska, first joined Capps as a guest lecturer. He has returned regularly, and in 1987 served as a visiting professor at UC Santa Barbara and was a co-teacher of the course. Subsequently, Capps worked on Kerrey's 1988 senatorial campaign, and again on his presidential campaign.

In addition to his work at the Santa Barbara campus, Capps has pursued his interests as a scholar of democracy. He served as the director of the Center for the Study of Democratic Institutions at UCSB. He also helped establish the Washington Center of the University of California, which now provides approximately 50 students from the various campuses of the University of California with academic courses promoting understanding and involvement with government and public service.

With his background and experience, Capps has been an active political presence, both locally and nationally. He has led and participated in many public and political activities, and has won numerous awards, including the Corita Kent Peace Award for his work on Vietnam. He has been nominated for the Albert Schweitzer Humanitarian Award and twice for National Professor of the Year.

Capps has established his national leadership in his writings and service. He has been invited to testify before Congress on multiple occasions concerning the National Endowment for the Humanities. He has also been recognized for his understanding of the Vietnam War by the Veterans Administration, which sought him as an advisor for the Vietnam Veterans Outreach Program, and by the Smithsonian Institution, which invited him to serve on the Board of Advisors for its Center for the Study of the Vietnam Generation.

Walter Capps presents the voters of Santa Barbara and San Luis Obispo Counties with a real choice in 1996 -- away from the Contract With America and toward true representation of the people. Beginning with his formal announcement on November 14, 1995, the next year will see an all-out, no-holds-barred effort to elect Walter Capps as the Representative of the people of the 22nd District of California.

Largest Cities:

Santa Barbara	85,571
Santa Maria	61,284
San Luis Obispo	41,958
Lompoc	37,649

Radio Markets: Santa Barbara-Santa Maria-San Luis Obispo 100%

Median Household Income: \$33,680

Largest Employers:

Vandenberg Air Force Base	7,732
University of California, Santa Barbara	7,462
County of San Luis Obispo	2,620
County of San Luis Obispo, San Luis Obispo	2,483
California Polytechnic University, San Luis Obispo	2,100
Electromagnetic Systems, Santa Barbara	1,800
North Center, Santa Barbara	1,780
Santa Barbara Cottage Hospital, Santa Barbara	1,693
California Mental Health Dept., Alhambra	1,600

DEMOGRAPHICS OF THE DISTRICT

District Information:

The 22nd is a coastal district located north of Los Angeles in Southern California. The District consists of all of Santa Barbara County, except the small southeastern town of Carpinteria; San Luis Obispo County to the north; and several small islands located in the Santa Barbara channel. The area has long been one of the nation's wealthiest retirement communities, with 13% of the population over the age of 65.

The 22nd is evenly split between Democrats and Republicans. Although the district has leaned Republican in the past, both President Bill Clinton and Senator Dianne Feinstein won the district in 1992. Vandenberg Air Force Base is located in the 22nd. Despite conservative leanings, the community places great emphasis on protecting the environment, having constructed the nation's largest desalination plant, and polls show that approximately 70% of the population is pro-choice.

Campaign Contributions:

Largest Cities:

1993-1994

Santa Barbara	85,571
Santa Maria	61,284
San Luis Obispo	41,958
Lompoc	37,649

Net Receipts	337,483	184,231
Individual Contributions	154,828	115,630
Political Committees	69,139	37,000
Candidate Support		

Media Markets: Santa Barbara-Santa Maria-San Luis Obispo 100%

Median Household Income: \$33,680

Largest Employers:

Vandenberg Air Force Base	7,732
University of California, Santa Barbara	7,462
County of Santa Barbara; Santa Barbara	2,620
County of San Luis Obispo; San Luis Obispo	2,483
California Polytechnic University, San Luis Obispo	2,100
Raytheon Co., Electromagnetic Systems; Santa Barbara	1,800
Santa Barbara Research Center; Santa Barbara	1,700
Santa Barbara Cottage Hospital; Santa Barbara	1,699
State of California/Mental Health Dept.; Atascadero	1,600

Race: More than 70% Caucasian; approximately 20% of Hispanic origin; 3.9% Asian or Pacific Islander; 2.8% African American; 1.0% American Indian, Eskimo or Aleut.

Registration: 41% Democrat, 42% GOP

1994 Congressional Returns:	90,612 (49.1%)	Seastrand (R)
	89,643 (48.6%)	Capps (D)
	4,127 (2.2%)	Bersohn (L)

1992 Presidential Election Returns:	106,815 (41.1%)	Clinton
	92,045 (35.4%)	Bush
	61,030 (23.5%)	Perot

Campaign Contributions:

1993-1994

	Seastrand	Capps
Net Receipts	\$615,785	\$484,211
Individual Contributions	337,483	315,258
Political Committees	154,028	115,630
Candidate Support	69,139	27,000
Net Disbursements	612,768	474,306
Cash on Hand	7,444	9,903
Debts Owed	93,645	27,000

(FEC Financing Report for House Campaigns, 11/28/94)

CAMPAIGN OVERVIEW

An initial letter announcing Walter Capps' intention to run for the United States House of Representatives in 1996 has generated over \$31,000 in contributions. Capps has been speaking publicly to a wide variety of groups, including the Arroyo Grande Rotary Club, Central Labor Council, El Moro Democratic Club, San Luis Obispo County Democrats on Labor Day, Postal Workers' Union, and many more, and there is regular outreach to the Democratic Clubs and leaders throughout Santa Barbara and San Luis Obispo Counties. A fundraising event with Senator Bob Kerrey preceded Capps' formal announcement on November 14, 1995, and a number of other national political figures will visit the 22nd District in 1996 in support of the Capps Campaign.

A second fundraising letter was distributed in early December, working from a data base that is roughly 2 1/2 times the size of the mailer that resulted in \$31,000 worth of contributions in August. These fundraising efforts are part of a planned \$600,000 campaign budget.

The campaign staff includes Bryant Wieneke, campaign coordinator and treasurer, and Thu Pham, manager of finance and administration. In excess of 500 volunteers participated in the 1994 Capps for Congress Campaign, and at least that same level of commitment from volunteers is anticipated for the 1996 campaign. Consultants include Fred Yang, pollster, Garin-Hart Strategic Research; Bill Carrick, political consultant; Douglas L. Capps, consultant; and Eric Smith, political consultant and Professor of Political Science at the University of California, Santa Barbara; Kalon L. Kelley, computer consultant and President of Mountain Images Computing; and David Powdrell, assistant treasurer and CPA.