



League of Women Voters of Minnesota Records

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UPDATE on community issues

No. 3

January 1976

PRODUCTIVITY: CAN IT KEEP PUBLIC COSTS DOWN, QUALITY UP?

In the 1960s local government expenditures increased 135%. In 1970 alone they went up 13%. Locally raised revenue to meet these costs jumped 145% between 1963 and 1973.

Taxpayers are saying "Enough"--or maybe--"Too much." They are turning down bond issues at the polls and have made local political leaders fearful of proposing tax increases.

The taxpayers, already digging in heels against spending more money for local government services, have a gut feeling--justified or not--that they are not getting their money's worth for the taxes they are paying. They ask:

Why does it take five men to fill a pothole?

What good will it do to call the police when your purse is snatched?

Why can't library hours be adjusted for the convenience of people who work as well as those with more free time?

Why is the recreation center on the west side of town used very little while the one on the east side is packed much of the time?

Why do I have to stand in line so long?

Apparent inefficiencies and poor quality of service are not limited to government. Industry has had quality control and cost problems that it must correct or risk going out of business. But can we allow government to go out of business? Solutions for high costs and unsatisfactory performance must be found within its operation. "Improving productivity" is put forth as one answer.

Improvement results from finding better ways of doing things--better methods, better skills, improved equipment such as more use of new technology, revisions of work schedules, up-to-date training for employees, management techniques to

increase employee morale and hence motivation. Sometimes money will be saved (garbage trucks designed to pick up larger quantities of refuse); sometimes the amount of money spent will not decrease, but service will improve both in quantity and quality without increasing costs. In either case the result is improved productivity--a better result for the money spent. That is what the new "productivity movement" is all about.

The National Center for Productivity and the Quality of Working Life (NCOP) and its forerunner, a national commission with a similar name, were created by Congress to promote an awareness of the need for greater productivity both in private industry and in government, primarily state and local government. Its Public Sector Division serves as a clearing house of information about productivity efforts that are being carried out by various cities. It works with professional organizations such as the International City Management Association, the National Association of Counties, the Urban Institute and universities on special projects.

The National Center publishes a "Jurisdictional Guide to Productivity Improvement Projects." A few citations from this and other sources:

□ Problem: Must each type of building and code inspection require a separate inspector (electrical, plumbing, structural et al)? **Solution:** In Phoenix and Scottsdale, Ariz. and Raleigh, N.C. each inspector is now trained to handle all building and construction inspection. Productivity of inspector's time is increased; cars are used less, resulting in lower maintenance costs and gas consumption; inspector's job is more satisfying.

□ Problem: How can management and maintenance cost of parks and recreation facilities be minimized? **Solution:** Salem, Ore. established an agency which manages and maintains parks and recreation facilities for three jurisdictions. Each jurisdiction pays a share based upon the amount of labor and supplies used.

□ Problem: Can traditional personnel procedures be modified to improve productivity? **Solution:** An increasing number of jurisdictions are employing police paraprofessionals to perform certain routine tasks, such as accident investigation, traffic control and dispatching, freeing trained police officers for crime prevention and detection. **Another solution:** St. Petersburg, Fla. has three centrally located "flying squads" of six persons each that move rapidly to a fire in vans. Their use made it unnecessary to hire 47 new budgeted firemen and makes it possible to open two new fire stations with existing staff.

□ Problem: Can modern technology effect savings over traditional methods? **Solution:** The same city anticipates saving over \$500,000 by using new heat detection devices and automatic nozzles.

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ELECTION 76: issues not images

This is going on DPM

February 6, 1976

TO: State and Local League Presidents
FROM: Carol Toussaint, Public Relations Chairman
RE: New FCC ruling makes your Candidates Nights more attractive to Broadcasters

In doing your voter service work, we think that the following material may prove to be helpful to you. As we indicated in a prior memo on November 10, 1975, "Ballots and Broadcasting," a new FCC ruling regarding Section 315 of the Federal Communications Act makes your Candidates Nights more attractive to broadcasters for television and radio coverage. The following information should help you understand the ruling and its potential benefit for your voter service efforts.

On September 25, 1975, the Federal Communications Commission came out with a declaratory order expanding the kinds of election time activities which would be exempt from what is known as "the equal time rule." This decision is important to Leagues because, as a result of the wider exemption, more broadcast stations may want to carry League "Candidate Nights" live on radio and TV.

Under the FCC ruling stations may now broadcast debates or forums featuring major party candidates without having to give equal time to minor party and independent candidates. However, the event must be sponsored by someone other than the broadcaster or the candidate and take place outside the studio. Consequently, your candidates meetings will become prime subjects for live coverage since they appear to be exactly the kinds of news events the broadcasters will now be free to cover.

Individual broadcasters are just beginning to explore their local options under the new ruling but it is already clear that they and other groups dealing with the media have the League on their minds. Discussing the changes in the equal time rule at the October Post-Newsweek "Ballots and Broadcasting" conference in which the League participated, broadcasters invariably cited the League as a party sponsoring a news event which would be carried as a result of the new ruling.

In their legal brief supporting the new ruling in a court challenge moreover, the Aspen Institute Program on Communications and Society refers to League candidates meetings as exactly the kind of events which should be aired under the new ruling. The League has joined the Aspen Institute as an amicus in the court case. We will alert you as soon as the Court of Appeals announces its decision on the challenge to the ruling. However, while the court's decision on the case is still pending, the ruling stands.

So now is the perfect time to request a meeting with your radio and TV program managers or public affairs directors to discuss your plans and how they expect the FCC decision to affect their election programming. Live media coverage of your

candidates meeting would geometrically increase the number of voters you reach and the prospect of media coverage frequently affects the availability of candidates as well. Consequently, you might want to take this opportunity to also offer to plan your election voter service activities to coordinate with your stations' election programming plans.

The rest of the information in this memo is designed to help you understand the FCC ruling better.

BACKGROUND

In essence, Section 315 of the Communications Act (the "equal time" or, more properly, the "equal opportunities" rule) says that "a broadcaster which sells or gives time to a candidate must make available equal opportunities -- including comparable time, time period(s), and cost -- to all competing candidates."

There are four exemptions to this provision any of which exempt the broadcaster from having to give or sell equal time to all opponents when one candidate is shown or heard in 1) a bona fide newscast, 2) a bona fide news interview, 3) a bona fide news documentary (if the appearance of the candidate is incidental to the subject of the documentary), or 4) on-the-spot coverage of a bona fide news event (including but not limited to political conventions and convention activities).

Unless these situations which merit exemptions occur, the gift or sale of broadcast time to one candidate requires the offer of similar time to his or her opponents. The equal time provision is triggered when a station broadcasts an appearance by a legally qualified candidate for public office (or for nomination to run for public office). The station, however, need not notify other candidates when the first candidate appears since the burden is on the opposing candidates who must request an equal opportunity from the station within 7 days of the first candidate's appearance.

In other words, what a station does for one candidate it must do for all other candidates for the same office, including third party and fringe candidates.

How much time the station will give or sell to the first candidate, however, is decided by the station. Unsporting though it may be, in any election other than a race for federal office, the station can simply decide not to sell or give time at all if it prefers and still be within the law. And that has been the problem.

The common point of view among broadcasters is that the equal time rule, Section 315, has kept not only fringe candidates, but all candidates off the air, since broadcasters would rather not give up revenue producing programs to give time to fringe candidates. So they put no one on at all.

Their viewpoint is based on many considerations. Many races have multiple candidates competing for the same nomination or office. Add this to the fact that in major metropolitan areas radio and TV stations frequently serve not only a major city but also several counties and often two or three states and the result, the broadcasters argue, is that they cannot afford to offer candidates free time. If they put candidates on the air under conditions other than exempt situations, they argue they will use up all their revenue producing airtime giving every candidate for each office within their audience area an equal opportunity.

New York is a good example of what can happen. It serves three states including six senate races with at least two candidates each and geometrically larger numbers of candidates for congressional office, county offices and city posts. The net effect of offering free access to all the candidates would be to preclude normal programming.

Because of such problems, broadcasters have been very careful to prevent a candidate from appearing on the air in any other than an exempt situation. However, until recently the situations in which candidates could appear on the air without triggering equal opportunities for their opponents were limited in scope by FCC policy.

Two major FCC cases set the policy: The "Goodwill Station," case and the "NBC-Wyckoff" decision. These two cases confirmed that debates or forums between major party candidates sponsored by organizations unaffiliated with either the candidates or broadcast stations would nonetheless trigger equal opportunities for other candidates for the same office if aired by a TV or radio station. The FCC also reaffirmed its position that candidates news conferences were not exempt from Section 315 in a decision rendered to CBS.

In the Goodwill case, WJR broadcast a debate by the two gubernatorial candidates as part of its regular series carrying live the dinner speakers of the Economic Club of Detroit. WJR believed the debate to be a "bona fide news event." In the NBC case the network covered a debate between two California gubernatorial candidates sponsored by UPI at their convention. The FCC said that "merely because an event might be considered newsworthy by the broadcaster did not make the event 'bona fide' for purposes of the exemption."

After the Goodwill and NBC-Wyckoff decisions, fearing that their definition of "bona fide news event" and the other three exemptions would differ from the FCC's, many broadcasters became circumspect about putting candidates on the air outside the confines of the evening news (a "bona fide newscast") or the local equivalent of "Meet the Press" (a "bona fide news interview").

Little use was made of the "on-the-spot coverage of a bona fide news event" exemption beyond network coverage of the conventions and the "bona fide news documentary" exemption (in which the appearance of the candidate is incidental to the presentation of the subject or subjects covered by the news documentary) was seldom called into operation.

It was clear that neither press conferences nor public debate between the major candidates were exempt. What wasn't clear was what might be exempt as a "bona fide news event." Broadcasters, however, not caring to risk the revenue producing program time they might lose testing the definition, chose instead to limit their participation in the campaigns to selling time for paid political advertising.

But paid political advertising is expensive and as a result major candidates ended up either appearing on brief "spots" or jockeying to be the biggest media event of the day in order to get free coverage on the evening news. Most fringe candidates on the other hand were able to obtain little if any media exposure at all.

THE NEW FCC RULING

On September 25 the FCC reversed its ruling on candidate debates (the Goodwill Station and National Broadcasting Company [Wyckoff] cases) and on candidate press conferences (the CBS case). In handing down the decision, the FCC said that both now fit under the exemption from the equal opportunities provision provided for "on-the-spot coverage of bona fide news events."

As a result of the ruling the determination of what is a "bona fide news event" has been placed squarely in the hands of the stations. Moreover, this gives stations new latitude in their election coverage. Under this ruling, in a statewide debate, for example, like the debates in the cases cited above, such events would now be considered "bona fide news events." Each of the events in the reversed cases was sponsored by a third party; neither broadcaster nor the candidate was responsible for the event. In one case it was the Economic Club, in the other, UPI. In light of this, we believe that in towns and cities where local Leagues are sponsors of the major candidate gathering preceding the election, it is likely that your meeting will be viewed with new and increasing interest by your local broadcasters.

Those Leagues that already produce their own regularly scheduled programs carrying interviews with candidates for office on those programs in the course of the election season should not be affected by the new rulings. Your broadcast stations probably already run your shows as "bona fide news interviews" or require that you interview all candidates to comply with Section 315. However, the recent ruling will give new flexibility to those stations which saw the League's candidates meeting as a news event but avoided carrying the meeting live because they were afraid the League might not get all the candidates out and were unwilling to risk equal time challenges. Now, it appears, all they will have to do is carry them live gavel-to-gavel.

THE LEAGUE'S POSITION

Besides monitoring these developments for their effect on media coverage of candidates nights the LWVUS has taken action on the issue of the FCC ruling based on League principles and our campaign financing position. Our campaign financing position states, "The effect of the equal time provision has been to lessen the amounts of public service time available to major political candidates. Because the League believes that political campaigns should be characterized by full discussion of the issues, we favor changes in this law which would give bona fide candidates more opportunity to discuss substantive questions." The position concludes, "modify the equal time law to facilitate debate and discussion of issues by major candidates, yet allow reasonable opportunities for all candidates to present their views."

On the basis of this position and the League principle favoring action "to make facts on issues and on the political process more accessible," the League has joined the Aspen Institute and Common Cause in an amici brief. The brief supports the FCC in the appeals court case filed by NOW and Congresswoman Shirley Chisholm, and the Democratic National Committee challenging the September 25 FCC ruling. The philosophical premise of the amici brief is "that the Court should not disturb the Commission's ruling, serving as it does the basic First Amendment purpose of promoting robust debate."

In addition to the court case, oversight hearings have been held by Senator Pastore's Communications Subcommittee of the Senate (Interstate and Foreign Commerce Committee) and additional hearings are planned for the House to explore whether the FCC is within its jurisdiction in expanding the equal time exemptions. To date, however, no new legislation has been introduced.

The national office will update local Leagues on any further changes in these FCC equal time regulations and any new developments which may affect your voter service activities. Meanwhile, you can be working with local broadcasters in helping to "air the issues" through candidates forums.

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ELECTION '76: issues not images

This is going on DPM

February 20, 1976

TO: STATE AND LOCAL LEAGUE PRESIDENTS
FROM: CAROL TOUSSAINT AND JUDITH HEIMANN
RE: VOTER SERVICE AND PUBLIC RELATIONS

With this memo comes the long awaited announcement that "GO REGISTER YOURSELF" T-shirts, bumper stickers and buttons are now available for orders.

We think that this material in combination with local and state League talents, and good connections is the formula you need to make your voter registration efforts in Election '76 a smashing success. And don't forget, the shirts will make eye catching uniforms for voter service efforts for years to come. Order information is enclosed.

PLEASE NOTE Minimum orders at national level, for public and LWV alike: 25 buttons and 25 bumper stickers. Regardless of who purchases the items from the national office, minimum orders will be in quantity for stickers and buttons. However, we will accept single T-shirt orders. Please be sure to make this clear when telling friends and League members about the items.

In setting your own prices...we will sell the T-shirts at \$3.75 per shirt unless a dozen shirts are ordered at once. If you order by the dozen you will make 75 cents per shirt. On buttons and bumper stickers we suggest you charge 25 cents each if you decide to sell them. (We'll still only sell minimum orders of 25 buttons or stickers at once, so we won't really be in competition with you). We suggest you charge 25 cents for each so that you might make some money from the effort thus covering the cost of those buttons and stickers you wish to offer members of your community i.e., council, state legislators, etc. without charge.

To assist you in getting the most mileage out of "Go Register Yourself" we thought we'd pass along some suggestions. But remember, the sky's the limit -- all you need is a little imagination and some nerve and pretty soon "Go Register Yourself" could be the slogan everyone in town is using.

-- For a coalition. Call community leaders and tell them that you want their help in assuring high voter registration this year. Tell them that you're selling "Go Register Yourself" material and see if they want to buy quantities for their groups. Hold a meeting and determine what level of voter registration you and other community leaders believe you can realistically reach for this year, and set a goal and deadline. Plan a press conference to kick-off the effort making sure community leaders join in. Announce the slogan and the goal...then get coalition leaders to push hard via newsletters, etc. to achieve the goal. Hand out buttons and stickers to the press. When you reach your goal, announce it to the press.

-- Visit your merchants, drugstores, gas stations, dry cleaners, etc. and ask if they'll wear the button and put the sticker on their trucks, etc. Go to the supermarket manager and ask if he'll permit clerks to wear the buttons. Check to see if you can set up a table where you can sell the shirts, stickers and buttons.

-- See if you can set up a booth at the bus or railroad station. It's a good spot for catching people -- offer literature, and flyers and be sure to offer "Go Register Yourself" items for sale.

-- Visit your city council and if possible your state legislators. Ask if they'll wear the buttons and issue a statement acknowledging coalition efforts to improve voter registration in your area.

-- Have your high school aged students wear the T-shirts and buttons. News travels fast when teenagers wear the slogan.

-- Check with your local transportation system. See if they'll let drivers wear the buttons and if they'll place the stickers on their buses. Remind them that voter registration is everyone's business.

-- Try to get local restaurants to buy a quantity of buttons to offer to patrons as they leave the restaurant. Some discoteques and student restaurants find items like this to be a great gimmick and a sign they're public spirited.

-- Be sure to contact your State political party headquarters and the Young Democrats and Young Republicans in the area, and provide them with ordering information or better yet, sell them the material directly.

-- A local swimming pool? See if the manager is willing to buy a few shirts for the lifeguards for the summer.

-- Go to your local bank president and ask if the bank will let you set up a table to sell materials and to offer voter service information. If not, see if they'll buy a quantity of buttons and stickers to offer to their patrons.

-- A well-known disc jockey? See if he'll highlight the effort on his program. Will he announce to listeners where they can buy shirts, etc.? An alternative would be to offer a public service message to your station two weeks before drive letting interested people know where they can contact you. (See attached model).

-- Local celebrity? Present the person with a T-shirt and have someone take a photo perhaps for your local papers. A tv celebrity could be asked to wear the shirt and/or button on camera.

-- Check with your local school association and see if they'll help promote this effort. Include high school and college student council presidents. Don't neglect the community colleges and trade schools.

-- Consider placing an ad in your local shoppers' guide.

-- Send a sticker and button to your Congressman or Congresswoman with a note about the coalition.

- Student bars in your area? See if the manager will buy a few shirts for the bartender, help. What about seeing if you can sell shirts, etc., there?
- Don't forget to place the information in your local and state bulletins.
- Post Office? See if they'll put "Go Register Yourself" on their postage meters.
- Your libraries may cooperate with a display or let you set up a table to sell the items.
- See if the town will buy stickers to help mark registration areas or donate stickers -- it would be great pr.
- Why do firemen wear red suspenders? To show off their white & blue "Go Register Yourself" T-shirts!!

SOME SUGGESTIONS FOR "GO REGISTER YOURSELF" SPOTS.

The _____ League of Women Voters reminds everyone over 18 to be sure to "go register yourself" before _____ if you want to vote November 2nd. To find out when and where you can register call the League of Women Voters at 123-4567. (50 words) (20 seconds)

The _____ League of Women Voters reminds you to "go register yourself" before _____ if you want to vote in the presidential election. (25 words) (10 seconds)

The _____ League of Women Voters reminds you to "go register yourself" now if you want to vote in the election November 2nd. You can register to vote at _____ or _____ between _____ A.M. and _____ P.M., Monday through _____ from now until _____. But remember, the deadline to register for the presidential election is _____. For more information call the League of Women Voters at 123-4567. (77 words) (30 seconds)

Nominating presidential candidates: a path through the delegate selection maze

The first half of a presidential election year is filled with often confusing news stories about delegate selection--the start of a long process, in each party, that comes to a climax in their national conventions this summer. The two major party candidates who will ultimately face each other in the 1976 presidential election will be picked by 3,048 Democratic delegates (New York City, July 12-15) and by 2,259 Republican delegates (Kansas City, Mo., August 16-20).

But just how do these delegates get selected? Certainly not all the same way. Under our federal system, each state has its own laws governing delegate selection. Then both parties have rules of their own. These mixed systems can produce almost as many variations in selection process as there are states, times two for the parties. Few people understand or even think much about how it all works.

Both parties have made changes this year in the methods used to select delegates. They have also increased efforts to make the process more open and to encourage involvement by minorities and women.

This CITIZEN ALERT provides:

- an explanation of the basic selection systems used,
- a chart summarizing the methods of each state,
- addresses of party headquarters for further information.

UNDERSTANDING DELEGATE SELECTION SYSTEMS

The specifics of delegate selection vary widely among states and between parties, but all systems are based on two general methods: 1) the convention or caucus and 2) the primary. Many states use a combination of conventions and primaries--selecting some delegates one way and some another. In most systems, people who want to be delegates may commit themselves to a specific presidential candidate or they may run uncommitted.

Caucus/Convention

Delegates are chosen by party conventions. The process begins when party members meet in grassroots local caucuses (usually at precinct level) to select delegates to the next level (usually the county). The county conventions then choose delegates to go to the congressional district and state conventions. In most cases, these state delegates may meet in their own congressional districts to select some of the national delegates before going on to meet with the whole state convention to select the rest. Under the rules of the Democratic Party, at each point in the process, the presidential preferences of the delegates chosen to go to the next level should fairly reflect the proportion of people attending the caucus or convention who are committed to each presidential candidate or who are uncommitted. The exact sequence of meetings,

the dates and the format used will vary from state to state.

Primary

Party members express their preferences through an election, rather than by attending a meeting or caucus. Although primaries also vary greatly, there are only three basic types that affect delegate selection: the winner-take-all, the proportional and the direct delegate selection primary.* The major distinction between primary systems is whether delegates are allocated on the basis of votes cast for presidential candidates or on the basis of votes cast for the delegates themselves. In both the winner-take-all and the proportional primaries, the outcome is decided by how many votes the presidential candidates themselves receive.

WINNER-TAKE-ALL PRIMARIES (WTA): The presidential candidate receiving the most votes gets all of the delegates to be allocated through the primary. The names of the delegates might appear in slates on the ballot along with the candidate or they might actually be chosen by another method (such as convention) and be bound to vote for whichever candidate wins. In 1976, the Democrats have outlawed the WTA primary, but the Republicans will have at least seven of this type.

PROPORTIONAL PRIMARY (PR): Works much the same way, with votes for presidential candidates themselves determining the outcome. However, in this type, instead of one presidential candidate's getting them all, delegates are divided up among candidates in proportion to the percentage of votes that each candidate receives. A candidate who gets 60% of the primary vote gets 60% of the delegates. One who gets 20% of the vote gets 20% of the delegates, etc. The specific delegates assigned to each candidate on the basis of the primary are usually chosen by one of the other non-primary methods of delegate selection and pledged to that candidate. Fifteen Democratic and ten Republican PR primaries are scheduled.

DIRECT DELEGATE SELECTION PRIMARY (DDS): Votes for the delegates themselves, rather than for presidential candidates determine the outcome. The delegates who get the most votes win and are sent to the national convention. However, in nearly all states, the presidential preference of the delegates is indicated on the ballot, so it is easy to express your presidential preferences by voting only for delegates pledged to that candidate. If all delegates who win are committed to the same candidate, the effect is the same as the WTA.

*Several states will have advisory primaries that are totally unrelated to delegate selection. These "beauty contests" merely let voters express their presidential preferences so delegates chosen some other way will know how the public feels.



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Education Fund
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Presented at the March 11, 1976 Meeting of the Hennepin County Leagues of Women Voters

How to Get Elected to Office

Karen West introduced the panelists: Gretchen Fogo, Joan Grove's campaign manager in 1972; Charlee Hoyt, Minneapolis 13th Ward Alderman; Marlene Johnson, past chair of the Minnesota Women's Political Caucus; and Susan Johnson, campaign treasurer for Ann Higgins for Library Board.

Gretchen Fogo discussed the campaign organization for Joan Grove's 1972 race for the Minnesota House. Gretchen pointed out three areas of emphasis--people and money resources, strategy and the organization to unite the resources and the strategy.

As with many campaigns for women and for people running for the first time, the campaign was heavy on people and light on money. The people put in great amounts of time and contributed leadership and enthusiasm which made the time spent effective.

The candidate and her manager drew up a campaign strategy which they submitted to the campaign committee for evaluation and modification. The strategy included the following elements: heavy use of the candidate as a door knocker (the campaign manager took the time consuming jobs of working with the organization and coordinating efforts so that the candidate could spend her time meeting the public); use of coffee parties at the beginning of the campaign largely for the purpose of recruiting workers (a ratio of five invitations to every one person who came to a party is a realistic estimate); conveying the idea that everyone was supporting and working for the candidate through use of buttons, bumper stickers and lawn signs; and a final literature drop on the last weekend.

The organization which brought the people and money together to carry out the strategy was carefully worked out to maximize the effectiveness of the workers and to maintain morale. Workers were involved not only in the time consuming jobs but were also drawn into decision making and discussions of the issues. Team spirit evolved from regularly scheduled work sessions at a local church with babysitting provided. A newsletter was also useful in developing esprit. The importance of having one person to head up the coordination and to handle the jobs that went unclaimed--"the glue in the garbage"--as Gretchen put it, is essential. This left the candidate free to meet the public and gave focus to decision making in the organization.

Charlee Hoyt focused on two issues--winning party endorsement and getting the issues before the public. While many candidates choose to run without the backing of a political party, Mrs. Hoyt pointed out the advantages of having a party endorsement. It lets the voters know who is backing the candidate and establishes a framework within which the candidate is perceived. The endorsement process itself is useful in that it screens potential candidates and provides both money and workers to those endorsed. The process of winning the endorsement is beneficial to the candidate, serving as a mini-campaign in itself and sharpening campaign techniques used in the bid for voter support.

Once the endorsement is won, the real campaign starts and the big challenge is to stimulate people to mark next to the candidate's name on election day. This involves not only taking a stand on issues, but also winning voter recognition of the candidate's name. Mrs. Hoyt felt that up until the last six weeks emphasis in campaign literature should focus on name identification. She used a handout presenting the candidate printed on heavy paper and using a glossy picture to convey the idea of quality along with the name. After distributing a questionnaire in her ward, Mrs. Hoyt put together a second and final piece of literature which was a question and answer folder speaking to the issues. Mrs. Hoyt used personal contact as an important tool both for name recognition and for presentation of the issues--she covered the

entire ward on foot. Her campaign manager kept the organization running so that she was free for the all important contact with the voters.

The use of graphics for her literature and campaign signs was extremely important in winning voter recognition, Mrs. Hoyt felt. A professional volunteered to design the visual message which put emphasis on the last name--the one the voter must find on the ballot--but without losing the first name, Charlee, which was very much a recognition factor. This poster on lawn signs, which must be kept in good repair and collected quickly after the election, was an essential part of her campaign, Mrs. Hoyt said.

Marlene Johnson addressed several issues, but first gave a brief description of the Minnesota Women's Political Caucus, a tool for women starting out in politics. The Caucus is multi-party and emphasizes skill building for women involved in politics. The Caucus does endorse candidates based on their responses to issues listed in the National Agenda of the National Women's Political Caucus--a list of about twelve issues related to women such as support of ERA. The Caucus also provides resources, both money and womanpower, for the campaigns of those they endorse.

Marlene then went on to discuss what makes an effective piece of campaign literature. She is a professional who works through her St. Paul advertising agency, Split Infinite. She stressed that one or two pieces of literature are all that are needed; most candidates use too many different pieces of literature. One or two well written pieces focus voter recognition on the candidate's name and issues, and if these are distributed to all the voters the job is well done. There is no harm in dropping the same piece of literature twice. Since writing political literature is an art which must convey the most meaning in a few words and which must convey an appropriate emotional message through the connotation of those words, seeking the help of a professional writer is a good investment. Pictures are generally over used in campaign literature. Literature which stresses pictures of the candidate with his/her family stress social acceptability, not political competence. Marlene argues that when voters are approached through literature which stresses competence and issues they respond well. Don't insult the voter!

Attitudinal research to find out what the voters are interested in helps the candidate focus on the issues which the people are concerned about. This is especially important in campaigns covering larger areas and greater numbers of people such as congressional campaigns. In discussing issues, campaign literature needs to stress philosophy and attitudes rather than support for very specific issues which may change during the campaign and outdate the literature. Of course, in some local races specific issues are well known and central to the race so a specific stand is in order and desirable. Again, Marlene stressed that the voter not be insulted, that the campaign literature not be full of platitudes and flowery phrases--tact and honesty presented in as few words as possible are needed.

Economy in communication led to a discussion of graphics--the use of symbols and pictures which convey a tone, an attitude, an emphasis much better than a multitude of words can. Graphics are also extremely effective in winning voter recognition of the candidate's name.

On the issue of money raising, Marlene stressed that women can be effective money raisers by being assertive and directly asking for money. Women need to make up their minds that this is not a "bad" thing to do and take a positive attitude then go out and ask.

Susan Johnson discussed fund raising and the role of treasurer from her experience in working for Ann Higgins in the race for Library Board. Since the race was low priority for most Minneapolis voters, fund raising was a particular challenge. While traditional fund raisers--dinners and cocktail parties were used, other means were used to seek funds from people who could make only small donations. Letters sent to people who might be interested told of the financial problems of the campaign and won the response of many small donors. The means to reach the small donor calls for unconventional means at times--currently Susan is using tupperware parties in the Gloria Griffen campaign as a means of not only presenting the candidate to the group in a non-threatening situation, but also as a means of raising a little money with each appearance.

Pat Llona then moderated while the audience asked questions of the panelists and shared their own experiences with campaigning. Virginia Coniff, Wayzata School Board member, told of her experiences in a suburban campaign where the issue was really to get several hundred bodies to the polls on election day and the organization required to do this. In some suburbs she stressed, use of lawn signs is detrimental to a campaign. Jim Miles added a comment on campaign literature from his experience in the gubernatorial race. He had printed up a one page "newspaper", on newsprint, with separate articles on different issues, headlines, pictures and all, and found that people were much more interested in that piece of literature than in his more conventional short and small handouts.

UPDATE on community issues

No. 4

March 1976

WHO REPRESENTS THE PUBLIC IN PUBLIC SECTOR BARGAINING?

A run-of-the-mill school board meeting in Sunnyvale, Cal. usually draws an audience of no more than five or six. Last spring, however, some 50 showed up at a special meeting--citizens who had come to tell the local school board what bargaining positions it should take in negotiations with the teachers union. They spoke informally from their seats, reacting to previously announced teacher proposals. The board took the public opinion into consideration and at a later meeting made its positions publicly known before starting negotiations.

The exercise in Sunnyvale and in many like it throughout the state were the first applications of the unique "sunshine" provisions of recent California legislation. These provisions require that the public have a voice in collective bargaining between teachers and school boards. Traditionally the public has not had a role as such in public employee collective bargaining; the public interest is ostensibly represented by its elected officials.

Whether the public should have a separate role is an issue that is only beginning to surface, both in teacher union negotiations and in those with other state and local government employees. It's a concept that encounters a number of arguments:

- under representative government citizens can exercise their rights at the polls if they are dissatisfied with the elected officials' performance in labor relations.

- opening up bargaining to the public would encourage grandstanding on the part of both politicians and employee representatives.

- the issues are too complex for the public to understand.

- it is almost impossible to decide who should represent "the general public"--actually a composite of many diverse interests.

- both public employers and unions are concerned about shifts in bargaining power when a third element is introduced.

- bringing an extra element into negotiations can only prolong and burden an already lengthy, cumbersome process.

- negotiations are so lengthy that public representatives cannot sustain interest.

- the public is apathetic about the issues--unless there is an immediate threat of strike or tax increase.

Some of the apathy may be wearing off, however. Some citizens are beginning to question decision-making that affects public policy in which the community has no role. Although elected officials accountable to the public ratify completed contracts, basic decisions are usually reached behind closed doors, often by professional negotiators hired by the elected officials and unions, sometimes by arbitrators.

In California, it was the state League of Women Voters that sponsored the "sunshine" provisions because it advocates community involvement in the assessment of local educational needs and goals. League members in many communities became aware that substantive matters of public policy were being decided at the bargaining table.

"In education, for example, the process by which textbooks are selected, educational objectives determined, curricula defined all have been subject to the negotiation process," said Jackie Berman, California state LWV education director. "In other areas of public employment 'working conditions' such as police review boards, the manner in which suspects can be handled, and certain welfare policies--all policy issues--could be decided at the bargaining table as part of a negotiated package."

She also cited the implications of wage settlements in terms of public policy. The public needs a "clear understanding of the real costs of public labor settlements and the possible trade-offs in terms of reduction of some services and elimination of others."

Until California's legislation was passed, no mechanism existed to ensure that the public would know which issues would be discussed, have an opportunity to express itself or know what position the elected officials were taking, Ms. Berman says.

California's laws, which were passed first as amendments to an existing collective bargaining law for teachers union-school board negotiations and later as part of a new law, has these basic sunshine provisions:

- all teacher proposals must be presented at a public meeting of the school board.

- citizens must be given an opportunity at a public meeting to express its views on the proposals after having a reasonable time to consider them.



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VOTERS SERVICE SWAP SHOP: trading in the old for the new

Citizen alert

The French have two words for our word "new"--"neuf" means brand-new, while "nouveau" means new-to-you. This Citizen Alert Swap Shop is full of election-year Voters Service ideas that are both "neuf" and "nouveau." Some have been collected from League Annual Reports, others from local League Bulletins. All are your own.

What is "old hat" for one League may be bright and innovative for another. A small League on a limited budget may have worked out a project that just fits the needs of another small League in a different part of the country. What a larger League does may be too extensive for a smaller League, but the smaller League may be able to extract some ideas, nonetheless.

Each League has its own limits, resources and individual needs: this catalog of ideas can serve as a trigger to stimulate ways your League can adapt these suggestions to fit your area.

VARIATIONS ON A THEME: THE CANDIDATES MEETING

The Candidates Meeting is a traditional League activity, but there are always new ways to present it and to attract more people. The *White Plains, New York* League used a round table format for candidates and citizens--the candidates rotated five minutes at each table . . . In *Wellesley, Mass.* the League seated the audience by precinct so that Town Meeting candidates could discuss issues with members of their precinct . . . This same *Wellesley* League precedes its Candidates Night discussion with an award presentation for citizens who are retiring from town boards . . . The *Geneva, Illinois* League has turned a meager turnout rate at Candidates Night into an impressive one by holding it in a popular local hotel on a Friday night with a cash bar. "There was concern expressed that our 'image' might be damaged in this very proper, conservative community," the Voters Service Chairman wrote, "but all fears vanished when over 100 persons arrived and packed our room for 60-80. Our image may have been changed, but it's obvious that now it is more in touch with the community."

VARIATIONS ON A THEME: THE REGISTRATION DRIVE

The *Denver, Colorado* League brought registration to the people when the people brought themselves to the Motor Vehicle Division. New license plates must be on all vehicles by March 1 in Colorado. One side effect of this law is that long lines form at the Motor Vehicle Division during the last two weeks of February. "Are many of these people the ones who would wait until the last minute to register?" the Voters Service Committee asked itself. Volunteer Leaguers, attired in vests and buttons, approached bored line-waiters and asked them if they wanted to take time out to register. If they did, a League member would hold their place in line while they registered. The Election Commission even sent down their office workers to aid in the effort. The Voters Service Chairman wrote: "The result was 100% better than I had anticipated. When a person stands in any line for an hour or more, he tends to get very edgy and impatient. We were wondering if we might get yelled at or hit with a purse or shoe. But exactly the opposite was true. Those who said, 'NO!' or 'I don't want to,' or were very uninterested, we simply left alone and went on to the next person."

The League spend eight days at the Motor Vehicles Division, and they averaged about 50 new registrations per hour, not counting name or address changes.

GETTING THE MESSAGE ACROSS

Whatever the event--whether a candidates meeting or a registration booth at the fair, whatever the issue--whether a local bond vote or a constitutional amendment, Leaguers are always looking for new ways to publicize their message, to get needed information out to the community. The *Richmond, Virginia* League distributed a pro/con pamphlet on a local issue along with the county water bill . . . The water company in *Ramsey, New Jersey* was similarly helpful to that League in its efforts to send out Voter Education Packets to new residents . . .

Registration announcements were slipped in grocery bags in *Indianola, Iowa*.





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LEAGUE OF WOMEN VOTERS
OF MINNESOTA

PHONE (612) 224-5445
555 WABASHA • ST PAUL, MINNESOTA 55102

VOTE '76

To: Local League Presidents and Voters Service/Citizen Information Chairpersons
From: Jerry Jenkins, President, and Mary Waldo, VS/CI Chairperson, LWVMn.
Date: July 30, 1976

We are happy to send you the VOTE '76 kit because we know you will find it useful in your efforts to encourage registration and voting. We know that some of you will want to encourage your mayor and/or auditor to accept the challenge to be the "votingest" city, county and/or precinct in the state. You'll note that several communities which have local Leagues have already accepted the Alameda challenge. The competition within Minnesota will be more interesting perhaps.

Perhaps you can find someone in your community that can challenge the Winona couple as the "votingest" persons in the state or you can get some press coverage by seeking out who holds the record in your community.

It is a good time to emphasize that it is easy to register in Minnesota. It can be done by mail now, you know. It is also a good time to encourage advance registration in order to avoid standing in line to register on election day. But, if advance registration is impossible, then let the citizen know that it is possible to register on election day and what is required for proof of address.

Some of you may not have known that Jerry Jenkins is vice president of the Minnesota Citizenship Fund, Ind. The fund is explained in the kit. LWVMn. has cooperated on passing the legislation to set up the fund and is now cooperating in the VOTE '76 campaign because its goals are shared by the LWV and it is a nonpartisan endeavor.

We know that many Leagues have already been active in registering voters, and we hope that all local Leagues in Minnesota put an extra big push on this activity. The visibility it will give you should help in our push to gain more members too.

Good luck in all you do in VS/CI, and let us hear about how you used the kit and about any special "pazazzz" or human interest you've added.

P.S. Mrs. Stenehjen did not vote until suffrage was granted to women, so please make that correction.



JOAN ANDERSON GROWE
Secretary of State

MARK WINKLER
Deputy Secretary of State

State of Minnesota
OFFICE OF THE SECRETARY OF STATE
St. Paul 55155

180 STATE OFFICE BUILDING
Corporation Division: 612/296-2803
UCC Division: 612/296-2434
Election Division: 612/296-2805
Office of the Secretary: 612/296-3266
Office of Deputy Secy.: 612/296-2309

July 26, 1976

To the Commercial and Retail Associations:

I take particular pleasure in welcoming your association to VOTE '76. As you know, the goal of this non-partisan, non-profit effort is to turnout the highest number of voters in Minnesota history and begin to turn around a 20-year downward trend in voter participation.

Your association membership, distributed throughout the State of Minnesota, can help in this effort. Enclosed is a package of action materials that describe the VOTE '76 program. Included are news releases for your company and association publications, statistical information and other materials.

The enthusiasm that is needed to make this project a total success has to start at the local level. And here's what we hope you can do:

- * encourage your membership to display VOTE '76 materials. (Poster, sticker, and button designs will be available for reproduction).
- * encourage your membership to talk up VOTE '76 and tell their employees to do the same.
- * encourage your membership to get their cities and counties involved in the "votingest" challenges. (details inside)

We are looking forward to working together with you on this project, and would appreciate any ideas you or your association develop that would help make VOTE '76 a success.

Sincerely,

JOAN ANDERSON GROWE
Secretary of State



NEWS

Minnesota Citizenship Fund, Inc. • P.O. Box 997, Minneapolis, Minnesota 55440 • (612) 296-2309

MINNESOTA RANKS AMONG TOP-VOTING STATES

ST. PAUL, MINN., JULY 27 -- Minnesota has experienced a 20-year decline in voter participation, yet voting in Minnesota is 12 percentage points above the national average.

In 1972, Minnesota tied for top voting honors with Utah, another perennial good-voting state. Minnesota and Utah had voting percentages of 68.4 per cent of the total population of voting age. This compared with the dismal national voting figure of 55.4 per cent.

West North Central states of Minnesota, North and South Dakota and Iowa and the Mountain states of Utah, Wyoming and Montana have maintained the best voting percentages in the last four presidential elections.

"Minnesota is among the states showing a slower drop in voting, but we cannot be content to allow this downward spiral to continue," said Minnesota Secretary of State Joan Anderson Growe. "We must break that trend and turn it around."

Growe noted that Minnesota dropped considerably in its ranking because of a poor turnout in the 1974 statewide election. According to statistics, only 49 per cent of the possible 2.6 million voters cast ballots in 1974.

(more)

Minnesota ranks -- 2

The Secretary of State's Office and the Minnesota Citizenship Fund, Inc., are sponsoring VOTE '76, a non-profit, non-partisan campaign to encourage voter registration and balloting in the primary election Sept. 14 and general election Nov. 2.

You may learn how to take part in the campaign by contacting your local League of Women Voters' Office or the Secretary of State's Office, 180 State Office Building, St. Paul, Minn. 55155, (612) 296-2309.

#

Padilla and Speer, Inc.
224 Franklin Avenue West
Minneapolis, Minnesota 55404
(612) 871-8900
David Speer
or
Jane Ferguson

Minnesota Citizenship Fund, Inc.
Secretary of State's Office
State Office Building
St. Paul, Minnesota 55155
Mark Winkler (612) 296-2309

MINNESOTA ELECTION STATISTICS 1952-1976

	<u>Number Qualified</u>	<u>Number Who Voted</u>	<u>Percentage of Qualified Who Voted</u>
1952	1,828,164	1,466,326	80.20%
1956	1,922,855	1,613,138	83.89%
1960	2,032,624	1,577,509	77.60%
1964	2,129,816	1,586,173	74.47%
1968	2,225,080	1,606,307	72.19%
1972	2,545,344	1,773,838	69.68%
1976	2,650,000*		

These figures reflect the 225,000 voters enfranchised in 1972 as well as the natural growth rate of the state, which is approximately 44,000 persons a year before 1960, and approximately 40,000 persons after 1960. Of these 40,000 or 44,000 persons a year, 59.54% of them became enfranchised voters. (These figures were prepared by the Secretary of State's office.)

* projected

VOTE '76 KICKOFF

Program

July 27, 1976

1:30 p.m.

Marty Sabo, House Speaker

welcome
comment on the importance of registering
and voting
introduction of Mary Forsythe

Mary Forsythe, representative of minority caucus

comment on the importance of participating
in the process
role of women
introduction of Jerry Jenkins

Jerry Jenkins, vice president of Minnesota Citizenship Fund
and president of the Minnesota League of Women Voters

announcement of VOTE '76
remarks about voter statistics
introduction of Stenehjems as excellent
voter examples
introduction of Joan Growe

Joan Growe, Secretary of State

goals of VOTE '76
"votingest contest"
proclamation for Stenehjems
(mention challenges accepted for title)
introduction of Kathy Zeman and Dean Spencer;
hand them voter cards

↓
Dwanna
Pres. of
'76 Girls State

↓
No mpls.
Boy of the yr
of the Boys
clubs of mpls.

Quotations for the VOTE '76 kickoff

Jerry Jenkins, Vice President of Minnesota Citizenship, Fund, Inc.:

"There is no better way to begin our third century than by encouraging citizen participation. . . and, particularly, participation at the ballot box to exercise one of four chief rights as American citizens. Today, we are launching a non-partisan program to encourage Minnesotans to register, inform themselves and vote in 1976. We will be doing this through a major effort to contact newspapers, radio and television in cooperation with private and public organizations throughout the state.

"The need for such a voter registration and turnout is obvious. For 20 years, the number of people voting has been declining. Voter statistics are sobering. Less than 70 per cent of those eligible voted in the last presidential election. In the most recent statewide election in Minnesota, close to one million eligible persons did not vote. We've got to do better than we have done. This is the way for citizens to keep their vote in our system, and we must protect and enhance that citizen involvement."

Joan Grove, Secretary of State:

"Our goal is to begin to turn around the current voting trends. That means not only getting out the largest number of voters at the polls in Minnesota history, but also getting the percentages of people voting back up above 70 per cent of those eligible. Only 20 years ago, some 83 per cent of those eligible voted.

"This won't be a simple task, but 1976 is the year to start America's third century with a clean slate by conducting a successful voter campaign. We are going to try to capture the air of excitement and awareness that gave our founders the steel to establish this great nation. VOTE '76 will be a partnership effort by state and local government with business. We hope to reach every citizen in Minnesota with the 'register, inform yourself and vote' message.

"One of the most exciting parts about this voter campaign will be 'votingest' challenges throughout the state of Minnesota. We want to stir up excitement and healthy competition among cities, among counties and even among precincts. We have had good indication that we can get those voting challenges going, and the Secretary of State's office will do everything it can to promote as much 'votingest' participation possible. Key to this whole program will be getting business, community and government leaders working together in every community in Minnesota."



Minnesota Citizenship Fund, Inc.

• P.O. Box 997, Minneapolis, Minnesota 55440

• (612) 296-2309

VOTE '76 ACTION PROGRAM

1. CITY, COUNTY CHALLENGES. We hope to encourage friendly competition among cities, among counties, among associations and among businesses in Minnesota. The "votingest" in any of these classifications will be in line for recognition and some kind of award. Our goal is to begin these challenges at the time of our kickoff July 23.
2. TARGET GROUPS. Our identified target groups -- news media, retail and commercial associations, labor organizations, major employers in the state, teacher organizations, the League of Women Voters and the auditors and city clerks -- will be getting information kits around the kickoff date. Each of these organizations will be encouraged to participate in ways that best use their services.
3. PUBLIC SERVICE ADVERTISING. Radio and television public service announcements will be produced for release during the four-month period. These announcements will be keyed to voter registration deadlines. Newspaper advertisements will be prepared in various sizes for advertisers to sponsor.
4. VOTER REGISTRATION EVENTS. Events around the state will be planned to highlight the VOTE '76 effort. The Secretary of State, as well as other prominent individuals, will be making appearances. We hope to have kickoff luncheons and media events at many locations throughout the state.
5. SCHEDULE.

July 27	--	VOTE '76 kickoff
Aug. 2	--	radio public service announcements begin
Aug. 24	--	Primary pre-registration deadline
Aug. 31	--	TV public service announcement begin; new radio spots
Sept. 14	--	State Primary Election
Sept. 27	--	new TV and radio public service spots
Oct. 12	--	pre-registration deadline for General Election
Oct. 15	--	final radio and TV spots
Nov. 2	--	General Election

Minnesota Citizenship Fund, Inc.

PURPOSE

Minnesota Citizenship Fund, Inc., a non-profit, non-partisan, charitable and educational corporation, was founded to coordinate and fund programs to register, educate and involve Minnesota's voters in the political process.

HISTORY

Minnesota Youth Citizenship Fund was organized in March 1971 as a vehicle to help the newly enfranchised 18-21 year old voters get informed on political issues and get registered to vote. Some 60,000 voters were registered from June to September 1972. Educational materials were made available to teachers statewide. Following the 1972 general election, the organization became dormant. In 1975, renewed interest in voter registration brought the organization back to the forefront. The charter was expanded on February 10, 1976 as the Minnesota Citizenship Fund, Inc. This organization is currently planning, coordinating and seeking funding for a statewide, non-partisan Vote '76 campaign.

PROGRAM DESCRIPTION

The Vote '76 campaign will coordinate the efforts of government, business and private citizens to mount a major statewide "inform yourself, register and vote campaign." This non-partisan project will rely heavily on mass media, including television, radio and newspaper public service advertising. There also will be posters, voter registration displays and brochures. There will be four focal points in the campaign: pre-registration deadline for the primary election, Aug. 24; primary election, Sept. 14; pre-registration deadline for the general election, Oct. 12; and the general election, Nov. 2. Voter registration booths to accommodate interested voters will be set up at convenient locations throughout the state.

PROGRAM NEED

National trends indicate a continuing decline in the numbers of people exercising their right to vote. Voter statistics are published each year which point to this fact. Many other people and organizations have made voter registration efforts in past years and many will do so this year. These efforts by candidates,

clubs or other groups are beneficial but they cannot have the scope that is required. It is important to have a highly visible campaign that brings into focus all voter registration and get-out-the-vote efforts.

This Bicentennial year is appropriate for a major register and vote campaign because of a genuine renewed sense of patriotism. It is also appropriate because business organizations can now participate in non-partisan projects of this type due to a bill enacted by the Minnesota Legislature in 1975.

The bill amends the fair campaign practices act to allow corporations:

- . to contribute or conduct non-partisan public media projects to encourage individuals to attend precinct caucuses, register or vote;
- . to provide meeting facilities for political gatherings on a non-discriminatory basis;
- . to sell products or to post messages in public premises which promote participation in precinct caucuses, voter registration or elections.

The bill requires that business organizations contributing over \$100 for these activities report the contribution and expenditures to the Secretary of State.

PROGRAM FUNDING

The Vote '76 campaign will be sponsored by many business organizations. Ninety per cent of the proposed budget is in the form of in-kind contributions of products and services. These contributions will range anywhere from reprinting a voter pamphlet to providing television airtime. The program is designed so that each contribution can be tailored to a particular business.

BOARD OF DIRECTORS

The board of directors of Minnesota Citizenship Fund was convened in February 1976. They meet on a quarterly basis. The executive committee includes:

Oliver S. Perry
President
480 Cedar Street
St. Paul, MN 55101
227-9591

President,
Minnesota Association
of Commerce and Industry

Jerry Jenkins
Vice President
2252 Folwell Street
St. Paul, MN 55108
645-1452

President,
Minnesota League
of Women Voters

Duane Elg
Secretary
175 Aurora Avenue
St. Paul, MN 55103
227-7647

Legislative Director,
AFL-CIO

Frank Walz
Treasurer
3800 I.D.S. Tower
Minneapolis, MN 55402

Attorney at Law
O'Connor and Hannan

Joan Anderson Growe
Secretary of State of Minnesota
180 State Office Building
St. Paul, MN 55155
296-2079

Other directors are:

Jeff Johnson
115 Bedford Street S.E.
Minneapolis, MN 55414
336-6297

Jerene Herzing
818-15th Street S.E.
St. Cloud, MN 56301

Jon Schroeder
315 West 15th Street
Minneapolis, MN 55403

Don Hill
41 Sherburne Avenue
St. Paul, MN 55103
227-9541

Mary L. Jacobsen
7515 Wentworth
Richfield, MN 55423
869-7149

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Minneapolis, MN 55435
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JOAN ANDERSON GROWE
Secretary of State

MARK WINKLER
Deputy Secretary of State

State of Minnesota
OFFICE OF THE SECRETARY OF STATE
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Election Division: 612/296-2805
Office of the Secretary: 612/296-3266
Office of Deputy Secy.: 612/296-2309

July 26, 1976

To the League of Women Voters:

Minnesota has an outstanding reputation as a leader among the 50 states in voter participation. This is due, in part, to the untiring efforts of the League of Women Voters.

But as you know, there is an alarming national trend that shows voter participation dropping. In our most recent statewide election in 1974 Minnesota recorded a dismal 49 per cent of eligible voters participating. This is down from 69 per cent in 1972 and almost 84 per cent only 20 years ago.

We want to turn these figures around with your help and the help of business, government and other citizens around the state. To do this we are undertaking a non-partisan, non-profit public service campaign called VOTE '76. VOTE '76 is sponsored by the Minnesota Citizenship Fund, Inc., and is endorsed by the League of Women Voters. The vice president of our organization is your state president, Jerry Jenkins of St. Paul.

The League is in a position to make a critical contribution to this VOTE '76 effort. We hope your organization can be a catalyst in your community to get the campaign going because the enthusiasm needed to make this project a total success must come from the local level.

Enclosed is a package of action materials that describe the VOTE '76 program. Included are news releases, statistical information and other materials. We hope you will look over the Action Program carefully. Here is what we hope you can do:

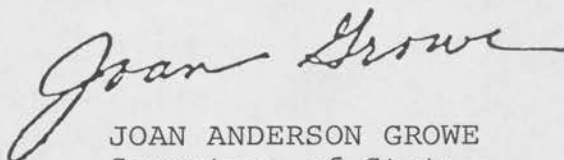
- * contact your media outlets and encourage them to use VOTE '76 materials. (They will receive a kit of materials and additional mailings in coming weeks.)

July 21, 1976
Page two

- * encourage business people to get involved in VOTE '76 by sponsoring advertising and by other means (radio spots will be sent to individual stations; newspaper ads will be available from the Minnesota Newspaper Assn.)
- * encourage your community officials to pick up the VOTE '76 "votingest" challenge. (rules inside)
- * visit the schools and encourage teachers and administrators to take part in VOTE '76

I am personally very excited about the VOTE '76 project, and as a League member, I am pleased to be able to call on you with a project that could mean so much to our state. We are all looking forward to working together on VOTE '76. Let us know of your ideas and suggestions.

Sincerely,

A handwritten signature in cursive script, reading "Joan Anderson Growe".

JOAN ANDERSON GROWE
Secretary of State



NEWS

Minnesota Citizenship Fund, Inc.

• P.O. Box 997, Minneapolis, Minnesota 55440

• (612) 296-2309

MINNESOTA'S "VOTINGEST" PERSON MAY BE 95-YEAR-OLD WINONA MAN

ST. PAUL, MINN., JULY 27 -- Who's the "votingest" Minnesotan? Some people would put their money on J.E. (John) Stenehjem (Sten-yum), a 95-year-old Winona resident who has voted in every election since he came of age in 1902.

That was the year that Republican Samuel Van Sant defeated Democratic challenger Leonard A. Rosing for the Minnesota governorship. Two years later, Stenehjem participated in Theodore Roosevelt's re-election to the Presidency.

And, since 1902, Stenehjem has voted at every opportunity. That means 18 presidential elections, 34 statewide elections, and congressional and local elections in off years.

What's more, Mrs. Stenehjem, 93, the former Selmina Becelia Hefte, has voted in every election since 1904. This "votingest" couple celebrated their 75th wedding anniversary in January this year.

The Stenehjems helped kick off the Minnesota VOTE '76 campaign at the State Capitol today. VOTE '76 is a non-partisan campaign to encourage Minnesotans to register, inform themselves and vote in this year's primary election Sept. 14 and general election Nov. 2.

(more)

"Votingest" person -- 2

No one knows yet if the Stenehjems' records will stand as the "votingest" in Minnesota, but they are welcoming all challenges.

The Stenehjems and the Heftes were neighbors and pioneer settlers in what is now Houston County in southeastern Minnesota. John and Selmina were married in 1901 in a church built in the southwest corner of the Stenehjem farm.

Stenehjem worked for the P.M. Fuos Clothing Store in Caledonia, which he later purchased with a brother-in-law. In 1931, Stenehjem moved to Winona with his family to enter the general insurance business. In the 1950s, he was one of the founders of Casualty Underwriters of Minnesota and served as a director for 19 years.

Mrs. Stenehjem was organist for the Caledonia Lutheran Church for more than 30 years. After moving to Winona, she became active in the Central Lutheran Church. She was a state officer of the Order of the Eastern Star.

An automobile enthusiast throughout his life, Stenehjem owned the second car in southeastern Minnesota, a Model T Ford. He purchased the car in 1911 from a cousin in Mayville, N.D. The Stenehjems traveled three days following railroad timetables as a map and guide in order to get back to Caledonia. Stenehjem's current car is his 29th.

The Stenehjems have four children, 12 grandchildren and 22 great-grand children. The first great-great grandchild was born last year.

#

From:

PADILLA and SPEER, INC.
224 Franklin Avenue West
Minneapolis, Minnesota 55404
David Speer or Jane Ferguson
(612) 871-8900

For:

Minnesota Citizenship Fund, Inc.
Secretary of State's Office
State Office Building
St. Paul, Minnesota 55155
Mark Winkler
(612) 296-2309



Minnesota Citizenship Fund, Inc.

• P.O. Box 997, Minneapolis, Minnesota 55440

• (612) 296-2309

THE "VOTINGEST" CONTEST

One way to beat the 20-year downward trend in voter participation is competition among Minnesota cities, counties and even precincts to challenge voters to make use of the ballot box.

During the coming months, the Secretary of State's office will serve as a clearinghouse for "votingest" challenges made by Minnesota cities, counties and precincts. The goals of the "votingest" drive are to increase the number of registered voters and voters casting ballots this November compared to 1972 election figures.

Anyone can enter a Minnesota city, county or precinct in the "votingest" contest. Registrations are due Sept. 1, 1976.

Competitive categories include:

COUNTY

BEST REGISTERED COUNTY -- the highest percentage of voting age population registered to vote in the up-coming General Election.

VOTINGEST COUNTY -- the highest percentage of registered voters who actually vote on Nov. 2.

MOST-IMPROVED-REGISTRATION -- the highest increase in the percentage of registered voters over the 1972 registration figures.

MOST-IMPROVED-VOTING -- the highest increase in the percentage of registered voters who cast ballots on Nov. 2 compared to 1972.

CITY

BEST REGISTERED CITY -- the highest percentage of voting age population registered to vote in the up-coming General Election.

VOTINGEST CITY -- the highest percentage of registered voters who actually vote on Nov. 2

MOST-IMPROVED-REGISTRATION -- the highest increase in the percentage of registered voters over the 1972 registration figures.

MOST-IMPROVED-VOTING -- the highest increase in the percentage of registered voters who cast ballots on Nov. 2 compared to 1972.

PRECINCT

BEST REGISTERED PRECINCT -- the highest percentage of voting age population registered to vote in the up-coming General Election.

VOTINGEST PRECINCT -- the highest percentage of registered voters who actually vote on Nov. 2.

MOST-IMPROVED-REGISTRATION -- the highest increase in the percentage of registered voters over the 1972 registration figures.

MOST-IMPROVED-VOTING -- the highest increase in the percentage of registered voters who cast ballots on Nov. 2 compared to 1972.

Cities will be judged in four categories; according to population.

0 - 2,500

2,501 - 10,000

10,001 - 50,000

over 50,000

Counties will be judged in three categories by population:

0 - 25,000

25,001 - 50,000

over 50,000

Winners in the competitive "votingest" classifications will receive awards and major prizes. Awards will also be presented to cities, counties and precincts entering the race whose voter turnouts in November are over 80, 90 and 95 per-cent.

Please return to:
VOTE '76-Votingest Contest
Secretary of State's Office
180 State Office Building
St. Paul, Minn. 55155

MINNESOTA VOTINGEST CONTEST

Official Entry Form

We accept your challenge to be Minnesota's Votingest City/County/
Precinct by November 2, 1976.

City/County/Precinct (circle one)

Representative

Title

Name and address of person to contact:

Name

Street/City

Telephone

General data:

Name of City/County/Precinct _____

Current Population _____

Current voting age population _____

Voter registration in 1972 election _____

Voting age population in 1972 _____

Voter turnout in 1972 election _____

Precinct numbers _____

Certified by _____

(Title)



NEWS

Minnesota Citizenship Fund, Inc.

• P.O. Box 997, Minneapolis, Minnesota 55440

• (612) 296-2309

FOR IMMEDIATE RELEASE

CITIES, COUNTIES, PRECINCTS TO GET IN 'VOTINGEST' SPIRIT

ST. PAUL, MINN., JULY 27 -- Bemidji will get a greater percentage of voters to the polls, so the Bemidji people say, than all comers. And the First Precinct of the First Ward in St. Louis Park believes it will be the votingest precinct in Minnesota.

What's at stake? Some glory, some prizes for the winning cities, counties and precincts and the feeling that comes within the community when citizens exercise their rights to their fullest extent.

VOTE '76, the statewide, non-partisan register and get-out-the-vote campaign will be sponsoring "votingest" competition among Minnesota cities, among counties and even among precincts.

This is a new way to tackle the old problem of voter apathy and declining participation at the ballot box. The plan is based on a successful program developed in Alameda, Calif.

Goals of the "votingest" drive are to increase the number of registered voters and voters casting ballots this November compared to 1972 election figures.

Eleven Minnesota communities have already accepted the Alameda challenge to get more voters to the polls this year. These communities

(more)

Cities, Counties, Precincts
To Get In 'Votingest' Spirit
Page two

include: Breckenridge, Bemidji, Columbia Heights, Crystal, Duluth, Edina, Fridley, New Ulm, Shakopee, Virginia and Mound.

"One way to beat the 20-year downward trend in voter participation is good old-fashioned competition," Secretary of State Joan Anderson Growe said. "During the coming months we will be trying to reach every part of Minnesota and every voter with this VOTE '76 message."

The Secretary of State's office and Minnesota Citizenship Fund, Inc., a private non-profit corporation specially formed to promote VOTE '76, are sponsoring the "votingest" contest. VOTE '76 is endorsed by both major political parties and the League of Women Voters.

The "votingest" contest is designed as a grass-roots program, and registrations can be filed with the Secretary of State's office by anyone living within a city, county or precinct.

Competitive categories include: best registered, "votingest," most-improved registration and most-improved voting in each of the three groups.

Cities and counties will be grouped according to estimated 1976 population. City classifications include: under 2,500, 2,501-10,000, 10,001-50,000 and over 50,000. County classifications are: 0-25,000, 25,000-50,000 and over 50,000.

Winners in the competitive "votingest" categories will receive awards and major prizes. Awards will also be presented to cities, counties and precincts entering the race whose voter turnouts in November are over 80, 85 or 90 per cent.

Entries should be mailed to the VOTE '76-Votingest Contest, c/o Secretary of State's Office, 180 State Office Building, St. Paul, Mn. 55155.



NEWS

Minnesota Citizenship Fund, Inc.

• P.O. Box 997, Minneapolis, Minnesota 55440

• (612) 296-2309

FOR IMMEDIATE RELEASE

MINNESOTA LAUNCHES VOTE '76 TO ENCOURAGE VOTER TURNOUT

ST. PAUL, MINN., JULY 27 -- A campaign to spur the heaviest voter turnout in Minnesota history was launched today at the Minnesota State Capitol. Secretary of State Joan Anderson Growe revealed plans for VOTE '76, a statewide, non-partisan program to encourage Minnesotans to "register, inform themselves and vote."

Endorsed by both major political parties and the Minnesota League of Women Voters, VOTE '76 will coordinate the resources of government, business and private organizations in a multi-faceted information campaign. The program will rely heavily on the news media, public service announcements and promotional displays and materials.

"In the most recent statewide election in Minnesota, only one million of the close to 2.6 million eligible voters participated in the election process," Growe said. "We want to turn that around, and there hasn't been a better year than 1976 to do it."

While coordinated through the Secretary of State's office, VOTE '76 will be funded entirely by private sources. Minnesota Citizenship Fund, Inc., a non-profit corporation, was created to direct and finance the VOTE '76 campaign. Major source of funding

(more)

will be in-kind contributions of products, services and media space provided by business organizations.

"We anticipate excellent support from business due to the combined impact of the public spirit generated by the Bicentennial and by recent changes in the fair campaign practices act," Growe said. The amendment, passed by the 1975 Legislature, allows business organizations to conduct or to participate in non-partisan programs that encourage voter registration and turnout.

Ms. Growe added that administrative costs will be kept to a minimum "in order to maximize effectiveness of our efforts."

Four major focal points will be highlighted by the campaign -- pre-registration deadline for the primary election, Aug. 24; primary election, Sept. 14; pre-registration deadline for the general election, Oct. 12; and the general election, Nov. 2.

Although pre-registration activities are concluded 20 days prior to each election, voters may register at the polls on election day. "Last-minute registrations, authorized in 1975, provide insurance for those who forget to register. However, we want to encourage pre-registration to avoid unnecessary delays at the polls on election day," Growe states.

Coordinators of VOTE '76 plan to make registration materials readily available in public places throughout the state. Currently, the simple registration form is available at city and county buildings and similar locations.

Growe is chairperson of the Minnesota Citizenship Fund advisory committee. Other members of the board of directors are: Oliver S. Perry, president, St. Paul, president of the Minnesota Association of Commerce and Industry; Jerry Jenkins, vice president, St. Paul, president of the Minnesota League of Women Voters; Duane Elg,

Minnesota Launches VOTE '76 -- 3

secretary, Minneapolis, legislative director for the Minnesota
AFL-CIO: Frank Walz, treasurer and general counsel, Minneapolis,
attorney with O'Connor & Hannan; Jeff Johnson, Minneapolis; Jon
Schroeder, Minneapolis; Mary L. Jacobsen, Richfield; Jerene
Herzing, St. Cloud; Donald Hill, St. Paul; and Eloi Hamre,
Edina.

#

For:

PADILLA AND SPEER, INC.
224 Franklin Avenue West
Minneapolis, Minnesota 55404
David Speer or Jane Ferguson
(612) 871-8900

Minnesota Citizenship Fund, Inc.
Secretary of State's Office
State Office Building
St. Paul, Minnesota 55155
Mark Winkler
(612) 296-2309

Quotations from the VOTE '76 kickoff:

Jerry Jenkins, President of Minnesota Citizenship Fund, Inc.:

"There is no better way to begin our third century than by encouraging citizen participation. . . and, particularly, participation at the ballot box to exercise one of four chief rights as American citizens. Today, we are launching a non-partisan program to encourage Minnesotans to register, inform themselves and vote in 1976. We will be doing this through a major effort to contact newspapers, radio and television in cooperation with private and public organizations throughout the state.

"The need for such a voter registration and turnout is obvious. For 20 years, the number of people voting has been declining. Voter statistics are sobering. Less than 70 per cent of those eligible voted in the last presidential election. In the most recent statewide election in Minnesota, close to one million eligible persons did not vote. We've got to do better than we have done. This is the way for citizens to keep their vote in our system, and we must protect and enhance that citizen involvement."

Joan Grove, Secretary of State:

"Our goal is to begin to turn around the current voting trends. That means not only getting out the largest number of voters at the polls in Minnesota history, but also getting the percentages of people voting back up above 70 per cent of those eligible. Only 20 years ago, some 83 per cent of those eligible voted.

"This won't be a simple task, but 1976 is the year to start America's third century with a clean slate by conducting a successful voter campaign. We are going to try to capture the air of excitement and awareness that gave our founders the steel to establish this great nation. VOTE '76 will be a partnership effort by state and local government with business. We hope to reach every citizen in Minnesota with the 'register, inform yourself and vote' message.

"One of the most exciting parts about this voter campaign will be 'votingest' challenges throughout the state of Minnesota. We want to stir up excitement and healthy competition among cities, among counties and even among precincts. We have had good indication that we can get those voting challenges going, and the Secretary of State's office will do everything it can to promote as much 'votingest' participation possible. Key to this whole program will be getting business, community and government leaders working together in every community in Minnesota."

LEAGUE OF WOMEN VOTERS OF MINNESOTA

555 WABASHA, ST. PAUL, MINNESOTA 55102

To: Hennepin County Leagues
From: Mary Waldo, CI/VS Chairperson
Re: Voter Registration

Date: August 16, 1976

We have been contacted by Padilla and Spear, Inc., to register voters in the Northwestern Bank Skyway in Minneapolis for a ten-day period during the lunch hour (presumably 11:00 - 2:00 -- the times are not definite) beginning September 27. More precise information should be available soon.

While this project is not part of Vote '76, we feel that for public relations/development concerns, the League should participate. We need 2 or 3 volunteers each day. Will you let the state office know by August 31 if your League can participate?

Thank you!



MEMORANDUM TO: President of the League of Women Voters of _____
FROM: Mary Waldo, State Coordinator for ABC Key Precinct Reporting
RE: Key Precinct Reporters

The League of Women Voters of Minnesota is cooperating with ABC in reporting the November 2, 1976, General Election returns in 65 Key Precincts here in Minnesota.

Proceeds from this project are budgeted directly to the 1976-1977 budget - as approved by Council delegates in April. We participated in ABC Key Precinct reporting in 1966, 1968, 1970, 1972, and 1974.

We have received confirmation from ABC that the following have been designated Key Precincts in your area:

We are asking you to appoint members to report election results for these precincts. Remember that 2-member teams are recommended. It's more fun, and one can serve as a backup for another. We need speed and accuracy when reporting for Minnesota!

Complete instructions will be sent to reporters. To help you recruit the teams, here is a brief summary of the duties:

1. Make an initial contact with the chief election official for precinct assigned explaining who you are, that this precinct has been selected by ABC's research staff as part of Minnesota's vote profile, and requesting permission to get the vote totals for President and U.S. Senate to relay to ABC.
2. Determine whether a telephone is available for your own use on election night at or close to the polling place and secure its number. If no phone is available, ABC will install one.
3. Report by phone to ABC the results of the voting when polls close and totals are available. Remain at the designated phone for 30 minutes afterward in case ABC wishes to call back for additional information.

Prospects for Key Precinct reporters in your League may be found both among the newest and the most experienced members . . . or in-betweeners who may not be available for a long-range assignment this year but who can do this one-time job willingly and well. Expenses for driving a distance (should the precinct be far away), coffee or meals away from home in "line of duty" are paid by ABC - so there will be no out-of-pocket expenses. If more than one precinct is assigned to your League, please send us the name of the member assigned as Local Coordinator.

NAMES OF KEY PRECINCT REPORTERS

In order to complete our records here, we need the following information:

Name of local League _____

Precinct (city, ward, number) Reporter's Name, Address, Home Phone

If more than one precinct is assigned to your League, please send us the name of the member assigned as Local Coordinator:

Name _____ Address _____ Phone _____

Please complete this list of Key Precinct reporters and mail it to the State Coordinator in the enclosed, stamped envelope by September 5, 1976. Thank you for your assistance!

Mary Waldo, State Coordinator
LWV of Minnesota
555 Wabasha
St. Paul, MN 55102



**LEAGUE OF WOMEN VOTERS
OF MINNESOTA**

PHONE (612) 224-5445

555 WABASHA • ST PAUL, MINNESOTA 55102

action

PETITION DRIVE

TO: Local League Presidents and Citizen Information/Voters Service Chairpersons
FROM: Mary Waldo, LWVMN Chairperson, CI/VS .
DATE: August 23, 1976

The following is from LWVUS' Action Service as taped at 9:30 a.m. today:

"We are sure you all share our excitement over the announcement that both President Ford and Governor Carter have agreed to engage in face-to-face debate. There will be more excitement if we become the sponsoring group for the debate. Formal invitations have been issued to both candidates. Governor Carter has announced that he has appointed his press secretary, Jody Powell, to be his representative on the debate steering committee, and we expect to establish a similar liaison with President Ford shortly. The invitation proposes a first debate in St. Louis on September 28 at the Chase-Park Plaza Hotel, and two subsequent presidential debates the week of October 11 and the week of October 25 in different regions of the country. A 4th debate with the vice presidential candidates is proposed for the week of October 18. All dates, formats, and so forth are still tentative, depending on steering committee, League, and candidate agreement. PLEASE do not let up on your petition drive efforts. Although NBC and ABC previously agreed to cover League debates under current modifications of the equal time provision, they would prefer to stage them themselves. Moreover, other groups are going to want to host debates. In short, we need to defend our turf and keep our name linked to debates. Keep gathering those signatures, and don't abandon other activities to keep the League and debates in the public eye. Petition signatures will also provide strong evidence that the public wants these debates. Urge your members to write candidates congratulating them on their decision to debate. This could be the greatest voter service the League could offer the public, and we are determined to make it a reality."

Memo to: Local League Presidents, Voters Service/Citizen Information Chairpersons
From: Mary Waldo, Voters Service/Citizen Information Chairperson, LWV-MN
Re: Bank Registration Projects
September 24, 1976

We know that many of you have questions about how the project with the Bankers Association came about and what your response should be. Many of you have been able to fill the requests of your local bankers and other of you have not. For those of you who have had no difficulty, congratulations; for those of you who have, we offer an alternative. When your local banker calls, or when you call him as Ms. Growe said in her September 10, 1976, letter to all local Leagues, suggest to the banker that your League will provide a training program and supervision for his employees while they register voters. This shows our willingness to cooperate and it also relieves you of the burden to provide bodies necessary for you to do the entire project.

I did suggest to you last spring and early summer that you plan to register voters in your local shopping centers, work with your city halls, register in the schools, etc., and most of you have done exactly that. You have been working like beavers and we realize that you may be short of "person-power" to assume this extra Vote '76 suggested activity. That's why I suggest this alternative - training bank employees to do the registering themselves.

How did we get this added responsibility of Bankers Week? This was basically a Vote '76 idea and the state League had less than 72 hours notice that it was to occur, let alone all the ramifications. We did not learn the whole story until September 10th when Jerry was present at the news conference where the Secretary of State would sign the proclamation and announce the project. The material was hand delivered to the state office that same morning; staff xeroxed the proclamation and mailed the information off to you on that same date. So you knew the news at the same time we did. We don't appreciate this coming to us at the last minute either, but we are trying to make the best of the situation.

The response from the banks has been overwhelming and for that we are grateful. This type of project has great P.R. and Development potential so please participate in the project if at all possible. Remember, the ball is still in your court since Ms. Growe's letter to you said, "Call your local banker(s) to set up 'Register at Your Bank Week' in your community."

Please keep your cool - we're trying to keep ours - and offer the alternative if you can't provide the person power.

AND THANKS A HEAP!



Minnesota Citizenship Fund, Inc.

• P.O. Box 997, Minneapolis, Minnesota 55440

• (612) 296-2309

September 10, 1976

To Minnesota Leagues of Women Voters:

VOTE '76 is off and running, and it is in great part the participation of the League of Women Voters that is helping to put it together. Your local newspapers and radio and television stations should be using VOTE '76 materials. (If they aren't, you might ask them why.) Business and commercial firms in your area should be finding ways to plug in to VOTE '76. And there are a raft of voter registration projects around the state . . . certainly, some of them in your area.

The newest addition to our VOTE '76 program is "Register at Your Bank Week" that will run Sept. 27 through Oct. 1. I issued an official proclamation announcing the project today during a ceremony in my office with your president, Jerry Jenkins, and Minnesota Bankers Association President C. Paul Lindholm and Executive Vice President Truman Jeffers. The MBA representing 750 Minnesota banks has invited all Leagues across the state to set up voter registration booths in bank lobbies during this week-long period.

I hope your League will join this project. Here's what you should do. Call your local banker(s) to set up "Register at Your Bank Week" in your community. Your bankers have already been notified and are waiting for your call. You should work out details and times with your individual bank.

I am confident that this project will complement the activities of the League of Women Voters and VOTE '76 beautifully. Thank you for all your energy and activity so far, and good luck on your local "Register at Your Bank" campaign.

Sincerely,

Joan Anderson Growe
Secretary of State

THE RIGHT TO VOTE



OPENING OF THE RIGHT TO VOTE --- Northwestern National Bank Board Chairman John Morrison and Secretary of State Joan Anderson Grove snipped a yellow ribbon, the traditional color of the women's suffrage movement, to open a major voting and campaign exhibition at the downtown bank. Helping is Minneapolis Alderman Dennis Schulstad, right, and looking on is C. Paul Lindholm, president of the Minnesota Bankers Association. The exhibit runs through Oct. 15 and features voter registration, the demonstration of voting systems used in Minnesota, campaign buttons, posters and other memorabilia, and the Inaugural Story of the Presidents. The exhibit is endorsed by the Minnesota VOTE '76 campaign.



07'
02'

2 47

Voter - Job # 11683

League of Women Voters

47%



THE RIGHT TO VOTE --- Suffragettes marched and the band played at the opening of The Right To Vote, a major exhibition at Northwestern National Bank of Minneapolis. The suffragettes are actually board members of the Minnesota League of Women Voters. Carrying the sign is Jerry Jenkins, president of the Minnesota League. The old-time political music was provided by Dick Ramberg's band. The exhibit will be open at the downtown bank through Oct. 15. League of Women Voters volunteers are undertaking voter registration and the demonstration of the different voting systems used in Minnesota at the bank from 11 a.m. to 2 p.m., Monday through Friday.



From:
PADILLA and SPEER, Inc.
224 Franklin Avenue West
Minneapolis, Minnesota 55404
(612) 871-8900 Jane Ferguson

In New York: (212) 752-8338
In Los Angeles: (213) 483-8866

Date: October 1, 1976

OCT 4 1976

For: Northwestern National Bank
of Minneapolis
7th & Marquette
Minneapolis, Minnesota 55480
Edward B. White, Jr.
(612) 372-8270

FOR IMMEDIATE RELEASE

THE RIGHT TO VOTE EXHIBIT
OPENS AT NORTHWESTERN BANK

MINNEAPOLIS, OCT. 1 -- A look back into campaign and political history, with marching suffragettes, a whistle-stop campaign train replica and buttons, banners and other campaign memorabilia are part of The Right to Vote that opened Sept. 27 at Northwestern National Bank of Minneapolis in downtown Minneapolis. The exhibition, open to the public through Oct. 15, is an educational outline of politics, campaigns, and elections.

Opening ceremonies at the bank included bank board chairman John Morrison and Secretary of State Joan Anderson Grove, whose VOTE '76 campaign goal is to turn out the largest number of voters in Minnesota history for this year's general election Nov. 2.

League of Women Voters President Jerry Jenkins and other Minnesota League board members appeared at the gala opening as suffragettes -- one of the themes of The Right to Vote exhibition. Old-fashioned campaign music was played by Dick Ramberg's Band.

(more)

The Right to Vote
page two

During the three-week exhibition, the League of Women Voters are registering voters and also demonstrating four different voting systems used in the state. Visitors to the exhibit are invited to practice on the machines in preparation for the election.

Another aspect of The Right to Vote is a new display, The Inaugural Story, from the Smithsonian Institution that spotlights the inaugurations of 38 presidents from George Washington to Gerald Ford. The Inaugural Story contrasts the simpler early ceremonies with the complex ones in recent years. Local collections of inaugural souvenirs are used to augment the 40 illustrated panels.

Buttons, banners, hats, horns and other campaign material from the late 1800s to the present are another feature of the exhibition. The hundreds of political items on loan from local private collectors and the Minnesota Historical Society show how campaign methods have changed through the years.

The Right To Vote is open to the public from 9 a.m. to 4:30 p.m., Monday through Friday, on the Skyway level of the bank. The bank plans a special Saturday showing Oct. 9 for shoppers.

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LEAGUE OF WOMEN VOTERS OF MINNESOTA

555 WABASHA • ST. PAUL, MINNESOTA 55102

PHONE: (612) 224-5445

MEMO

TO: Presidents - Metro Area Leagues

FROM: Mary Waldo - Citizen Information/
Voter Service

SUBJECT: Voter Service

DATE: Sept. 10, 1976

Northwestern Bank in Minneapolis is planning a super, historical display about the history of political parties, voting etc. in the Northwestern Bank skyway. As part of the display they have asked the League to register voters and to demonstrate voting machines. The display will open September 27th and continue for two weeks. The voter registration and demonstrations will be from 10:30 A.M. to 2:00 P.M. week days beginning September 27th. We need two persons to register voters and two persons to demonstrate voting machines. Two shifts per day will probably be necessary (10:30-12:00 and 12:00 - 2:00) a total of 8 volunteers per day.

This project is an excellent opportunity to increase League visibility and to serve the voters. Please call the state office (224-5445) or Mary Waldo (644-9228) as soon as possible to let us know what day(s) you League will participate.



Staff Photo by Richard Olsenius

'Right to Vote' exhibit opens

Spectators at the opening of the "Right to Vote" exhibit listened to Dixieland music Monday at the Northwestern National Bank, 7th St. and Marquette Av. The "spectator" at left is in reality a life-sized photograph of Mary Poppleton, Burnsville, a League of Women Voters member, dressed in the style of suffragettes who campaigned for women's right to

vote, which was granted in 1919. The exhibit, open through Oct. 15, includes buttons, banners and other campaign memorabilia. During the exhibit, the League of Women Voters will register voters at the bank and will demonstrate four voting systems used in the state.



Suffragettes will march at Northwestern National Bank Monday, Sept. 27 to open a major campaign and election exhibit called "The Right to Vote." The three-week exhibition will

be open to the public from 9 a.m. to 4:30 p.m., Monday through Friday, and the League of Women Voters will register voters and demonstrate voting machines used in Min-

nesota. The suffragettes pictured here are actually top brass in the League of Women Voters of Minnesota who will be on hand for the opening ceremonies next Monday.

League board members are, from the left, Betty Shaw, Jerry Jenkins, Karen Anderson, Mary Poppleton, and Mary Davies.



JOAN ANDERSON GROWE
Secretary of State

MARK WINKLER
Deputy Secretary of State

State of Minnesota
OFFICE OF THE SECRETARY OF STATE
St. Paul 55155

September 8, 1976

180 STATE OFFICE BUILDING
Corporation Division: 612/296-2803
UCC Division: 612/296-2434
Election Division: 612/296-2805
Office of the Secretary: 612/296-3266
Office of Deputy Secy.: 612/296-2309

TO: Minnesota Citizenship Fund
FROM: Joan Anderson Growe
SUBJECT: "VOTE '76" Project to Date

This is a brief summary of efforts to date to lay the foundation for the even distribution of "VOTE '76" voter information throughout the state of Minnesota.

We are attempting to identify in the minds of citizens the "VOTE '76" logo as a source of information for procedures on how they can register and vote in Minnesota. The ongoing theme of the project is "Register, Inform Yourself and Vote".

The dissemination of information is being co-ordinated by the public relations firm of Padilla & Speer, Inc. under contract to the Minnesota Citizenship Fund.

Media Projects

We will be using the media of newspapers, radio and television in each of three areas:

First, we have distributed public service spots on behalf of the Minnesota Citizenship Fund to each of the radio stations in the state of Minnesota to be used by the radio stations to encourage people to register and vote. We are distributing the same types of public service information to the TV stations throughout the state of Minnesota so that they can also use the information in public service spots.

- WCCO-TV (channel 4) has filmed some of these public service spots in Hollywood using stars of the Mary Tyler Moore show such as Ed Asner.
- KSTP-TV (channel 5) will be using its own local personalities for these public service spots.
- KMSP-TV (channel 9) will probably also be doing the same.
- All four metro area TV stations have indicated that they will be willing to use our VOTE '76 logo as a station ID. We have requested, and hope that each of the television stations throughout the state will do the same.

In addition to television and radio, public service advertising has been prepared and will be distributed to Minnesota newspapers so that individual businessman

"AN EQUAL OPPORTUNITY EMPLOYER"

and communities throughout Minnesota can include this information in their previously paid-for ads or the newspapers themselves can include it as a public service.

Also, St. Paul papers have started inserting the "VOTE'76" logo in their entertainment section starting with the Sunday, August 21st issue.

Second, in the area of paid radio and TV time we already have commitments from Control Data Corporation and the Minnesota Bankers Association. We are soliciting contributions in-kind from other major advertisers in the state to distribute the same message in prime radio and TV time (when no public spots are available).

Third, we are attempting to use as many newsworthy events as possible to demonstrate the importance of voter registration in the participation of the elections process. News events which have already achieved considerable publicity for the Minnesota Citizenship Fund effort include the announcement of the project with Jerry Jenkins, the Minnesota Hospital Auxiliary Voter Registration Drive, and the acceptance of the City of Bemidji's challenge by the City of Brainerd.

The Votingest Contest will continue to be a focus for news events. To date 15 local units of government have accepted the challenge and have entered the "Votingest" contest. There appears to be continuing interest from numerous other cities to participate. Each of these contestants should be generating local news stories about the importance of registering and voting.

We will be continuing to work with each of these media in all three of these areas: news, public service announcements and contributions in-kind of paid advertising. In each of these cases we will be stressing our "VOTE'76" logo and voter information that is appropriate for the area in terms of the voter registration procedures and election day information.

Cooperation by Business

In addition to work with the media, we are working regularly with 15 Minnesota associations that are comprised primarily of retail businesses throughout the state of Minnesota to promote VOTE'76. These range from the Minnesota Retail Association to the Minnesota Bankers Association. Each of these associations is including VOTE'76 materials in their regular mailings to their membership. This means that over 20,000 people are receiving information on the project and encouragement for the local business people to participate with their local government in the "Votingest" Contest.

In addition to the mailings, individual association proposals include;

- posters to be put up in local drug stores to remind people to vote and identifying their local precinct
- posters or stickers to be put in each of the gas stations throughout the state of Minnesota during the last week of the election reminding people to vote
- buttons with the VOTE'76 logo reminding people to register, inform themselves and vote by the Minnesota Retailers Association for their employees
- registration in bank days by the Minnesota Bankers Association
- consideration by the Minnesota Hardware Association including VOTE'76 logos and information in their flyers: These flyers reach every p.o. box in the state of Minnesota prior to the election
- information by the Automobile Dealers Association of Minnesota including VOTE'76 logos information in their ads.

In all cases, these efforts represent contributions in-kind.

In addition, many major businesses will be conducting voter information and registration programs or will be contributing direct financial aid in limited amounts to finance the contract with Padilla & Speer, Inc. and the initial cost of the Minnesota Citizenship Fund.

Other Projects

In support of all of the above the Secretary of State's office will be making numerous media tours encouraging local radio stations, television stations and newspapers to include voter information in their programming.

Citizens also had an opportunity to learn about VOTE'76 at the State Fair. Each of the media centers at the State Fair attempted to include the VOTE'76 logos and were willing to distribute voter information. This includes Webb Publishing Company, publishers of "Farmer" magazine which they indicate reaches 90% of the farm homes in the state of Minnesota.

The support of the program by the media and members of the business community has been outstanding. Their contributions help assure a significant participation in this Bicentennial year election.

[1976]



PROCLAMATION

WHEREAS, Voter registration and voter participation are the backbone of a democracy, and 1976, our Bicentennial year, is a good time to demonstrate the rights of citizenship to their fullest extent; and

WHEREAS, Many public and private groups have joined together to launch a campaign called VOTE '76 whose purposes are to promote voter registration throughout Minnesota and turnout the largest number of voters at the polls in state history; and

WHEREAS, One of the organizations that is helping in a number of ways to promote voter participation this year is the Minnesota Bankers Association and their 750 member banks; and

WHEREAS, The Minnesota Bankers Association has invited the League of Women Voters all across Minnesota to set up voter registration booths in their neighborhood bank lobbies during a one-week period;

NOW, THEREFORE, I, Joan Anderson Growe, Secretary of State of the state of Minnesota, do hereby proclaim September 27, 1976 through October 1, 1976 as

REGISTER AT YOUR BANK WEEK

in the state of Minnesota and commend the Minnesota Bankers Association and the banking institutions of Minnesota for their public-spirited involvement in the VOTE '76 campaign.

In witness thereof, I have hereunto set my hand and caused the great seal of the state of Minnesota to be affixed on this date, September 10, 1976.

Joan Anderson Growe

Joan Anderson Growe
Secretary of State



Post-Election Wrap Up and a Look Beyond

Looking back at Election '76 we can view what actually occurred and assess trends that may continue in future elections, all with an eye on how to improve elections by involving as many segments of the public as possible in the electoral process.

The chart below shows statistically how states stacked up in the presidential election, in terms of possible voters and actual registration and turnout.

REGISTRATION AND VOTING IN THE 1976 ELECTION BY STATE

State	Voting Age Population (VAP)	Number Registered	Number Voted	% of Regis- tered Voters Voting	% of VAP Voting
Alabama	2,501,000	1,864,947	1,182,542	63%	47%
Alaska	231,000	207,826	123,545	59%	53%
Arizona	1,555,000	979,654	764,886	78%	49%
Arkansas	1,503,000	1,020,533	726,949	71%	48%
California	15,294,000	9,976,875	7,862,182	79%	51%
Colorado	1,773,000	1,333,973	1,082,966	81%	61%
Connecticut	2,211,000	1,677,449	1,408,480	84%	64%
Delaware	403,000	300,919	235,742	78%	58%
Florida	6,326,000	4,094,308	3,150,631	77%	50%
Georgia	3,375,000	2,301,575	1,463,152	64%	43%
Hawaii	600,000	363,045	309,025	85%	52%
Idaho	567,000	520,384	354,556	68%	63%
Illinois	7,718,000	6,252,228	4,728,853	76%	61%
Indiana	3,640,000	2,936,075	2,222,362	76%	61%
Iowa	2,010,000	n/a	1,279,306	n/a	64%
Kansas	1,610,000	1,113,499	957,845	86%	59%
Kentucky	2,374,000	1,713,297	1,167,142	68%	49%
Louisiana	2,532,000	1,866,117	1,278,439	69%	50%
Maine	741,000	n/a	486,193	n/a	66%
Maryland	2,863,000	1,949,753	1,439,897	74%	50%
Massachusetts	4,173,000	3,148,376	2,594,262	82%	62%
Michigan	6,268,000	5,202,379	3,722,384	72%	59%
Minnesota	2,721,000	2,565,686	1,978,590	77%	73%
Mississippi	1,544,000	1,100,000	768,390	70%	50%
Missouri	3,348,000	2,395,070	1,953,600	82%	58%
Montana	518,000	454,924	339,346	75%	66%
Nebraska	1,080,000	840,666	624,698	74%	58%
Nevada	424,000	250,958	206,423	82%	49%
New Hampshire	574,000	478,188	339,627	71%	59%
New Jersey	5,154,000	3,800,000	3,014,472	79%	58%
New Mexico	771,000	527,278	426,265	81%	55%
New York	12,910,000	8,500,000	6,668,262	78%	52%
North Carolina	3,847,000	2,553,717	1,677,906	66%	44%
North Dakota	432,000	**	308,684	**	71%
Ohio	7,459,000	4,693,338	4,194,557	89%	56%
Oklahoma	1,937,000	n/a	1,108,463	n/a	57%
Oregon	1,653,000	1,321,141	1,029,833	78%	62%
Pennsylvania	8,441,000	5,749,660	4,617,971	80%	55%
Rhode Island	648,000	535,778	411,170	77%	63%
South Carolina	1,933,000	1,113,361	802,583	72%	52%
South Dakota	469,000	425,532	300,678	71%	64%
Tennessee	2,958,000	2,150,348	1,476,346	69%	50%
Texas	8,503,000	6,319,293	4,071,884	64%	48%
Utah	783,000	704,925	548,329	78%	70%
Vermont	327,000	284,295	208,255	73%	64%
Virginia	3,528,000	2,123,849	1,716,182	81%	49%
Washington	2,536,000	2,065,378	1,584,590	77%	62%
West Virginia	1,281,000	1,084,451	750,590	69%	59%
Wisconsin	3,211,000	n/a	2,101,336	n/a	65%
Wyoming	266,000	194,617	160,427	82%	60%
District of Columbia	514,000	267,579	157,557	59%	31%

n/a Not available

** No statewide registration

Information compiled from major political parties' research departments, Congressional Quarterly (Dec. 18, 1976), and state election officials.

Citizen alert



League of Women Voters
Education Fund
1730 M Street, N.W.
Washington, D.C. 20036



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