

UDH Advanceman's Seminar
Sunday - April 28, 1968 - 2:40 p.m.
Empire Room, Shoreham Hotel
Washington, D. C.

REMARKS OF
THE VICE PRESIDENT

The Vice President was introduced by Martin J. McNamara:

"Mr. Vice President, we have been reviewing the details involved in advancement's work these past two days. We have heard from Jim O'Brien and Chuck Lipsen on the Labor aspects; Bob Burke spoke for the Secret Service; travel logistics were discussed by Ted Van Dyk, John Watson and Ray Young. Last night, we heard from Ted Van Dyk, Bob Squier, Bob Pickett, Norman Sherman, Julie Cahn and Ofield Dukes on Public Relations.

This morning, Sara Yager discussed Follow-Up; Betty South discussed arrangements for Mrs. Humphrey; Senator Mondale has briefed us on the general political aspects; and we have just heard from Julie Cahn and Andy Valuchek on Ethnic and Minority Groups.

The Vice President:

"Thank you, Marty. I guess there is one thing you don't need -- a long discussion. We've had enough speeches to take care of everyone. Thank you for being here, and for what you have been doing for us for a long time. Many of you have been helping four or five years. I want to thank the new ones -- people who have volunteered. I have a heart full of

gratitude for what you have done and will do.

I am pleased that Senator Mondale was here. I wanted him to share some of my concerns with you.

In the spirit of better understanding, I want to speak on our conduct - including Hubert Humphrey, to start with - and whether we like it or not, we will be judged on the little things rather than the big ones.

We will be making policy statements and, as I said earlier today, they will all come - in time. I will do better if I am confident of the people around me. And, as a man gets weary trying to be Vice President and fulfill those responsibilities and crowding campaign work in, he becomes testy -- and it is particularly true for me in the late afternoon. Therefore, I have learned - and my associates have learned - that the better things are organized, the better the candidate is. My job is to look reasonably rested - under pressure every day - the Vice President looks healthy, relaxed and in good humor, and doesn't make too many mistakes. Senators Mondale and Harris, yesterday, gave us the key -- our job is not to louse it up.

You must have confidence, without arrogance. Every person you see is important. I stress this in my office, as well. I got elected by small folks -- folks who thought I cared. So, I worry when I see people shoved and pushed around. I do not like Hitler youth tactics. I appreciate the concern for protection, but the advanceman must always be obliging -- especially my advanceman. Everyone is important. I would rather be a

little late getting to the platform than to knock people down. This is very important.

Remember: conduct, environment and attitude. On conduct, we are not purists -- we will have fun, but will be discreet. Remember, you are not just yourselves -- they will identify you as "Humphrey men."

When you go to a community, I know you will check with the authorities and responsible people.

Be anonymous. Do everything in the name of Humphrey. When people tell you about their problems, pay attention and take note of them. Don't promise them you will tell me about the matter unless you do it. But, don't give them the fast shuffle. You will run into individual problems -- so don't let the word spread that we do not take care of things. Just be sure to report them to me.

Sara has been tremendous on follow-up. To get a letter from the President or the Vice President means so much to a lot of people throughout the country. So be sure we get the right information in to Sara as quickly as possible. People still have the letters we sent out in 1960. We didn't win, but we thanked them anyway.

I am not exactly what you would call a reformer, but I am not going to jail and I am not going to get into undue trouble, either. We do not need bad money, nor do we have to make "deals." I will be tough about campaign contributions.

If you convey evidence that this is an organized group, it will spread. Convince them this is a well-organized group that knows what to do, and does not drop the ball. It will spread. Nothing succeeds like success.

So, good conduct, good manners, friendliness; call on everyone you think is important. If you are rushed and cannot check on all the details, tell us -- say, "I will need two or three men to go with me; I cannot handle it alone."

And, we are not all adaptable to the same political environments.

You have a check list. Make sure, before the Vice President comes in, that you have checked off the check list. Call and let us know if you haven't checked and double-checked everything on the list. Let us know, and we'll bring staff along to handle the personal problems.

On your check lists should be such details as the podium (I need a good strong one -- one I can hold on to); check the lighting. I cannot bear to have two big lights shining into my eyes --- it throws me off balance and I start to fall forward. And, check the sound system so I do not have to yell. When I have to yell, it comes from the throat and not from the diaphragm, and then after a while I can't talk at all. Some of these rooms have acoustical ceilings that absorb everything --- including the people!!

You should know my frailties. I am an "audience speaker", not a TV man -- unless you have perfect voice control, a good podium, and a

good loud speaker. Make sure my microphone is marked. Put a tag on it.

On setting up the suite -- you do not have to make it the "local bar." I am a moderate man -- spend wisely on these things -- use the money instead for travel for yourselves and TV.

Get your reports in quickly. Don't write political "obits." Check out things first -- don't send in "alarms." Where there is trouble, let us know. You are the "intelligence", and not just advancement.

On media and logistics -- you simply must have adequate help.

We are after delegates. If you find one we have not talked with, give me his name and telephone number. Give me all his numbers. Personal information is important -- I need first names, names of his wife and children.

I represent some basic human qualities -- I am not known as a phony. I remember my old friends. I saw Jim Daly yesterday. In 1948, he was the first campaign manager I ever had. We must let everyone know there is a place amongst us, and that I never forget my old friends.

[Anecdote regarding first campaign -- "passing the hat")

This is a family -- spread the spirit of happiness. You are a part of what is going on. You can talk with me, confide in me -- and

help spread the message.

Positive thinking . . . let's don't try to second-guess. Win with enthusiasm. The people who have elected me believed in their candidate, and the candidate believed in the people backing him.

I am forgiving and tolerant. I have made mistakes. I will be a good candidate, will try hard to give you enough program, spirit and inspiration to make you want to do more. I want us to do so well that when they write it up, they will say it's the best political organization in the field.

I did not get elected three times by having a lousy staff. I have a good one now. They have too much work and too many demands, but we have a good staff, and will make it better. There has always been a tradition in this city to examine and find mistakes -- we will make some, but will learn from them.

When you go to parties, etc., and someone says, "Oh, Humphrey is all right, but it's too bad he doesn't have the organization. . . .", you just tell them they're talking about you. You, the advancemen, are the most important part of the staff. Personalize your participation -- make it your cause. This meeting today indicates good organization. I can make decisions. We know how to build a good staff. You are no better than you think you are.



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