



Emily Anne Staples Tuttle papers.

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DFL CAMPAIGN WORKBOOK

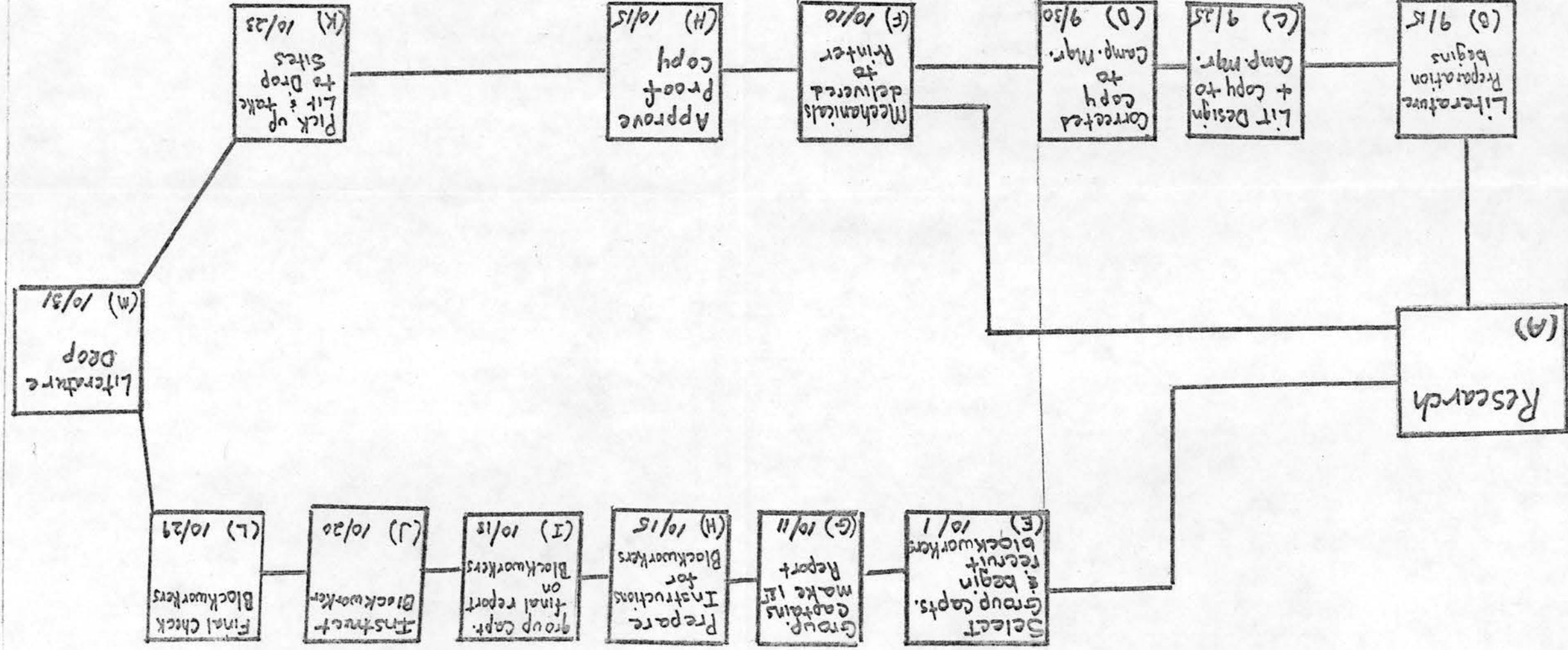
PLANNING A LITERATURE DROP

- 9/13 - Research
- 9/15 - Literature preparation begins
- 9/25 - Literature design and copy goes to campaign manager
- 9/30 - Corrected copy is returned to the campaign manager
- 10/1 - Select group captains and begin recruiting block workers
- 10/10 - Mechanicals are delivered to printer
- 10/11 - Group captains make first reports on recruiting efforts
- 10/15 - Campaign manager approves proof copy
Prepare instructions for block workers
- 10/18 - Group captains make final report on block workers
- 10/20 - Instructions to block workers
- 10/23 - Pick up literature and take it to drop sites
- 10/29 - Final check of group captains and block workers
- 10/31 - The literature drop

SEPTEMBER, 1974

October, 1974

10/31



10/1

10/31

CAMPAIGN '74

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This "How to..." campaign booklet was written primarily for DFL candidates for the Minnesota House of Representatives who are running for the first time. Much of the information may not apply to any one particular race but, hopefully, something here will be of help to each and every candidate.

This booklet is divided into several sections. Some of the information is general - i.e., How a Bill Becomes a Law, History of the State DFL, etc. Other sections emphasize campaign techniques, ranging from how to prepare a literature drop to bulk mailing procedures.

Read the ethics section! Much of the information has already been provided to you by the Ethics Commission when you filed but there may be some new information or old information restated that could prove essential to the proper running of your campaign.

If you have further questions concerning the manual, please contact the State DFL Office, Mary-Anne Bock, Legislative Coordinator, 612-827-5421

1974 DFL CAMPAIGN HANDBOOK
INTRODUCTION

HANK FISCHER
STATE DFL CHAIRMAN

The 1974 DFL Campaign Handbook can serve as an excellent guide to every DFL candidate on how to further learn about the concerns of the voters in their area and how to present to the electorate the best possible case for their election. It is a practical, "nuts and bolts" guide to winning elections. Good candidates, attuned to the wants and needs of those they seek to represent can greatly benefit from applying the campaign tactics outlined in this handbook in their races.

The concepts set forth in this handbook literally represent thousands of hours of campaign experience by some of the finest election practitioners in the nation. It is a professional guide that deserves a thorough reading and evaluation by every DFL candidate. Mary-Anne Bock, DFL State Legislative Director, working with a number of campaign technique and campaign strategy experts, produced this handbook to supply a concise working guide for legislative campaigns. Their expertise and considerable experience stand by the approaches they have outlined so well.

This year, 1974, is one of golden opportunity for the DFL Party. We have the most knowledgeable and talented state ticket ever assembled. We have the finest legislative record ever developed in the history of Minnesota to take to the voters. With a genuine, enthusiastic effort in every legislative district in the state, we will continue to have the kind of legislative majority the people of Minnesota so richly deserve.

The lesson of what a DFL Governor and a DFL legislature mean for the people of Minnesota is a most important one for every candidate of our Party. The record of the 68th session of the Minnesota Legislature is the outstanding example of performance exceeding promise. The first task of any DFL candidate for public office in 1974 is to research and understand the full impact of the programs enacted by a responsible majority, acting in the best tradition of America's most responsive and progressive political party.

Our DFL Party exists today because it acts to protect and advance the well being

of all Minnesotans. To do that, we elect men and women who will promote our policies and implement our programs. Unless we elect persons to public office who can form a legislative majority, our goal of helping people is sacrificed to the will of Republican indifference and neglect.

The first order in winning elections is to have the best possible candidates: men and women willing to dedicate themselves to serve the people's interest. There is no campaign strategy in existence which can long frustrate the voters desire to have sincere, open and responsible persons act as their representatives.

Once the DFL has selected its candidates, it becomes a joint role of the Party and its endorsees to go to the heart of the campaign; to examine the needs, wants and concerns of the electorate; to investigate the record; and to develop and present to the public a philosophy of how government can best provide every human being with the opportunities and means to develop their abilities to their fullest potential.

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THE ROLE OF THE STATE DFL OFFICE

During election years, the DFL State Office is charged with not only continuing its regular responsibilities, but also assisting DFL endorsed candidates in every possible way. Included in these efforts are physical, financial and supportive contributions.

A constant effort is made to maintain an open and interacting relationship between the DFL Party and DFL endorsed candidates on all levels. To this end, the State Chair, Associate Chairperson, key members of the legislative department and the elected DFL leadership of the Minnesota House and Senate participate in the state steering committee, an informal organization composed also of representatives from all the state-wide campaigns.

Regular contact is made throughout the campaign year with senate and district chairpersons and/or others deeply involved in local campaigns.

A continuing informational link is maintained with DFLers throughout the state via the DFL News and other publications. All members of the State Central Committee receive timely publications to help keep them informed on recent events.

The goal of the State DFL finance department is to allocate more monies for House races than ever before. The fund raising activities have intensified greatly. Through the use of the Sustaining Fund, the Jefferson Forum and various debt retirement programs, the State DFL has remained a solvent organization. Proceeds from Telethon III will be directed to the DFL endorsed slate of legislative candidates.

The legislative department will concentrate entirely on legislative elections. Available through this department - and in cooperation with other State Office departments - is demographic information, voter analysis information, assistance in designing brochures and literature, aid in the writing of press releases, lists of persons who have contributed to DFL causes or participated in DFL events (i.e., precinct caucuses), and other informational services.

The legislative department is responsible for the development and implementation of a comprehensive campaign program. It is not the goal of the department to develop the in-house ability to run DFL House campaigns. It is their goal to produce some of the campaign tools needed by DFL candidates and to disseminate materials from other groups to DFL candidates.

STATE DFL PHYSICAL SERVICES

Many physical services can be provided by the State DFL Office. Included are the following services.

Two mimeograph machines are capable of producing quality letters, booklets and other typed work. In connection with the Rex-rotary mimeograph machines, an electrostencil machine can be used to make a stencil which permits reproduction of a letterhead, cartoons, newspaper articles, etc. Cost to the candidate - price of paper and ink.

The postage meter seals and stamps envelopes in the same operation, making it particularly useful for large mailings. To use this machine for first class mailings, a check for the approximate amount of postage to be used must be made out to the U.S. Postmaster. The postage meter may also be used for bulk rate mailings if you have your own postal bulk rate permit. Cost to the candidate - cost of postage.

The folding machine is capable of folding paper sizes up to 11" x 14". It can make a three or four fold. Cost to candidate - none.

The addressing machine is a Scriptomatic which can be used for mailing lists you plan to use several times. It operates on a card system wherein the names and addresses must be typed on a card which can reproduce approximately 100 times without being retyped. The Scriptomatic can print these names and addresses on envelopes up to 9" x 12", and on index cards or folded paper. Cost to the candidate - price of Scripto cards.

The DFL also has two Flexowriters (automatic typewriters). This system utilizes a paper tape onto which is punched your letter copy. The tape can then be fed through the machine and the letter will be automatically reproduced. Cost to candidate - none (providing you furnish paper).

There is also a paper cutter which can cut up to one ream of paper at a time.

Excluding the Flexowriters, all machine work is done exclusively by DFL staff members. You must make an appointment for assistance.

THE FORMATION OF A POLITICAL PARTY

The Minnesota Democratic-Farmer-Labor Party is the result of a merger of two self-governing political parties. The 1974 DFL carries on the traditions and programs of the State and National Democratic Party - the party of Jefferson and Jackson - and those of the Minnesota Farmer-Labor Party - the party of Floyd B. Olson.

Prior to '40, the Democratic Party in Minnesota was of minor importance. Its members were mostly middle class, white-collar, city dwellers - a less significant political force then. Rural Minnesotans were wary of Democrats, viewing them as not much better than the exploiting Eastern establishment. Philosophically, these Democrats differed greatly from those who came to power during the Depression.

Between 1860 and 1930, Democratic attempts to gain political office were frustrated by the existence of dissident third party movements. Among these were the Populist, Bull-Moose, Progressive, Greenback, and Prohibitionist Parties, the Grange movement, and the non-partisan leagues. Though detailed programs differed, these parties shared similar concerns and believed that state government should actively promote economic justice through regulation of monopolies and provision of assistance to the unemployed, the aged and the infirmed. Generally, the third party supported candidates nominated by the Democrats or Republicans who were in sympathy with their programs.

Most often, these were Republicans who, in carrying on the tradition of Lincoln, believed "that government must do for people what they cannot do for themselves."

The picture changed after World War I. Increased industrialization and the hardships endured by the workingman added many more workers to the ranks of the reform parties. Neither Minnesota farmers nor laborers shared in the prosperity of the 20's. Both felt the hunger and despair of the Depression of the 30's.

By 1920, neither major party put forward candidates willing to support programs acceptable to the farmers or workers. An alliance of farmers and workers came into being which, by necessity, ran its own candidates on a Farmer-Labor Party ticket. By 1923, the Farmer-Labor Party had elected two U.S. Senators and two Representatives. In 1930, the Party elected Floyd B. Olson as governor and in 1932, a Farmer-Labor majority in the House. With a conservative Senate as a check, Olson was able to adopt only a small part of the Farmer-Labor program. However, the Legislature did act to

forestall mortgage foreclosures, to prohibit labor injunction and "yellow dog" contracts and to initiate a state income tax and an old age pension plan.

During the Depression, the Democrats and Farmer-Laborites found themselves in agreement on many points of program and policy. In 1932, the Minnesota Democrats and Farmer-Laborites united to carry the state for President Franklin Roosevelt. For the first time, Minnesota's electoral votes went to a Democrat.

During the 1930's, the Democrats and Farmer-Laborites met to try to arrange a merger. These meetings were unsuccessful. However, the increasingly liberal stands of the National Democratic Party and the difficulty of either party to win elections made an alliance more desirable and attractive. In April of 1944, after several months of negotiations, the Democratic-Farmer-Labor Party came into being.

Since that time, the DFL has provided strong and consistent opposition to the state's Republican Party. It has been successful in winning state and national elections, and many prominent DFLers have been appointed to federal offices.

The 1972 election of a DFL majority in both Houses of the State Legislature is the highpoint of the DFL's history. The 1974 goal of the Democratic-Farmer-Labor Party is to increase the House majority and also the number of DFLers serving as constitutional officers.

HOW A BILL BECOMES A LAW

A candidate should become thoroughly familiar with the rudiments of the legislative process so that you can answer questions correctly and intelligently. Such questions do come up, especially at coffee parties, and it is very embarrassing to have to stumble through an answer.

Another reason for learning about the process is to better evaluate your opponent's legislative record (assuming he/she is an incumbent). The record will make more sense to you if you know where in the legislative process these bits of information belong.

For these reasons a brief description of how a bill becomes a law is included here. If you want more information, a detailed description appears in the Legislative Manual ("Blue Book").

HOW A BILL BECOMES A LAW

A senator or representative submits an idea for a bill (to amend existing law or to create new law) to the Revisor of Statutes office, where the bill is given a title and is re-written in standardized form, with the proper statute references included. The bill is returned to the chief author, who then finds other legislators to sign it.

The bill is then submitted to the Speaker of the House or the President of the Senate (as the case may be), whereupon it is given its "first reading" (i.e. introduction). Bills are assigned numbers in the order in which they are introduced. At the first reading (of number and title only) the bill is assigned by the Speaker (or President) to an appropriate committee.

If the bill is considered by the committee and recommended for passage, it is forwarded to the Chief Clerk of the House or Secretary of the Senate for printing and second reading. If it is recommended for passage and re-referral to another committee (which happens frequently), it must receive approval of the second committee before being given its second reading.

After the second reading, the bill must be considered by the Committee of the Whole before it can proceed any further. The Committee of the Whole may approve, amend, substitute complete new language, or reject the bill.

If the bill is eventually approved by the Committee of the Whole, it is placed upon the Calendar for its third reading and final passage. Unless unanimous consent is given, no substantive amendment of the bill may be made at this time. At the third reading the bill is either approved or rejected, and the ayes and nays are recorded in the Journal.

Toward the end of the regular session, bills begin to accumulate on General Orders (to be heard in Committee of the Whole). To avoid the time-consuming process of second reading and discussion in Committee of the Whole, both the Constitution and the Rules can be suspended - and frequently are - so that a bill is given its second and third reading and placed upon its final passage all in one step. Amendments then can be made at this time, and can be recorded in the Journal if a roll call vote is requested by 15 or more legislators.

Bills which pass the Senate must go to the House - House bills to the Senate - for a repetition of the procedure. Bills which emerge with approval from both houses require the Governor's signature before becoming law. Bills which become law are assigned chapter numbers in the order in which they are signed. Vetoed bills require repassage by a 2/3 majority of each house in order to become law without the governor's signature.

THE LAW AND YOUR CAMPAIGN

It is imperative that you are familiar with the Digest of Election Laws. Of particular importance are Chapter 211 and Chapter 10A of the Election Laws, concerning campaign financing. An outline of what you and your principal campaign committee must do and not do appears below. The numbers in parenthesis are the statutory section numbers.

YOU, THE CANDIDATE

1) What you must do

- a) File for office within the specified dates (202.04)
- b) Set up your principal campaign committee and name its chairman and treasurer (10A.11). The candidate may be either or both.
- c) File a statement of Economic Interest, form EC-3, with the State Ethics Commission within 14 days after filing for office (10A.09).
In 1974 you have until August 7.

2) What you may do

- a) Contribute to your campaign committee or spend on your behalf up to 10% of your expenditures limit (10A.27) for House candidates. 10% equals \$750.00. If you spend over \$100.00 on your own behalf, you must file separate EC-1 and EC-2 forms (10A.20).
- c) Remove and replace any officer of your principal campaign committee without cause.

3) What you may not do

- a) Treat or give anything of value (211.11), including balloons, blotters, matchbooks, etc. However, useful information such as football schedules on the back of your literature is permitted.
- b) Use bribery, force, coercion, or undue influence (210.04, 210.06, 211.12).
- c) Promise appointments or aid in getting jobs (211.23).
- d) Falsely claim endorsement (211.081).
- e) Falsify information in literature, ads, etc. (211.08, 210.11). Be accurate about your opponent's record. Document charges. If your opponent uses such false information, preserve them, documenting date, manner of distribution, etc.
- f) Make a wager involving money concerning the outcome of an election (211.13).

- g) Campaign on election day (211.14, 211.15), including transporting voters to the polls by the candidate (excluding the candidate's family). You do not have to take down campaign signs.

YOUR PRINCIPAL CAMPAIGN COMMITTEE

The State Ethics Commission has published a manual setting forth the rules and regulations governing campaign financing. Both the manual and the instructions on the back of the report forms give detailed information on reporting requirements. What follows is a brief outline of the duties of the principal campaign committee.

1) What the committee must do

- a) File a registration form and statement of organization (EC-1) with the Ethics Commission within 14 days after the committee has received or expended over \$100.00 (10A.14).
- b) Periodically file with the Ethics Commission the report of Receipts and Expenditures, form EC-2:

January 7 and July 7 of each year the committee is in existence;
5 days prior to the convention at which the candidate is endorsed;
5 days prior to the primary election;
30 days after the election in which the candidate's name appears on the ballot;

When the committee is terminated (10A.20).

- c) Disclose source and amount of contributions of over \$50.00.
- d) Disclose recipient, purpose and amount of campaign expenditures over \$100.00.
- e) Keep records of source and amount of contributions of over \$20.00.
- f) Disclose the total amounts of all receipts (except of contributions in kind valued at less than \$20.00) and expenditures.
- g) Disclose each loan made to or by your committee in excess of \$100.00.
- h) Disclose the authorized expenditures made on the candidate's behalf (10A.15).
- i) Deposit all contributions within 14 days of receipt (10A.15).
- j) File a copy of each required report with the auditor of each county in your legislative district.
- k) Count against your expenditure limitation all expenditures made to raise money.

2) What your committee may do

- a) Authorize other persons (i.e., individuals, committees, associations)

to spend money on your behalf (10A.17).

- b) Designate up to two depositories in each county served by your legislative district (10A.11).
 - c) Transport voters to the polls, provided no campaigning is done while in transit (211.141).
 - d) Perform all the other functions of a campaign committee under the old laws which are not specifically prohibited by the campaign ethics/finance law.
- 2) What your committee must not do
- a) Accept anonymous individual contributions of over \$20.00. (If it happens inadvertently, the contribution should be forwarded to the Ethics Commission.) (10A.15).
 - b) Make expenditures or accept contributions while the office of campaign treasurer is vacant (10A.11).
 - c) Commingle campaign funds with any personal funds (10A.11).
 - d) Spend more than \$7,500.00 on the campaign election for House candidates (10A.25). However, if you are the survivor of a 'tough' primary (if you receive less than twice the number of votes of any opponent) an additional 20% of the limit may be spent for your candidacy (10A.27).
 - e) Accept an aggregate contribution from your political party (including its organizations at all levels and the House Caucus) in excess of \$3,750.00 (10A.27).
 - f) Accept an aggregate contribution from any person, committee, association, etc., which exceeds 10% of your limit (i.e., no more than \$750.00) (10A.27).
 - g) Receive a loan from any entity (except your political party) in excess of \$750.00, as an unpaid loan becomes a contribution.
 - h) Terminate your committee while it has outstanding debts (10A.24).
 - i) Deliberately include false statements or omit required information on any form filed with the Ethics Commission.

MISCELLANEOUS

- 1) Penalties for violation
 - a) For failure to print disclaimer on printed materials or to falsify information, up to 90 days imprisonment or \$100.00 fine (211.08).
 - b) Violation of other provisions of Chapter 211 shall constitute a gross

misdemeanor (211.08).

- c) A candidate convicted of violations of the provisions of Chapter 211 shall forfeit his right to hold office (211.36, 211.37); each house of the legislature is sole judge of the qualifications of its members, and may vote not to seat the winning candidate even though the courts have found him innocent.
- d) For failure to comply with most provisions of the campaign finance law, a misdemeanor; knowingly making false statements on an Ethics Commission form, or omitting required information is a felony.

2) Contributions

- a) Contributions by corporations are prohibited (211.27, 211.28). Violations of this provision bring a fine of up to \$10,000.00 and the loss of the right to do business in Minnesota with a conviction.
- b) Contributions by individuals, partnerships, unions, farm organizations, etc., are not restricted except that the total contribution by any one of these to a candidate must not exceed 10% of the expenditure limit (\$750.00).
- c) Contributions up to \$100.00 may be deducted from the contributor's income for State and Federal Income Tax purposes. A tax credit is also permissible within certain limitations (see page 40).

3) Time off to vote

Any employee who is entitled to vote in any state-wide election or in any election to fill a vacancy in the office of Representative in Congress is entitled to take time off to vote in the forenoon without penalty or deduction from his wages (204.15).

4) Absentee Ballots

Absentee ballots may be used by any prospective voter who is ill, absent from his precinct, physically disabled, or who observes religious discipline or a religious holiday on election day (207.02) (see page 16).

5) Protection of the candidate

No religious, charitable, or other organization may solicit contributions from a candidate unless he was a member or contributor at least six months before his candidacy. This provision does not apply to ordinary contributions at church services (211.07).

USING THE NEW ELECTION LAWS AS A CAMPAIGN TOOL

Several changes were made in the Minnesota election laws during the 1973-74 legislative sessions. Because of these changes, you may be able to use them to your advantage in the upcoming election.

The major change, of course, is permitting post card registration and the ability of people to register on election day. Other changes include cutting much of the red tape of absentee balloting, allowing all candidates access to multiple unit dwellings and the repealing of the prohibition on transporting voters to the polls.

VOTER REGISTRATION

If your district includes communities which have had voter registration in the past, your unregistered constituents will be able to vote either by mailing in the registration post card or registering at the polls on election (primary or general) day.

Your campaign committee's door knocking plans should incorporate a voter registration drive - especially in those precincts which are heavily DFL.

You can obtain blank voter registration cards from your county auditor. Your campaign volunteers are legally able to register any voter, in the voter's home or anywhere else...without being a notary public. Therefore, make sure that all of your door knockers are supplied with voter registration cards each time they go out. At some point in the sales pitch, the volunteer should ask the resident if he/she is registered.

"Have you registered to vote in this precinct?"

"If you have not yet registered, I have the registration form with me.

We could fill out the forms right now."

When an unregistered voter is found, the volunteer should make every effort to complete the form on the spot. (The back of the card has a pre-printed return address to the county auditor) One of the advantages the volunteer can point out is that the voter will save ten cents postage. Try not to leave the card with the voter to be filled out at a later time. A card is easy to put aside and loose or be forgotten.

A second tip for your volunteers - make sure they're informed about where the poll is in the precinct they're working..."Now that you've registered, here's where you may vote...".

If you plan a heavy voter registration drive, it would be worthwhile to have cards

for each precinct in your district which tell the recipient exactly where their voting place is located and the dates of the primary and general election.

Advance registration stops 20 days before election day. County auditors close registration offices five days prior to each election so that they can officially inform each polling place who the new registrants are. Those registered at least 20 days prior to that election will have a card on file.

This does not mean that you have to stop your registration activities. Simply have your volunteers explain to non-registered voters the procedures for election day registration. The person wishing to register must present either a current drivers license, a "non-qualification certificate" (official non-driving driver's license issued by the Highway Department) or have a previously registered voter from the same precinct vouch for them.

If your district lies outside the areas which previously had voter registration, check with your county auditor to find out if post card registration is being used in that county -- it is not required in all communities in 1974. If the post card system is in use, get the cards and go register the people. If it is not used, your campaign must be based upon getting DFLers to register at the polling places on election day.

VOTER REGISTRATION LISTS

Where voter registration currently exists, copies of the registration lists can be purchased. Contact your county auditor's office to find out where and when the lists can be obtained and how much they will cost.

Once you have the lists, your registration chairperson can plot the location of registered voters within each voting district so your door knockers can cross-check the names against the addresses as the door knocking proceeds.

These lists can be very valuable to your campaign for that aggressive "get-out-the-vote" drive, for mailing lists, or person-to-person contact lists.

ABSENTEE BALLOTING

You can increase your vote totals by judicious use of the absentee ballot. They are particularly valuable in nursing homes, senior citizen apartments and hospitals where the potential voters cannot get to the polls.

Now that it is illegal for building managers to deny access to the residents by a candidate, you should make every effort to personally contact the residents and, at the same time, offer them help in getting absentee ballots.

The new procedure for absentee ballots is as follows:

The voter makes application, within 45 days of an election, to either the county auditor (in unincorporated areas) or the municipal clerk. The application need not be on an official form, but must include the applicant's signature, address (including the county), reason for the request (absence from the precinct, illness or disability, religious observances), and date of application.

Upon receipt of the absentee ballot, the voter marks the ballot, seals it in the inner unmarked envelope, seals this envelope into the enclosed return envelope, signs the outside of this envelope in the presence of a witness (who also must sign but need not be a notary public. He/she must be a registered voter who has voted within the last four years and resides in the same county).

CAMPAIGNING IN MULTIPLE UNIT BUILDINGS

The law now prohibits managers of security apartments, mobile home parks, dormitories, nursing homes, etc., from denying access to candidates for public office.

If you should run into resistance or antagonism, politely insist on your right to campaign. Then don't bring a swarm of volunteers into the building - just use one or two - and quietly go door-to-door. If you've been requested to make an appointment to talk to the residents, do so, and keep the appointment.

Working these multiple unit buildings will turn up a wealth of unregistered voters. Studies have shown these dwellers to be more transient than home owners, and less likely to be registered. It pays to campaign twice in these buildings - once early in the campaign and once again later on to remind the people how great you are and to register the people who may have just moved in.

TRANSPORTING VOTERS TO THE POLLS

It is now legal for any person other than a candidate for public office to transport others to the polls. No campaigning may take place while the voters are being transported.

Your door knockers may tell residents that transportation will be provided if they need it. Give the voter your campaign headquarter's phone number, or, maintain an accurate list of those needing a ride and set-up driving teams for election day.

The organization of such a project is as important as the number of voters the project gets to the polls. If someone is promised a ride and left standing on the front step of their home because someone else forgot to drive, you've lost voters for the future. Careful lists must be maintained on those needing rides and a double check system must be used wherein your volunteer driver calls in with a list of those who have received rides.

The system is obviously and necessarily complex. Statistically, the more people that vote, the higher the DFL vote!

DFL VOTER SURVEY
Ruth Cain
State DFL Associate Chairperson

The DFL Voter Survey, a computerized identification of the political party preference of each individual voter in the state, is the most important campaign tool the Party can offer its endorsed candidates outside of the endorsement itself. Past experience shows that well organized use of the survey increases the DFL margin by 9%. As of January 1974, three-fourths of the two million potential Minnesota voters had been identified and we expect to finish and update the information this year.

COMPILING THE DATA

1. Name, address, census tract or Minor Civil Division number, ZIP code, and telephone numbers listed in Minnesota directories are punched into a computer and printed out onto special forms for easy information coding.
2. Volunteers in each county unit call the people listed, ask the questions indicated (re: Party preference, length of residence, children, and voter registration status), and record the answers on the forms.
3. The forms are returned to the computer via the State DFL Office and the information is automatically processed onto magnetic tape.
4. This year, the special data forms were distributed to county unit chairpersons during June, along with a printout of previously identified names and a printout of names which do not match up with the new phone book (moved, married, died or misprint). Data was to be returned to the State Office by July 27th.
5. The number of Democrats, Republicans, Independents and Unidentified will be tallied by the computer and printed with the data for each legislative district and the census tract or Minor Civil Divisions.
6. Marginal precincts should be surveyed first before heavy DFL or GOP precincts.
7. Highly transient areas are not appropriate to survey use because survey data will be at least six months old by the time of the election and many of the names and phone numbers will have changed. Transiency can be spotted using census data or talking to janitors or realtors. Special campaign techniques and materials should be developed for such areas.
8. When material is received in your district, a person knowledgeable of district boundaries should check through the data to see if there are any extra or missing lists.

9. Volunteers should understand that only those calls actually completed will yield data in the printout.

OUTPUT

1. The state contract calls for three copies of the complete statewide printout broken down by legislative district, and census tract or M.C.D., sorted alphabetically - or where possible - street address order. One copy remains at the State DFL Office as a master copy.
2. Any DFL endorsed candidate can purchase additional printouts, pressure sensitive or Cheshire mailing labels, or computer letters, sorted according to the previously mentioned factors. (For example, a candidate may want two copies of labels. In census tracts which are heavily GOP, one would order identified Democrats only, since a literature drop would waste literature and be unlikely to influence the majority of recipients. The second copy would be used for get-out-the-vote phoning.)

COST

1. Prices are cheaper for large orders and for orders placed more than a month in advance due to more efficient use of computer time. State DFL will accept orders for pre-primary use up until August 1, for delivery by September 1. Orders for post-primary use will be accepted until October 1 for delivery in three weeks.
2. Carbon copies usually cost about one-third the amount of the original printout. Prices vary with the particular sorts ordered in relation to the format on the tape. A supplement will be mailed to you later with a price list and order blanks.

USING THE SURVEY

1. Voter identification is most important in marginal precincts. A candidate can blanket a DFL precinct (over 60%) or skip a small GOP precinct to reasonable advantage, but a large, 55% GOP precinct might hold a lot of DFL votes (see addendum on targeting). Here, the capability of contacting only DFL and Independent voters will increase the effectiveness of all resources.
2. Independents and unidentified voters will usually lean toward whichever party predominates the precinct.
3. When ordering mailing labels (Pressure sensitive or Cheshire), remember:
 - A. Pressure sensitive labels can be sorted before application, but cost more and don't permit carbon copies.
 - B. Cheshire labels must be applied by a service company, such as Japs-Olson in

Minneapolis. These labels come with up to three carbon copies.

- C. It may be useful to have Democrats, Republican, and others all printed, but printed in separate batches.
 - D. Party identification and other information can be coded on the label, along with the phone number. This is important if you intend to use a label carbon for get-out-the-vote phoning.
 - E. If you intend to crosscheck against other lists, you should order the sort that will match best (street address order; alphabetical; etc.)
- 4. Constituent files can be developed using extra label sets.
 - 5. Identified Democrats can be solicited for contributions and/or volunteer help.

DISTRICT PROFILES
Hank Fischer
State DFL Chairman

Each district and its component precincts should be analyzed so that candidates and organizations can most efficiently obtain votes, supporters and money. The development of these statistical profiles can serve several goals; the efficient allocation of resources, the development of successful appeals based on significant issues of local and general appeal; and the recruitment of workers, influential supporters and financial contributors. At the same time, development of this type of profile will help create for the candidates an image of knowledge about the area and a consequent image of concern and competence on his/her part.

The major types of information to be included in the profile include people, land, organizations, gathering places, news media and government.

PEOPLE

Analysis of the demographic characteristics of the district has two aims: First, to identify the common characteristics of dominant groups of the local population so that general appeals can be made to them; second, to identify special characteristics or groups so that appeals can be made to their particular interests.

In an agricultural district general appeals should be made to persons in occupations allied with agriculture. Platt books will assist to locate these people. (County Platt Books include maps of townships, lists of county residents, and an account of land ownership.) This does not preclude additional appeals being made to such special groups as veterans, persons over 65, home owners, etc.

Among the statistics which demographic profiles should cover are:

1. Employment - whether white or blue collar, types of industry, union membership.
2. Family income - by brackets as well as median
3. Age bracket
4. Marital status
5. Sex
6. Home ownership - proportion who own their own homes compared to the portion who rent.
7. Household relationships - e.g., women working, women living alone, size of families, institutional population, etc.
8. Residence area - urban, rural, suburban
9. Ethnic data - race, national origin, mother tongue
10. Education - median school years completed, public enrollment vs. private.
11. Religion
12. Veterans
13. Political affiliation

LAND

Information should be collected for issue development use on such topics as size, use, characteristics, planning and zoning, etc.

ORGANIZATIONS

Information should be gathered on civic, social, fraternal, labor, veterans, religious and ethnic organizations. Information should be gathered on each of these in terms of their interests (so that appeals on the issues can be made to them) and members (for use in obtaining workers, influential supporters and contributors).

GATHERING PLACES

So that appropriate and effective use can be made of advertising points and candidate and worker scheduling, information is needed on the places and points at which people congregate. Among these are places of business (factories, offices and stores), clubs, halls, arenas, fields and shopping centers. Information on travel routes for both business and recreation is also useful.

NEWS MEDIA

For purposes of candidate scheduling and public relations, data is needed on the various press media in the district: newspapers, magazines, radio stations, television stations. The type of information needed includes audiences (size and type); frequency of publication (for newspapers and magazines); business management; general influence on the electorate; influence of specific writers or commentators.

GOVERNMENT AND POLITICS

Data on local units of government should be compiled and include the following:

Structure (Mayor - council, commission, etc.)

Officials (including personal party affiliation even if elected as non-partisan)

ELECTIONS ANALYSIS FOR DISTRICT PROFILES

No statistical profiles of a legislative district or precinct is complete without details of the area's voting behavior. This can be useful to candidates and organizations in four ways:

First, to aid in the evaluation of candidates and of Party organization's strength and effectiveness; second, to aid in the development of issues; third, to aid in

the allocation of campaign resources; and fourth, to assist in candidate scheduling.

OPPOSITION RESEARCH

One of the most important elements of political research is that of opposition research. The principal beneficiary of such research should, of course, be the Democratic Party and its candidates, but analysis of GOP mistakes serves the interests of the public as well.

The basic points which should be kept continually in mind are the following:

Accuracy: Always be accurate and certain of your facts.

Simplicity: Keep the material simple and understandable.

Repetition: Hit the most important points again and again.

Aggressiveness: Keep the opposition continually on the defensive. Never lapse into a defensive stance yourself.

Quotations: Use facts that speak for themselves. The best of these are of quotations by which the opponent is really attacking himself/herself.

Counterclaims: Generally, counterclaims should be publicly ignored; to reply to them only gives them credence. They should however, be researched as a precaution.

Caution: Beware of being drawn into debate on extraneous issues; of trying to provide more information than the candidate or other consumer of political research can utilize; of talking about problems without knowing whether those problems are matters of concern to the voters or the audience; or of stating an opinion on what is a "wrong" or a "bad" legislative vote cast by a fellow DFLer on an issue.

Opposition research should focus primarily on the opponent's public record, and secondarily on the conduct of his/her campaign.

PUBLIC RECORD

The opponent's public record should be investigated to determine if weaknesses exist and should be exploited. The following areas should be explored:

-Voting record

-Sponsorship of bills (Check quantity and quality of bills passed and not passed.

Check also to see if bills were introduced as a political favor, to join a

bandwagon or against the public interest.)

- Committee work
- Constituent relations
- Political associates and advisors
- Appointments to office
- Public statements

VOTING RECORD RESEARCH

Voting records of incumbent Republican legislators on key issues within the constituency should be analyzed to help elect DFL candidates and to help articulate Democratic stands on the issues. The State DFL Office will provide a list of important issues to examine Conservative voting actions. You will probably have additional needs relating to local issues.

THE OPPONENT'S CAMPAIGN

It is useful to know the "what and the how" of the opposition campaign. Based on his/her past actions and judgements of the ways in which he or she plans and reacts, what is the likely strategy? What positions has he/she taken on the issues and what position is he/she likely to take?

PRECINCT TARGETING SUGGESTIONS

Paul Lutzker
Democratic National Committee
Political Research Director

All DFL House candidates bidding for election in 1974 can benefit from a study of past elections, particularly when this knowledge is combined with demographic profiles of areas in which the candidate must do well. The material requirements for this analysis is house district returns from recent elections (available through the Office of the Secretary of State, or the State DFL Office).

This analysis will provide (1) a way in which to identify which of the three commonly used voter contact methods should be undertaken in each precinct and (2) which precincts should receive high priority in your campaign.

ELECTORAL HISTORY

Returns from past elections provide a wealth of potential information about the voters. In some cases, that's just the trouble: there is too much that might be done and no clear idea of what should be done.

For each precinct in a given house district, you will need the following figures:

- (a) voting age population
- (b) number of registered voters
- (c) number of actual voters in elections
- (d) voting returns from 1972 and, if possible, 1970 (remembering the redistricting differences)

From these figures you can calculate a series of indicators that reveal a lot about the precinct and suggest some efforts for the campaign.

- I. Registration percentage is the number of registered voters divided by the voting age population.
- II. Turnout is the number of actual voters divided by the number of registered voters.
- III. DFL strength is the percentage of actual voters voting DFL in an average race.
- IV. Switch Vote is the percentage of voters who vote for one party at one election and the other party at the next.
- V. Split Vote is the percentage that, in a given election year, vote for the candidate of one party for one office and the other party for another office.

Evaluation of the above factors will serve as a guide to which of the following projects should be undertaken in a given area.

- A. If you find an area with high DFL strength and low registration rate, a registration program should be a high priority.

B. In an area with high DFL strength and low turnout, a program of election day activities and a get-out-the-vote drive becomes important.

C. And in areas of high Switch voting and/or high Split voting, a sales program is needed, one that convinces the voters that your candidate is the one they should support.

Then select a few races for analysis that include candidates you think of as similar to your own in terms of their voter appeal and issue positions. You should also have among those races at least one that the DFL won: if you can't find such a race, you should realize you have an uphill battle! But there should be at least one case in which a DFL candidate for President, state-wide office or some other office carried the House district you want to analyze.

Once the races are selected, you should perform a similar analysis on each one. What you should be seeking in each case is the answer to two questions. (1) How DFL is each precinct? and (2) How much does it contribute to the DFL vote total? To do this, a table that looks like this should be constructed:

(A)	(B)		(C)
	DFL votes	GOP votes	
Registration	Vote in Race under analysis		Percentage Precinct Contributes to total DFL vote (Egs. Total House District DFL vote = 1,000. If each of the 10 precinct supplies 100 DFL votes, then each precinct supplies 10% of the DFL votes).

Precinct A

Precinct B

Precinct C

Comparisons of A & B (registration and vote) over a couple of elections gives you some idea about how reliable registration figures are as a guide to voter turnout and vote.

Column B gives a direct indication of the DFL strength in the precinct. (Minnesota's DFLers can take a shortcut and obtain a copy of the precinct DFL index based on the Perpich-Spannaus vote.)

Column C calculations require you to assess the importance of the precinct in the total election. If a precinct has one percentage of the total vote, it makes little

sense to concentrate efforts there, even though the Democrat regularly wins there by 85%. From Column B and C figures for several races you can divide the constituency into those places likely to support you, those likely to oppose you and the swing areas whose votes make the difference. You can also gain data upon which to assign realistic goals for your organization in each unit. These goals should spell out how many votes are needed there in order to win election.

STAFF AND GENERAL ASSIGNMENTS

A campaign must have a manager from the day it is conceived, even if it is not the same person throughout the entire campaign.

The campaign manager and candidate should then determine what job functions and responsibilities must be carried out, the amount of time involved in each function and the necessary skills. At this point, people should be sought to fill these slots.

An immediate effort should be made to secure people for the posts of treasurer and finance officer. The treasurer should be a good account keeper and be able to anticipate expenditures and budget resources accurately. He or she will be responsible - by law - for the reports to the State Ethics Commission. The finance chairperson supervises fundraising activities. He/she must be found at once so that these efforts can begin.

If qualified persons cannot commit themselves to a job in which experience is necessary, see if these experienced persons can spend time directing and assisting newcomers. This not only gives the campaign the benefit of their expertise, but also trains and encourages participation by new people.

Some of the general assignments which will be made include the following:

1. Research and development of issues, speeches, press releases
2. Design of signs, posters, literature, etc.
3. Making and putting up signs
4. Literature distribution
5. Headquarters location and management
6. Lining up workers, phoners, yard sign locations
7. Voter registration and get-out-the-vote
8. Special projects (coffee parties, specific fundraising, opinion survey, caravan organizing, etc.)
9. Specialized appeals to limited segments of your district - business people, senior citizens, ethnic groups, etc.
10. Precinct organization
11. Keeping an up-to-the-minute card file of workers, contributors, etc.
12. Writing thank you letters for help, contributions, etc.

Also of importance to your campaign are your honorary chairpeople. These are well known community people who may or may not be able to campaign actively. Although it certainly does depend on the district, county commissioners, mayors, businesspeople, attorneys, doctors, etc. are often ideal to serve in these honorary positions. Their names lend respect and credence to your candidacy.

CAMPAIGN COMMITTEES

The organization of your campaign committee is more crucial than its size or make-up. There must be clear lines of authority and responsibility. Every member must know what is expected of him/her and to whom he/she must report.

The candidate should meet with the campaign committee and workers very early in the campaign. At this initial meeting, have the nominee introduce the general campaign manager and establish that person as head of the campaign. Stress that no one (including the candidate) incurs any financial obligation or indicates express consent to use the candidate's name by other groups without consulting the manager. Briefly explain the limitations placed on legislative campaigns by the new Ethics Law to the full committee.

Have the campaign manager introduce the people who will be in charge of specific areas. They, of course, will have been chosen because they are qualified, responsible and (probably) experienced, and have been contracted ahead of time.

The manager should then outline the rough campaign plan - the tasks which need to be done and when, the amount of money to be raised, etc. He/she should allow time for the committee to discuss the outline and offer suggestions.

It is helpful if the candidate meet with the campaign committee about once every two weeks to keep the communications lines working properly. More frequent meetings tend to divert time and effort from the campaign, and less frequent meetings often cause loss of contact and spirit.

SCHEDULING

One person should be charged with the campaign master schedule. No one else - including the candidate or campaign manager - commits to a speech or personal

appearance unless it is duly recorded on this one calendar.

The keeper of the calendar regularly reviews all bookings with the campaign manager, candidate and at campaign staff meetings. If it is noted there are three or four time slots open in a week, the appropriate committee should immediately begin getting the candidate bookings in the best possible places - be it a civic club speech, shopping center rally or main street hand-shaking tour in a nearby town.

Time cannot be wasted in the heat of a campaign. The master calendar and timetable will help make maximum use of every moment.

The master calendar will also help you avoid embarrassing booking conflicts and indicate to the campaign manager and DFL nominee how time is being used. If most of the scheduled events have been small coffee parties, the odds are good that the candidate is not receiving the kind of exposure needed to win. Concentrate on bookings that will generate publicity or on appearances before large groups...or, in the words of campaign organizer Matt Reese, "If you want to pick cherries, go where the cherries is.!"

This could well be the underlying principle of the campaign. Don't let overzealous supporters keep you in underpopulated areas when you could stand on a busy street corner in the area's major city or town and shake four times as many hands in half the time. Measure every activity on one cold, clinical basis: "How much good will this do for the candidate/campaign?".

PLANNING THE CAMPAIGN BUDGET

One of the first steps involved in planning a campaign is preparing a budget. The candidate, campaign manager, and chief fund raiser should allocate resources by first planning forward to election day - and then, again, by planning backward from election day.

Look at every aspect of the campaign for an overall view, and then budget each area individually. Decide "must", "necessary", and "desirable" expenditures, and then prepare three budgets (one for each category). The three budgets will assist in times of crisis, i.e. - when there is a money shortage, when extra monies come in, etc. By preparing allocation areas ahead of time, there will be less possibility of unnecessary or foolish spending. Consider what receipts are (more or less) guaranteed, what is likely, and what possibly will be received. Prepare final budget by simply comparing expenditures and receipts.

Reevaluate these budgets monthly. Good bookkeeping, necessary under the new Ethics Law, will easily allow budget rechecks.

Often money must be available before a project can be completed (i.e., postage, media, etc.). Whether or not prior payment is necessary, it is wise to avoid spending money you don't have. It is much easier to solicit funds for a special and current project than to pay old bills.

The following list includes budget areas that should be considered in planning your 1974 Campaign Budget:

CANDIDATE EXPENSE

- A. Travel
- B. Out-of-pocket

CAMPAIGN ACTIVITIES

- A. Phone contacting, costs involved in fundraising activities
(direct mail, dinners, etc.)

ORGANIZATIONAL ACTIVITIES

- A. Youth activities
- B. Other special constituency activities

HEADQUARTERS EXPENSE

- A. Rent
- B. Utilities
- C. Insurance
- D. Equipment rental
- E. Phones
- F. Postage
- G. Stationery and envelopes
- H. Other office supplies

ADVERTISING AND PUBLIC RELATIONS

- A. Direct mail
 - 1. general appeals
 - 2. vertical appeals
- B. Outdoor billboards (4 X 8's)
 - 1. production
- C. Radio
 - 1. spots
 - 2. production
- D. Newspapers
 - 1. dailies, weeklies, metro editions
 - 2. production
- E. Publicity
 - 1. release forms and envelopes
 - 2. newspaper mats
 - 3. photos
 - 4. postage
- F. Printing
 - 1. handout cards
 - 2. bumper strips
 - 3. yard signs
 - 4. brochure(s)
 - 5. buttons

CANDIDATE DOORKNOCKING

Ask almost any DFL State Representative what the number one ingredient in his/her campaign was, and the answer will be...doorknocking. A legislative candidate must plan to spend a majority of time knocking on doors.

The following are suggestions and guidelines for doorknocking procedures.

BE SENSIBLE:

1. Don't doorknock past 9:00PM. People don't want to open their doors to strangers at late hours.
2. Some people don't care who their State Representative is. Some people just won't like you. Don't give up - the next house will be better.

PLAN AHEAD:

1. Have "Sorry to have missed you" cards ready for homes where no one answers, and attach a piece of literature.
2. Make sure your schedule allows sufficient time to cover your district the number of times you plan to do so. On the average, a candidate can cover 25 houses in one hour - but again, remember, not everyone will be home!
3. Have a volunteer travel with you in a car. That person can keep you supplied with extra literature, and be ready with a cup of coffee for you and a spare pair of shoes. Also, it will save the candidate time walking back to the car, etc.
4. If it at all possible, have a well-known, personable individual from the neighborhood go with you and introduce you to their friends and neighbors.

One of the best ways to impress your future constituents is to greet them with their name! Use the reverse directory and have a volunteer place one or two names on a 3 X 5" card. This will not only allow you to say "Hello, Mr. Smith," but also give you an orderly way to make notes, re: wants lawn sign, requests more literature, etc. Have a person in charge of following up on these notes daily.

Some candidates attempt to save time by having a volunteer knock a house or two ahead of them. They (a) find out if anyone's home and (b) ask the person if they have a few minutes to visit with the candidate. (Make sure the volunteer points out that the candidate is nearby.) This is a timesaver, but whether or not it would be effective in your area is a judgement you must make.

SUGGESTED PITCH:

"Hello, Mr. Smith. I'm _____, the DFL Candidate for House of Representatives in our area. I'd like to give you this literature to read and check if you have any questions you would like to ask me? (pause) If you do later or would like any additional information, please feel free to call my headquarters. The phone number is on my literature." (If they act favorable, ask if they'd like a lawn sign, to volunteer, etc. If that is difficult for you to do - and if you have the persons' name, address, and phone - make a note and have a volunteer follow up immediately!)

Remember, be cordial...but keep it short! You can't afford to spend much time at any one house. Never get into an argument. You won't win - but will waste time... and the word of the fight could spread through the neighborhood.

LITERATURE DROPS

There are only two ingredients necessary for a successful literature drop... literature and "droppers".

Before the day of the drop, the literature supervisor should have the district divided into realistic walking areas for a team of two, with maps distinctly showing the team's walking area. The literature itself should be grouped in piles that correspond approximately to the number of homes in each area. The teams should receive a "prepping" before they go out. In a pre-drop meeting, the project supervisor should emphasize the importance of hitting every house, being polite, using sidewalks (not walking across lawns), and checking in with the supervisor after they have completed their work.

Literature drops are an excellent way sub-teens and teenagers can be used in a campaign. They're enthusiastic and never get tired.

If it is at all possible, provide refreshments to the teams after the drop.

Remember, literature drops are an effective way to increase name identification and demonstrate that the candidate has an aggressive campaign. However, there should always be a reason for the drop. Some persons and some areas will greatly resent receiving literature again and again if it does not have an apparent purpose. The candidate and campaign manager should always use discretion in determining the number

of drops they will have in a district or area. Avoid the last minute panic of just "getting rid of" surplus literature.

KNOCK AND TALK

The pre-literature drop planning and organizational procedures should also be implemented for a knock and talk. The main difference between the two forms of campaigning is that a knock and talk requires much more time.

Many candidates prefer to schedule one night a week as the knock and talk night, and cover a few precincts each week. This approach allows volunteers to work for approximately two hours and then meet back at a centrally located home and have a social hour. The social hour not only generates enthusiasm, but generally encourages campaigners to return every week!

It is best not to allow very young campaigners to participate in this form of a literature drop, as some adult residents in the district will resent their age. These youngsters can be put to work at the drop headquarters, making name tags for doorknockers, handing out literature, etc.

ELECTION DAY ACTIVITIES

Carol Kummer

Associate Chairperson, District 61

Know what you're going to do on election day well in advance of the big day. Nothing you do in the last few hours will make much difference if there hasn't been adequate and thorough planning previously. Studies in Minnesota have shown that a difference of 7 to 20% of the vote can be influenced by a good get-out-the-vote drive.

Since most electioneering on election day is illegal, the day before becomes very important. If a last-minute mailing is planned, get it to the post office in enough time to assure delivery on Monday. The post office will give political mail priority service if they know that is what the mailing is. Therefore, don't just drop it in the mail box. Take it directly to the post office! Be sure it's bundled and marked properly to prevent delays. The post office will not deliver political mail on election day.

If you schedule a last minute literature drop, advance planning is essential. Obviously, by then you know where your strong areas are. Concentrate on those precincts particularly during this, the last literature drop. The type of piece that is designed to fit on a door knob or handle is excellent for the get-out-the-vote drop. Keep the message short and your name big.

Plan to have an ad run in your local paper the day before election; also a series of radio spots if finances allow. The metro area media are generally too expensive to use, but don't overlook the local area publications. Most sections of the city have a neighborhood paper and some Y's put out a local publication. Also, church bulletins may be used, depending on their policy.

In areas where you've decided to use poll watchers or are assigning people to get precinct totals, recruiting for these jobs should be arranged at least a week in advance. Remember to send authorization with the poll watchers.

The telephone is your single most valuable aid on election day. Campaigning by phone is not covered by Minnesota law, so it is legal. Most voters think mentioning the party or candidate on election day is illegal but they are accustomed to get-out-the-vote calling. A very short general pitch is the best.

Hello, _____. This is Sally Volunteer. I'm calling from

Carol Candidate's Campaign Headquarters to remind you to get out and vote today. Remember, if you're not registered, you may do so at the polls. Thank you for your time."

With a spiel like this, the candidate's name is mentioned but the main emphasis is informative - "Remember to vote. You may register today." Call until one hour before the polls close or as long as the volunteers hold out. Make sure all phoners are aware of the requirements for registering at the polls. Furnish them with a sheet that lists these requirements and answers to other general questions they may be asked.

The metro area is fortunate to get good public service coverage on election day. The continual ads from the media to get out and vote are invaluable. If the local stations do not generally do this, ask the station manager to make a bi-partisan appeal to listeners to vote on election day. It would be hard for them to refuse this public service.

The election night party is the traditional climax of the campaign. It serves as an effective gathering point for receiving the returns and is one way to thank all your hard-working, devoted volunteers. It's the best setting to accept congratulations or extend them. If you lose, remember to maintain your sense of humor and perspective. Your workers may take it harder than you, so be ready to console them in case of the unexpected defeat.

There's always a sense of guilt when an election is lost. What did we do wrong? A couple of days after the election, hold a meeting with your key people to try and pinpoint weaknesses and the reasons for the loss. That sort of insight will help greatly in the next campaign. Don't wait until the sting of defeat is totally forgotten. If you win, analyze what you did right and possible improvements. It's easy to forget in two years.

The day after - sleep late, if you must - or make a surprise visit to a plant gate or supermarket parking lot to shake hands and say thanks. Don't forget to send thank-you letters to all your workers and contributors. Win or lose, place a thank you ad in the paper. Some candidates put a thank you banner across large lawn signs. (If your lawn sign lists are accurate, this won't be a hassle!)

After all the clean-up work is done and the proper forms submitted to the Ethics Commission, your real job begins. That, of course, is being the best legislator your district has ever had!

FUND SOLICITATION

A recent Gallop poll indicated that 80% of all voting age residents in the United States have never been asked to contribute to a political campaign, and that a sizable percentage of those people would do so if asked! It is the belief of all experienced fundraisers that the best way to raise money is to ask for it!

It is the responsibility of the Finance Committee to contact likely contributors, explain the cause, introduce the positive characteristics of the candidate, and ask for donations.

Contributors are best found on lists composed of those who have donated in the past. Whether the people have previously given to a particular candidate, cause, or to the DFL Party directly, a person who has previously donated to a political movement will almost always contribute again.

Remind potential contributors that they are eligible for tax credits and deductions (See following page for explanative information.).

The success of the individual fundraiser is 75% psychological. A person must be convinced of the merits of the cause, the quality of the candidate, and recognize the importance of the dollars that are being solicited. An intense desire to win must exist.

There are three base mediums through which one can solicit political funds: letters, telephone and in person. A 1-3-6 ratio can be established, rating the effectiveness of these three mediums. For every dollar one can raise through mail solicitation, \$3 can be raised through effective telephoning, \$6 through systematic solicitations.

Regardless of what approach you use, certain guidelines may be applied.

1. Ask for a specific sized donation.
2. Ask for a large contribution. It is never insulting to do so and takes no more time to request. It does demand greater skill and more substance.
3. Over 50% of those who say "I can't afford it" are really saying "I am not yet persuaded." Know your subject matter well.
4. Never interrupt an explanation of why one cannot contribute. If permitted

to go uninterrupted, the explanation generally will not go over three minutes and often the person is then disposed to listening to a soft sell, reasonable solicitation.

5. Listen carefully to any criticism your candidate may receive.
6. Giving, as well as soliciting, should be enjoyable. It brings out the best in both the giver and the solicitor.

STATE AND FEDERAL TAX CREDITS AND DEDUCTIONS

The following information should clarify questions relating to campaign contribution deductions or credits on federal and state level income tax forms.

CREDITS

Credits are direct deductions of tax monies to be paid.

FEDERAL RETURNS

A credit may be taken for one-half of the contribution to any political campaign or party, up to the maximum allocated for single or joint returns.

Maximum = \$12.50 - single return. Maximum = \$25.00 - joint return.

STATE RETURNS

A credit may be taken for one-half of the contribution to any legislative (House or Senate) or state-wide (Governor, Lt. Governor, etc.) campaigns. You must attach a copy of the receipt or cancelled check to the tax form.

Maximum = \$12.50 - single return. Maximum = \$25.00 - joint return.

(Of this state credit, up to \$5.00 on a single return or \$10.00 on a joint return can be for contributions to a political party, such as DFL Sustaining Fund.)

TAX CREDIT EXAMPLE - JOINT RETURN

CONTRIBUTION	SUBTRACT FROM STATE TAX	SUBTRACT FROM FEDERAL TAX	ACTUAL COST
\$50.00	\$25.00	\$25.00	\$0.00
<hr/>			
\$25.00	\$12.50	\$12.50	\$0.00

STATE AND FEDERAL DEDUCTIONS

Deductions are subtractions of up to the maximum amount from the income earned (re: gross income).

STATE DEDUCTIONS

Maximum = \$50.00 - single return. Maximum = \$100.00 - joint return.

FEDERAL DEDUCTIONS

Maximum = \$100.00 - single return. Maximum = \$200.00 - joint return.

FUNDRAISING EVENTS

When planning a gathering, it is important to decide before hand whether it is to be a social or a fundraising event.

Charging \$5 a head for a dinner isn't going to make any money if the meal costs \$4.50, but it may give your campaign a much-needed spiritual uplift. Conversely, charging \$20 for that same meal reduces the numbers attending, but enables you to deposit a sizable amount of money in the treasury. (Remember, though, the gross amount from the event will be deducted from the \$7500 spending limits.) Generally, campaigns need both types of events. Beer and champagne parties go hand-in-hand during a campaign.

The following are just a few fundraising ideas that may be incorporated into your campaign:

1. Home-sponsored dinner parties. Persons hosting these dinners contribute all food, etc., and invite five to ten couples to join them, at a cost of \$10 to \$20 per couple. By having the party in a private home, people who do not usually attend political fundraisers will often participate. If the hosts and hostesses keep total expenditures under the \$20 limit (either by serving hot dogs or asking a few of the guests to contribute some food), all monies will be profit.
2. Progressive dinners. The premise here is the same as the home-sponsored dinner, only several couples are involved. Each course is served at a different home, which makes timing very important. Having several couples provide the food allows for greater division of responsibility and less chance of an over \$20 in-kind contribution. All donations would be profit.
3. Non-fundraiser fundraiser. Chances are this one works only once in a campaign! Committee sends out an invitation to a fundraiser - say \$25 a couple - and then lists the additional expenses involved (i.e., gas - \$1.50, baby-sitter, \$3.50, etc.). An alternative to the fundraiser is then offered: Send \$15 to the committee before X date. If we receive X number of dollars before that date, we won't have a fundraising event and you can stay home with your spouse and kids! (This is suggested for late in the campaign when everyone is getting tired of these parties.)

4. Several metropolitan campaigns have had great success with weekly rotating parties. Friday night, a Joe Candidate fundraiser is held. Entrance cost is minimal - cash bar, popcorn - 15¢ a bag, etc. These events do not make a large amount of money, but weekly tradition instills a good spirit and about \$100 per week.
5. Ethnic dinners at well-known restaurants have proven successful as high-cost fundraisers. Meet at a large home for cocktails and take the group to the restaurant via bus or a car caravan.
6. Certain traditional fundraisers always work. State DFL dignitaries attract people (assuming the event is well-publicized). If you're interested in inviting one of our better known leaders - do it now! They are scheduled months in advance.
7. A corn roast (donated corn!) or a spaghetti dinner (everyone brings the sauce!) gives the campaign an opportunity to hold a low cost, low overhead fundraiser - and make a little money.
8. A rummage sale, a bake sale or a car wash are just a few other ways to allow group participation and 100% profit.

A fundraising event - be it large or small - entails much advance work, so make sure competent people are in charge. Nothing is more costly - to spirits, the treasury and the campaign spending limitation - than a poorly attended function.

PRESS RELEASES

Phillip Lee

Administrative Assistant - Mayor Larry Cohen

Unlike the paid media, attempting to use the free space and time in newspapers and radio-tv makes your words subject to scrutiny, being ignored, vetoed or worse - turned around against you so that your release winds up with a negative score on your communications campaign chart.

Because of the potential dangers, information relating to press releases must include as many pointers on what not to do as on how to do it. Submitting releases are worth the risk, however, because free space has many advantages over paid advertising. Most important, of course, is that readers give more veracity to news columns than ads for politicians.

Be honest and be accurate. Keep your releases cleanly produced and meaningful and a good part of your job is over!

THE MECHANICS OF WRITING A PRESS RELEASE

These are elementary - if you have a volunteer who is experienced in the business or the funds to hire an agency! But if you're the usual DFL candidate, you won't find either readily accessible. Therefore, start at the beginning. Every newspaper and radio station have policies regarding use of political releases. Generally, they are mailed to filed candidates. If you have not received them, give the editor a call or visit and ask what are the ground rules; what he/she expects, will use, won't use, etc. Remember that the people who control what goes in the paper or on the air are just as impressionable to good work as they are critical to poor. If you overlook elementary rules, your image suffers in the eyes of the free media.

1. Research the market and the forum. Basic journalism techniques aren't that tough! Keep the facts straight and make sure the release is relevant to the audience. A suburban paper isn't much interested in a five-point agricultural program for the northern half of your district.
2. Keep it easy and simple. Everyone reads the paper, watches TV, listens to the radio. But unlike everybody, a political candidate or campaigner must do it consciously. Learn the station/paper style, as it relates to abbreviations, titles, etc. Not only will it help you learn how to prepare a release, but you're making their job easier.
3. Tell them what's happening. Often the so-called "dull campaign" is branded

as such because the candidates don't tell the media what's happening. Use the first-year journalism principles to get this job done:

a. Include Who, What, Where, When, Why (and sometimes), How in the first two or so paragraphs. The "how" is generally explained later. This is what's called "pyramid style" of writing that has stood the test of a century.

b. Example:

"Harry Johnson, DFL candidate for state representative in district 68A, today announced a program to provide a chicken for every pot in the state. Johnson announced his 1974 version of Herbert Hoover's theme at the annual corn feed attended by about 5,000 people in LeSeur on Saturday."

In this release, the "who" is Candidate Johnson. The "what" is the program to provide chickens. LeSeur is "where" and the "Saturday corn feed" is "when". (The "why" is because Candidate Johnson had to say something to the crowd and wants to get elected!) Johnson's five-point program for pulling this off can be explained later in the release.

4. Tell them who's sending the release. If you do not have printed press release stationery, have an easily read identification at the top of the page and a contact phone number in case the media wants more information. A simple heading is:
- JOHNSON FOR STATE REPRESENTATIVE

AUGUST 25, 1974

FOR IMMEDIATE RELEASE (or FOR RELEASE AT ____)

FOR ADDITIONAL INFORMATION, CONTACT:

Name

Address

Phone

- a. Start typing one-fourth to one-third of the way down the page and leave adequate margins at both sides. Always double space.
5. Be aware of deadlines. A daily newspaper will seldom use a political release more than a day old. Weekly papers often resent stories that refer to "today". Rewrite their releases accordingly.
6. Stress the positive. Avoid the complicated. This refers back to keeping it simple. 'Johnson will deliver' is much better than the bureaucratic 'Johnson won't fail to deliver'. Use shorter words or phrases whenever there's a choice. 'A coordinated program planned and designed to' can easily be reduced to 'A program that will'.
7. Have a meaningful mailing list. Even a well written press release will not be printed if you're mailing to an office they moved out of three years ago! Also make sure that you're addressing the envelope to the correct person! If you are

not sure, use "News Director" or "News Editor". Remember, an up-to-date list is part of researching the market!

HOW TO GET THE RELEASE USED TO BEST ADVANTAGE

1. Don't abuse your privilege with the media. Don't release anything that isn't 'newsworthy'.
2. Look for an angle...think pictorially. Had Candidate Johnson produced a chicken when he announced his program, he would have had what media people call "the angle".
3. Don't attach too often in a release. Doing this will only give your opponent a chance to answer and to take part of the space you would have received.
4. Coordinate your free media efforts with your paid ad campaign. A simple line chart will do this job for you, provided you have done the research on newspaper deadlines. In other words, if you are making a speech somewhere, make sure the speech includes some reference to that day's paid media message. That way, you can press release the same thing you are paying for and - with a little luck - score a doubleheader.

VARIABLES

No two candidate situations are identical, so all of the guidelines presented have to be taken in the context of what you're trying to accomplish. You might be a personal friend of the editor. Your opponent might be. Your demographic research might show that the urban area is more important and - because of budget - the rural media campaigning must be ignored - or vice-versa. You might want to spend all of your budget on newspapers, or all on the electronic media, or varying degrees in between. Only research of your market can tell you these answers, but even the variables have some constants!

RADIO AND TV EXTRAS

1. Use sound and pictures whenever possible. A good radio beeper setup isn't difficult and the phone company can assist you. If you do not want to invest in a personal actuality system, the State DFL does have one that is freely available to all DFL endorsed candidates. Radio stations prefer using beepers than reading press releases. A good slide picture sent along with a release to a TV station often makes the difference of whether the story makes the air or doesn't.
2. Use the two-voice technique if you have an experienced person who can handle it. This is when your person gives the brief summary and an introduction of your

voice. Sometimes this will get you more air time because the small stations are happy to have anything taped on the air. If your announcer's voice isn't used, the candidate's is still available.

INCUMBENTS

Incumbents do have a built-in advantage. Because they can use their offices to handle the straightforward business of governmental news, they already are ahead in the space-grabbing game. Though the media does become more cautious as the days toward election approach, there are publicity worthy actions of office that cannot be ignored.

1. If you're an incumbent, be sure to coordinate your newspaper ads with current events.
2. If you're a challenger, you have to work doubly hard to overcome the disadvantage. One way is to react to every governmental news release with a counter proposal or criticism. You run the risk of being branded a 'nag', but at the same time you may discourage or slow down your opponent. If you're timing is good and you stick to the issue, chances are you can receive as much space or air time as the office holder.

CAMPAIGN LITERATURE: WHERE TO START?
Jack Bolger
Bolger Publications

In campaign printing, we have a complex product to sell to an extremely broad-based market with little or no budget, and within a very short time-frame. A situation like that deserves special attention. In our plant, we have found it helpful to set up some generalized ground rules when working with campaign literature. It takes some very careful planning to meet the criteria, and the time to do that planning is in advance, not when you need something "for those fifty volunteers who are arriving tomorrow morning at 8:00AM!" Given a little time, you'll be amazed at the excellent perspectives of the people you have around you. I'm not suggesting that every flyer or every news release can be planned in advance, that's simply not possible with information changing as fast as it does in a campaign. There are, however, some basic decisions that can be made well in advance about printing that your campaign will be producing. There are also some checkpoints that are common to every political job. I think of these checkpoints as falling into three rough categories: 1) campaign office responsibility; 2) design; and 3) printing production. Ideally, the campaign manager, the candidate, and their key people would run through these checkpoint areas three to six months in advance of the campaign, in order to establish some basic direction. Then, on each job in the campaign, the list should be thoughtfully gone over, and the parts assembled -- hopefully, a couple of weeks in advance of the deadline.

Under the category of campaign office responsibility, I have included copy writing, photography, direction (i.e., image/style and the reason for the particular piece), and the specifications -- quantity, budgets, usage, mailing - watch weight of paper and use a bulk rate indicia, doorhangers, handouts. Campaigners are very familiar with the concise, to-the-point style of campaign copy, and in order to transmit that copy to the printer accurately, it should be typed and double-spaced - such preparation will save production time, proofing time, and money. Photography in campaign situations is notorious, and paradoxically, it can be one of the easiest things to pre-plan. A half-dozen sharp, eight by ten, black and white glossies can easily be arranged for; and in printing, the better the original, the better the printed photo. Direction is, I think, self-explanatory - it has to do with the "feel" you wish to project for your candidate. Inks, papers, typefaces, photography, all

work together to generate your image. Setting up some specifications well in advance can often prove quite valuable, as there are some substantial economies of scale in printing - running two pieces together, for instance, or designing a piece so that it can be both a self-mailer and a doorhanger, can really help your budget. Also basic to any piece of political literature are the union bug and the political disclaimer line.

Design, as I see it, is really the bridge between the campaign office and printing production. It is here that the parts of the job and the direction or image you have decided on are combined with the realities of efficient printing production. Some of the factors in design that we found to be most important are: consistency, name registration and projection of the candidate's desired image. Consistency is important, both between all of the pieces in a campaign (i.e., style, approach, etc.), and within each individual piece (i.e., Is the message clear, direct, simple?). Design controls how effectively the name of your candidate registers. Certain typefaces, ink colors, angles, etc. read more easily than others. Often a political piece can open very effectively with a simple instruction like "Meet" or "Vote for" and the name of the candidate with a good photograph. Projecting the proper image of a candidate, is, I believe, critical. There are, however, many images appropriate to different candidates in different situations. There are warm "just plain folks" images, and there are young "go get 'em" images. Whatever your image, thinking about it well in advance and keeping it consistent is relatively simple to do. Brown inks on beige stocks, for example, can project one certain image, while vibrant greens over bold black type can project another. Using inks, papers, sizes and formats, the designer you work with should take your ideas and translate them graphically into an effective piece that can be produced efficiently. It's extremely important that the designer be working with one person who has full authority from the campaign office to expedite the piece. It's a good basic rule to keep political pieces relatively simple and direct - an over-designed, rich looking political piece may well prove detrimental.

The third general area is printing production. This seems to be the area that is hardest to understand. I think many of us expend too much effort trying to understand how our printers work. Understanding how they work is not important. Understanding what your printer can accomplish for you is important. Because of timing

and control, I have seen campaign literature produced most successfully when the campaign office has been dealing with a full service printer. In a full service situation, then, the first point under printing production should be preparation of camera-ready keylines. "Camera-ready keylines" means simply that your type and screen prints (i.e., photos) have been carefully positioned and pasted into place page by page according to the actual finished size of your piece. If you are using colors, they should be carefully indicated and "flapped" wherever necessary (see your printer!). Your designer should choose a typeface that the printer has available, and your format should be chosen after talking to the printer about his best press sizes. There are some standard press sizes that are good for almost any printer - $5\frac{1}{2}" \times 8\frac{1}{2}"$, $8\frac{1}{2}" \times 11"$, $11" \times 17"$, $17" \times 22"$. There are also some special sizes that work out well for certain printers and not for others...one such size that we work with, for example, is $7" \times 8\frac{1}{4}"$. In campaign literature, for reasons of both cost and timing, we usually recommend that you see only one proof. Photographs, therefore, are usually dealt with as (120 line) screen prints and are positioned on the keylines. When you are checking completed keylines, mark your changes or corrections on a tissue over-layer and write down every question that you have...verbal instructions are too easy to miss.

The two other production considerations I would like to mention are ink and paper. Your printer will have certain inks that he inventories --ordering specially mixed inks incurs extra costs and takes extra time. Certain inks also take more time to dry and are more difficult to run than others. Some of the blue inks, for example, are slow-drying inks, and can make a difference of one or even two days in the delivery of your job. Certain of the metallic inks are penalty runs for a printer, and mean special handling. The amount of ink coverage on a sheet may also be important to different printers. Too much ink on a sheet may slow down the run, require special handling, or even hurt the quality of a job. Every printer has his own idiosyncrasies - ask him! Paper is something which should be considered particularly carefully these days. There is a very real shortage of certain kinds and grades of paper stock. Most printers will have certain stocks that they inventory, and consequently can sell to you at fair prices. The way things stand at present, every printer has different strengths and weaknesses - discuss your usage and image considerations with him, and get his recommendations.

These few suggestions regarding campaign collateral by no means constitute a complete

"how to" guide. Every candidate, every campaign, every printer is different. Developing a good relationship with a knowledgeable printer, however, can prove extremely valuable. A "good" relationship might well mean that your printer would send you to different sources for certain speciality printing needs. Or he might pull his cost sheets on a job and walk you through his plant, explaining step by step how each cost was incurred - this, believe me, can be fascinating! Printing, like politics, is an incremental business -- I have yet to see either the perfect printing job or the perfect candidate. Terrific improvements can be made, though, with a little planning.

NEWSPAPER ADVERTISING: POINTS TO REMEMBER

Newspaper advertising is a must in certain legislative districts. Whether the circulation of papers affecting your legislative district is 5,000 or 50,000, basic guidelines remain the same.

1. Keep layouts simple. The message comes across easier when the eye moves naturally from one section of the ad to another. (Egs: headline to art to explanatory text to sign-off.)
2. Use white space generously to emphasize art and copy, increase readability.
3. Use strong headlines and art to stop the readers and hold their attention.
4. Be specific. Come directly to the point when discussing key issues. Use pertinent facts, names and information.
5. Appeal to basic emotions. Write ads that hit the reader where he or she lives.
6. Simplify complex issues. Off-beat visuals and unusual ad techniques help. Make the reader familiar with your solutions to that problem that concern his or her community life and their livelihood.

The following are some ideas and suggestions that you may want to incorporate into your newspaper ad campaign.

1. Use dominant illustrations. Large, striking visuals have impact.
2. Feature a benefit for the reader in the headline. Amplify the message in the text to make your point as clear as possible. (Egs: Headline = "Breathe easier". Copy explains how candidate will work for tough pollution control.)
3. Use short, punchy headlines to lead the reader into a careful examination of a complex issues. Make your own position clear.
4. A campaign of small-space ads can be scattered through the paper and aimed toward specific interest groups.
5. Ask for the voter's support and get people involved. Run coupons that a reader can mail in to pledge their support or express opinions on issues. It's a good way to build a mailing list and to keep in touch with a segment of the constituents.
6. Enlist volunteer workers through newspaper ads. Urge them to put their political beliefs on the line and then tell them how they can work through you to better their community.
7. Appeal for campaign funds. Make voters aware of their civic responsibility to

support their chosen candidate with money. Coupons make it easy for voters to send money.

8. Offer to send readers campaign literature. Many voters want specific details about your stands on issues and programs.
9. Use "yesterday's" headlines to make a good ad for today. Discuss topical issues while they're fresh on the reader's mind.
10. Use personal endorsements. The testimonial from a prominent DFL citizen is one of the most effective forms of advertising.
11. Compare records. Use advertising to show how you and your opponent differ on campaign issues, public service and qualifications for office.
12. Announce personal appearances. Use weekly, local or neighborhood papers to promote attendance at parades, block parties, street corner rallies, debates, informal appearances and discussions. Make sure people know when you will appear on the radio.
13. Use a newspaper-column format for your advertising. Consumer-goods advertisers attract steady readership with this technique. Use the column to explain your program or rebutt opposition charges.
14. Run a "The Voter's Ask" or "Letters to the Candidate" column. Newspaper readers are accustomed to features such as this.
15. Develop a series of cartoon ads. Art should be on a professional level, similiar to political cartoons. The cartoon format will help the reader visualize issues and help you simplify the points you want to make.

Remember, too, complicated ideas frequently demand long copy. Develop and explain your ideas point by point. Clarify the issues. Voters who take politics seriously will read all the facts and want details. This, of course, is not advised for all of your newspaper ads, but if certain complex issues are controversial in your district - do it!

At the end of the campaign, you may want to run a "get out the vote" ad. Do so by appealing to the reader's civic responsibilities and stress the important of their role as a voter in community affairs.

PHOTOGRAPHS

You will need an attractive photograph of yourself and another of you with your family for constant use throughout the campaign, for brochures, letter-head stationery, calling cards, newspaper ads and releases, and to give to TV stations along with your biography. Seek out a reputable portrait photographer and keep going back for retakes until you are satisfied with the results. A polaroid snapshot, often ideal for immediate newsworthy happenings, is not appropriate for this permanent picture.

No matter how hard you try, you will not be able to contact personally every voter in your district. Those you don't meet will be making up their minds about you partly on the basis of how you 'look' and how your family 'looks'. There is probably no better investment in your campaign than good photographs.

Informal 'candid' snapshots, provided they have good lighting and composition, are also helpful image-makers, and can be fruitful as supplements to your formal portraits in your brochures and ads. Keep the snapshot on the light side. If they are printed too dark they tend to reproduce poorly, especially with some of the processes used by smaller weekly papers.

Pictures of your supporters, especially of those who are well-known, are also helpful to include in your ads and literature. Frequently the voter identifies with one of your supporters, even though he may not know you, and votes for you for that reason.

ISSUE PAPERS

Few legislative candidates need extensive and formal 'white' papers or issue papers, however it may be wise to produce a short Platform Highlights. This can be used to supplement brochures when voters have issue questions and also as a press release to area media.

The following is an example published by Hank Parkinson, in "Winning Your Campaign: A Nuts-and-Bolts Guide to Political Victory".

HIGHLIGHTS OF BEN FOSTER'S PLATFORM

I am concerned about the unfair and unreasonable tax burden that is presently carried by the owner of real property. I have worked and will continue to work for tax relief for property owners. I believe there should be a thorough revision of the entire tax law of this state.

I'm also concerned about the status of education in Kansas. I believe we must continue to support adequate and fair salaries for our teachers and provide quality education for the young people of our state. We must shift the burden from local ad valorem tax to alternate sources of income to properly fund quality education.

As a member of the Roads and Highways Committee of the House, I am deeply involved in attempting to provide for an accelerated highway program for the state. I will continue to support an accelerated program that is realistically and adequately financed.

I will also continue my efforts to force the Director of Highways to award engineering contracts for our roads system on the basis of engineering capability and merit and not solely on the basis of partisan Republican political favoritism.

I will continue my interest in economy and efficiency in our local Sedgwick County government and would expect to introduce legislation toward this end as I have in my past two terms in the State House of Representatives.

As you can see, even in his issue paper, Ben Foster kept the number of topics down to a minimum.

REMAINING PRINTED MATERIALS

HANDOUT CARDS (Calling Cards):

Convenient for candidates, but not a necessity if money is tight. ("Pocket size" cards on heavy stock, generally with candidate's name, picture and office sought on one side and qualifications on the other.)

LAWN SIGNS:

Most effective in metropolitan area. Includes name, office sought, district. Don't get wordy with long phrases as the name ID is the important aspect.

4 X 8's (ROAD SIGNS):

Should include same information as lawn sign - preferably same layout. Exceptionally good for rural areas because of visibility.

CAR TOPS:

Nice - but expensive, unless a creative volunteer can put some together out of extra lawn signs.

BUMPER STICKERS:

More practical than car tops because of lower price. Use expensive vinyl ones, however, and tell people that they will come off easily at the end of the campaign.

LETTER-HEAD STATIONERY:

Good for direct mail, thankyou letters, etc.

BUTTONS:

The best design will usually have one or two colors on a white background, with the candidate's name, office sought. Lapel tabs should be avoided as they won't be worn. Much consideration should be made before ordering any style of button, though, as they are quite costly.

Perhaps the most important thing to remember in working with any printed material is that it takes a great deal of time to produce effective materials. Days or weeks may be consumed in developing the required work. Steps can be condensed, but usually at an increase of cost.

Remember, too, that cash payments are often required by printers.

RADIO

Radio is one of the most effective ways to not only establish name identification, but also to highlight your three or four top issues/programs.

Almost all non-metropolitan candidates can afford to buy time on local stations. Beware, however, of what station you use. Often there are many stations with signals covering your area and it is easy to buy on the wrong one(s).

Know the audience the station reaches, its ranking in the market, and the program format before committing a schedule. Ask to see the Neilson and/or ARB ratings when talking with a time salesperson. This will give you an indication of the numbers and ages of the station's listeners.

If your budget allows only one spot per day on the local station, its effectiveness is questionable. If you can buy 15 each day during the final week of the campaign and 10 the week before that, it will deliver for you. One spot - unless it is truly different - will quickly be forgotten by the listener. But a saturation schedule begins to permeate.

In terms of cost, a 30-second radio spot is about 75% of the cost of a minute rate and an ID runs about 60% of the minute figure.

Stick with spots exclusively. Five-minute programs - even if the station would clear the time - are of questionable value. A well-produced spot or a few clever ID's are much more effective.

RADIO: POINTS TO REMEMBER

1. Keep it simple. Use easy-to-understand terminology.
2. Do not try to recite the entire DFL platform in 60 seconds. Sixty second spots give you the time to develop one issue. Thirty second spots can also give the highlights of an issue or illustrate your qualifications. Ten or fifteen second spots, called ID's (short for identification) are valuable in creating awareness of your name and the office you seek.
3. Unless you have an experienced radio writer on your staff, do not try to be 'clever' or 'cute'. These commercials almost always end up sounding trite.
4. If the candidate does not have a good voice, do not let him/her record their

own spots! In order to qualify for the lowest unit price, have the candidate read the disclaimer.

Most non-metropolitan radio stations have copy departments and writers who can help you. (Unless it is agreed upon by you and the station...) Don't ask the writer to personally produce 15 spots for you. However, show your copy to him or her, and ask for advice. Remember - ACCEPT THEIR CRITICISM!

PUBLIC SPEAKING

The ability to present informative and worthwhile speeches in a manner that is pleasing to the audience is a great asset to a candidate. A DFL nominee who has had no previous experience in the area of public address would be wise to seek assistance from a friendly speech teacher in a district high school or college.

Listed below are six basics that, according to Hank Parkinson, are fundamental to a good speech.

1. RESEARCH YOUR SUBJECT. What you say before an audience will live long after you step off the podium. Make sure you've done your homework before pontificating on an issue. George Romney's bumbles before live audiences and the press caused him to plunge in the polls and pull out of the '68 Republican primaries before they started, rather than take the predicted shellacking.
2. PRACTICE WITH A TAPE RECORDER. Nothing is quite as humbling as hearing your speech played back for the first time on a tape recorder. You'll hate yourself for the inflections you give some syllables and wonder why you handled certain phrases as you did. But with additional practice, you'll iron out many rough spots before you actually give the speech. Become a tape addict. It's worth the trouble.
3. SPEAK THE SPEECH. DON'T READ IT. The audience didn't assemble to watch you read the speech - that's why it's called a speech and not a reading. Have it well enough memorized so you can frequently look the audience in the eyes. Refer to notes only as often as necessary.
4. UNLESS YOU CAN HANDLE HUMOR, AVOID IT. In this age of instant communication, everyone has read the latest Reader's Digest quips, heard the funny lines on the late evening TV talk shows and has all the old, tired gags committed to memory. Unless you've got really fresh material, or can successfully recite a personal funny experience that will warm the audience, or prove a point, avoid humor. Nothing is quite so depressing as watching a speaker fall on his face because a gag bombed out.
5. KEEP THE SPEECH SHORT. When Jack Paar was breaking all kinds of rating records on his late evening talk show, a survey was run to determine how long the average

viewer watched the festivities. The finding: about 20 minutes. Unless you feel you can top Paar and the great guests he used to feature, take the hint and keep your remarks short - the audience will love you. No talk - political or otherwise - should run longer than 30 minutes. Most speeches should be timed at 20 minutes. If you haven't got it said in 20 minutes, you'll never get it said. Figuring your speaking rate at 115 words per minute, the typical speech should run about 2,300, or nine double-spaced 8½" x 11" pages.

6. BUILD THE SPEECH IN THREE PHASES. At the beginning of the speech: (1) State what you'll tell the audience. (2) Tell them. (3) At the end, repeat what you just said. The speech I wrote for the Speakers' Bureau of the organization seeking liquor-by-the-drink in Kansas started this way:

Ladies and gentlemen, in this short talk I want to prove three points:

1. A good liquor-by-the-drink law will lead to moderation.
2. A good liquor-by-the-drink law will create a significant new source of badly needed tax revenue.
3. A good liquor-by-the-drink law will lead to better beverage control and more effective enforcement of the state liquor law.

The body of the speech amplified these points. The conclusion summed up the three points and repeated them. You should write one good, basic campaign speech early in the race and add to it as you develop issues. To multiply exposure, write a release highlighting the main points of the talk and make it available to the press every time you speak. As you give the speech before additional groups, vary it and the release enough to keep getting valuable media coverage.

DIRECT MAIL

HOW TO AVOID THE SEVEN DIRECT MAIL SINS

Article taken from "Topical Techniques"
Hank Parkinson

THE SIN OF SELF-SEEKING

Too many political mailings are nothing more than "Vote for Me" appeals - little billboards in an envelope. A statement that "Anytown needs Clyde Candidate" may be true but it's not a compelling argument to the voter.

Remember, you're probably mailing to the voter's home. Chances are he'll take the time to read most of your message and the enclosed brochure if it's something different than the usual trash. So, you've got an opportunity to gain his confidence and tell him where you stand and what you've done.

Give him the who, what and why of your case - especially why your election is important to him.

THE SIN OF INSINCERITY

Like most abstract qualities, "insincerity" is hard to pin down. It shows not only in what you say in your letter and brochure, but in the way you say it. It shows in an exaggerated overstatement and in a deliberate understatement ("I'm not worthy of this high office").

A mailing is a person-to-person communication from you to one voter and I've seen plenty of convincing studies indicating your mailing is likely to be saved and re-read. So talk to this one person as you might talk to him normally. Don't talk over his head. Don't talk down to him. Talk with him about those things that really mean something to him emotionally.

An excellent example of a letter that achieved this person-to-person empathy is one sent out by a political first-timer, Paul Young, who pulled a major upset in a selectman race recently in Braintree, Mass. Here are the first two paragraphs:

Even my wife was skeptical when I first told her I'd agreed to run for selectman. But when she heard my reasoning, she did a complete turnabout.

Do you know what I told her? I just said "Ella, I'm sick of seeing professional politicians running for office and then doing an amateurish job when elected. It's about time somebody who might be an amateur at politics, but a professional at administration, got in and gave it a try."

This is a good example of sincerity and it did the trick for Paul.

THE SIN OF SHODDINESS

Too much direct mail looks like it was created by an arthritic chimpanzee with a bad hangover. As 'Campaign Insight's' Bob Strong mentions occasionally in his "Graphics That Grab You" column, get professional direction on the creation and production of your mail materials. This is far too important to turn to a well-meaning volunteer that got a "C" in Commercial Design 117 at State U. 15 years ago.

Shoddiness can be avoided by budgeting for quality, professional production - and it doesn't increase your mailing costs all that much.

THE SIN OF NON-SELECTIVITY

Don't shotgun your mailings. If increased police protection is a big deal in one area of the district you're running in, get your plan on beefing up the fuzz high in your letter. In another part of town, if the big hang-up is the need for street improvements, hit this hard in the first paragraph.

Direct mail's unique selectivity to appeal to vertical interests is what makes it such an important political medium.

THE SIN OF SINGLE-SHOT MAILING

Virtually the only time a voter hears from a candidate is when the candidate wants his vote. Often he only hears from him once during the entire campaign.

Part of direct mail's impact is in its ability to establish a close relationship between sender and recipient - but one mailing isn't likely to establish this bond. Try to schedule several mailings, timing the last of the series to arrive on the day before the polls open.

And, if you win, maintain this continuity with periodic newsletters. This lets the voters know their faith in you wasn't misplaced. This program, after you've got the office locked up, will keep you in office.

THE SIN OF NON-PERSONALIZATION

Everyone likes to get a letter - psychological tests have proven this. But not many like to get those "Dear Occupant" mailings.

Heighten your appeal by personalizing your mailings...by using the voter's name in the salutation if possible; or adding a handwritten signature to a form mimeographed

letter - anything to give it at least some personalization.

This is why computer letters continue to do the job. They may be rolling out at the rate of 7,000 an hour, but all letters are personalized and the results continue to be terrific.

THE SIN OF NOT PLANNING

Plan your mailings so arrival and the message coincide and reinforce your media campaign, the publicity you're distributing and the speeches you're making.

Plan well in advance what your direct mail pieces will say, how they will look, to whom they should be sent - and when.

Treat direct mail as a full-fledged member of the media team with all rights, privileges and immunities. It can be the big stick when it comes to small, local campaigns, and it can give you the edge in the state-wide league - if you use it right.

One final thought about direct mail: It can be the most expensive part of the campaign, yet no candidate gets that backlash about "Buying the Election." The voter sees a few TV spots and a battery of billboards and figures, often wrongly, that a heckuva lot of bread is being spent. He never has the reaction with a direct mail blitz - even if the brochure is in full, living color!

BULK RATE MAILING

This is only a general guide for third-class bulk mailings with a permit imprint and mailed within the State of Minnesota. More detailed information is found in POD Publications 21 and 23, which can be obtained free of charge from any postmaster. The printed forms and mail sacks mentioned below are obtained from your postmaster. You would be wise to contact that person when and if you plan a bulk mailing, so that all proper procedures can be followed.

PERMIT APPLICATION

Application for a permit to use permit imprints and pay postage in cash at the time of mailing may be made by submitting Form 3601, with a fee of \$15, to the post office where the mailings will be made. In addition, the applicant must also pay an annual bulk mailing fee of \$30 per calendar year. A permit may be revoked (1) if used in operating any unlawful scheme or enterprise, (2) for non-use during any consecutive twelve months, or (3) for any noncompliance with the regulations governing the use of permit imprints.

PREPARATION OF PERMIT IMPRINTS

Permit imprints may be made by printing press, handstamp, lithography, mimeograph, addressograph, or similar device. They may be typewritten but not handwritten or hand-drawn. The imprints must be legible and must be placed in the upper right hand corner of the address side of each piece. They should be parallel with the length of the piece and within a 'box'. An imprint should be similar to the following:

BULK RATE
U.S. POSTAGE
PAID
Chicago, Ill. 60607
Permit No. 1

IMPROPER USE OF PERMIT IMPRINTS

Since permit imprints indicate that the matter on which they appear has had postage paid thereon, they must not ordinarily appear on matter which has not had postage paid on it - for example, on matter which is hand dropped or which is enclosed on another piece, whether circulated by mail or other means.

MAILINGS - MINIMUM QUANTITIES

The minimum for any one mailing is 50 pounds or 200 pieces of identical third-class

bulk mail. The only exception to this is a last deposit of a large mailing extending over two or more consecutive days.

PREPARATION OF THE MAILING

In rural areas the address on each piece must read: BOXHOLDER, LOCAL OR RURAL.

Where there is city delivery the address must read: OCCUPANT, 123 Main Avenue.

(Bulk mailing can also be used for specific addresses.) The ZIP code may be omitted when the pieces are pre-sorted and bundled according to city, rural, or star carrier routes, and further sorted by five digit ZIP code destinations. When there are ten or more individual pieces for any one destination, they must be securely tied together as a package. Less than ten pieces may be packaged in the same manner. All pieces in the package must face in the same direction, with the ZIP code clearly showing on the outside (or top) piece. The packages must also be sacked by the mailer if the packages for one destination would fill about one-third of a sack. Maximum weight of the sack must not exceed 30 pounds.

MAILING STATEMENTS

The mailer must prepare, sign, and submit a mailing statement, Form 3602, for each mailing. It must show the mailer's address, permit number, class of mail, number of pieces in the mailing, and weight of a single piece. A postal employee in the weighing section or window in the post office where bulk mailings are accepted verifies the statement.

PAYMENT AND COST OF POSTAGE

The mailer must pay for each mailing when it is presented at the post office, or make an advance deposit sufficient to cover more than one mailing. The 1974 minimum cost (per piece) is 6.1¢.

SUMMARY OF BULK MAILING PROCEDURES

1. Purchase a permit for imprint (\$15) and pay bulk mailing fee (\$30) at post office where pieces will be mailed.
2. Determine the number of pieces you will want to distribute by bulk mail. Remember, any pieces delivered door-to-door must not have the imprint on them.
3. Have pieces printed, making sure the imprint and address contain no mistakes.
4. Package pieces in 4-inch high bundles, segregated by ZIP code.
5. Sack the packages, deliver to post office with properly filled-out forms.

EXHIBITS OF OUTSIDE ENVELOPE OF PACKAGED BULK MAIL

Exhibit A. Destination of package is a town with boxholders. Destination is handwritten on outside piece only.

<p>BULK RATE U. S. POSTAGE PAID ST. PAUL, MINN. PERMIT No. 2002</p>
<p>BOXHOLDER LOCAL OR RURAL</p> <p><i>Morton 56270</i></p> <p><i>Local</i></p>

Exhibit B. Destination of package is a rural route, handwritten on outside piece only.

<p>BULK RATE U. S. POSTAGE PAID ST. PAUL, MINN. PERMIT No. 2001</p>
<p>BOXHOLDER LOCAL OR RURAL</p> <p><i>Redwood Falls 56283</i></p> <p><i>Rural Route #1</i></p>

Exhibit C. Destination of package is a city with street addresses. Each piece must have individual address. Destination is handwritten on outside piece only.

<p>BULK RATE U. S. POSTAGE PAID ST. PAUL, MINN. PERMIT No. 2004</p>
<p>OCCUPANT</p> <p>123 West Main St.</p> <p><i>Little Falls, 56345</i></p>