



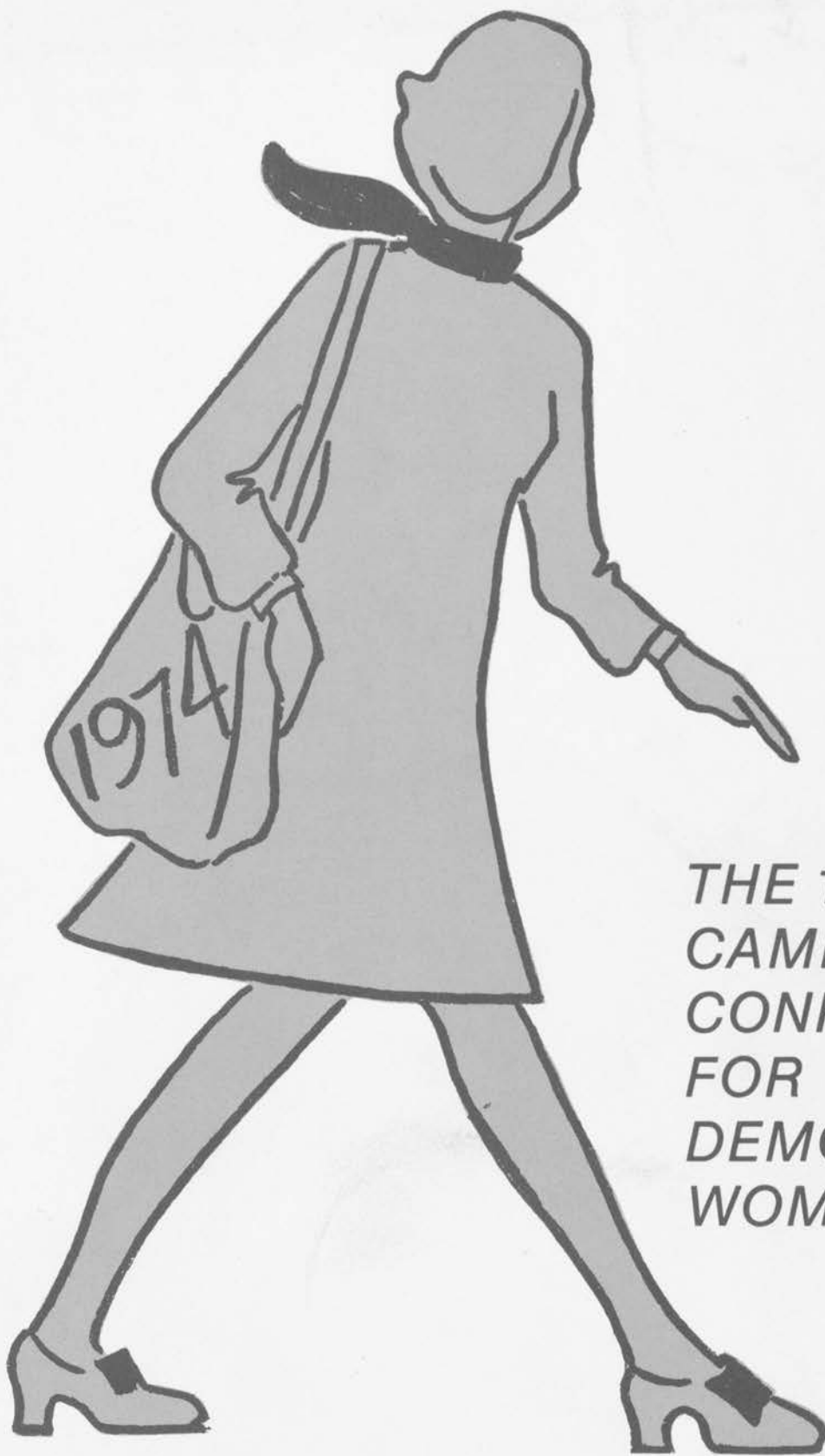
Emily Anne Staples Tuttle papers.

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# PACESETTER



THE 1974  
CAMPAIGN  
CONFERENCE  
FOR  
DEMOCRATIC  
WOMEN

March 29, 30, 31, 1974

Sheraton Park Hotel

Washington, D.C.



# DEMOCRATIC LETTER

Published by the staff of the Democratic National Committee

May 13, 1974 Issue 22

## UDALL GIVES NIXON A DIFFERENT PHOENIX GREETING

Democratic Congressman Morris Udall said he didn't want to be inhospitable when President Nixon was in Phoenix on May 3, but he felt there were some things which ought to be said in that context. Nixon was on the stump with his theme of "I've settled the Watergate confusion." Udall was addressing the Western States Democratic Conference. Both were on radio.

After telling his crowd that Arizonans are not represented by those who showed up for Nixon, Udall went on: "I suggest tonight that the fate of Richard Nixon lies not in political oratory, the maneuvers of clever White House lawyers, or advance men who gather crowds to hear him speak in selected states before selected audiences. Mr. Nixon's fate rests in the truth and in the judgment his fellow citizens will make when they get that truth.

"And, believe me, ladies and gentlemen, in our system in this country the truth will out. Sooner or later in the end the whole truth, like tomorrow's Arizona sunrise, will come.

"And when it comes out, good or bad, the presidency will survive. For Richard Nixon is a man, not an institution, despite what has been implied by repeated White House statements in recent months. He is a human being who happens for now to be the First Citizen of a democracy. He is a single President, a temporary occupant of a very vital and important office. Harry Truman bluntly warned Presidents about the danger of confusing themselves with their office. I'm a congressman temporarily, but not a Congress."

Later in the speech, Congressman Udall praised those who have dedicated themselves to public service, saying, "the majority of men and women with whom I spend my days in the Congress, and who serve as your Mayors and legislators in this state, share in this legacy of honest public

service. They deserve better than to be branded with the cynical iron that has marked the burglars, buggers and influence peddlers of this administration.

"Fine public servants throughout our 200 years have known something that some people in this administration have forgotten. And that is that public service is a high calling, that it's not enough of our leaders to say of themselves: we have done nothing to warrant jail.

"There's a difference between what's legal and what's trustworthy. And for all their mistakes and human failings, leaders must first of all be trustworthy.

"And here is where Richard Nixon and the men surrounding him let us down. For regardless of how many of them are convicted or acquitted on the standards applicable to a criminal trial, trustworthy leaders don't hire the kind of staff that spies on opposition, subvert its campaign with sleazy tricks.

"Trustworthy leaders don't condone the accumulation of a list of enemies to be harrassed by the FBI or the tax collectors.

"Trustworthy leaders don't search through the Internal Revenue Code to find every last loophole to reduce taxation on enormous income.

"And finally, trustworthy leaders, when they have gone wrong, don't blame their problems on a staff of advisers or accountants. They have the courage to shoulder it themselves.

"As I said earlier, the truth will determine Mr. Nixon's fate, but what of our fate, what of the nation's, of its people?"

"Sure, our government is in trouble and it's in trouble for a lot of reasons. And some of it has to do with credibility, with the feeling that the government doesn't care.

"But we *can* do it differently, and I believe we are going to do it differently."

## States and National Staff Gear Up For "ANSWER, AMERICA" Telethon

For the third consecutive year the Democratic Party will stand before the American people on television, asking for financial support and a moral expression. Democratic National Telethon '74 has as its theme, "ANSWER, AMERICA."

The program, on the CBS-TV network, will begin at 10 p.m. on Saturday, June 29, and run until 7 p.m., Sunday, June 30 — the longest political broadcast in American history. It will feature the political leaders of the Democratic Party, top entertainers, and expressions from the people across the land.

Democratic National Committee Chairman Robert Strauss said the decision to go ahead with Telethon '74 became imperative after a meeting with state party

chairmen. "They feel," he said, "that the telethon has proven such a vital way for the people to become a part of the political process that it would in fact be breaking faith with the people — especially at this time — not to have the broadcast."

Six weeks of intensive work is starting at the state and national levels: an estimated 100,000 volunteers will canvass door-to-door and by phone; 25,000 volunteers will staff some 5,000 telephones in 150 regional phone centers during the telecast; and more than five million pledge envelopes will be distributed nationwide.

Two-thirds of the net proceeds raised in each state will be returned to that state for its own use.

## GIRDLE ECONOMICS: Squeeze the Middle Until Things Seem to be Shaping Up

The Nixon inflation has put the squeeze on everyone, and the staid Wall Street Journal has laid out the effects in a series of articles on what happens as prices rise. The first of their articles concerned Maryland State Trooper Tom Moore, living in the Baltimore suburbs with a \$12,000 salary. In the story by reporter Urban C. Lehner, Trooper Moore had a bad day at headquarters and returned to a bad scene at home culminating with his accidentally breaking his eyeglasses.

"And that, Tom says, 'really threw me into a spin. We try not to buy on credit except in an emergency, but I just don't have the \$60 they want for a pair of glasses.'

"A few years ago, Tom Moore might have managed the \$60 with less strain. But that was before fuel oil jumped from 19 cents a gallon to 28 cents, before the property taxes on the three-bedroom Cape Cod house that the Moores bought for \$25,000 in 1970 almost doubled, back when gasoline was still 37 cents a gallon and the Moore family could still get by at the supermarket on \$50 a week. Government talk of inflation? 'They're not telling me anything I don't already know,' Tom says . . .

"Salaries on the force have risen significantly in recent

years. A starting trooper now makes \$8,980 a year, compared to the \$3,900 Tom got when he graduated from the state police academy in June 1965. But as Tom sees it, he has been essentially standing still for the last few years despite the raises. 'I can remember thinking, "If I could only make \$10,000 a year I'd be home free." Now that I'm making twelve, if I could make fifteen I'd be home free. It's a never-ending battle against the economy.'

### Tax Bite Bigger, Too

Something that Trooper Moore may not have realized as he looked at the shrinking effect of his earnings is that those earnings have pushed him into a higher tax bracket. The same Wall Street Journal, editorially, notes how the inflation and tax percentage combine:

"At a 10% annual inflation rate, for example, the wage earner whose gross income is \$15,000 today will rapidly be pushed into higher and higher tax brackets even though his real gross income remains unchanged. At that rate, in 20 years his annual salary, if his increases merely offset inflation, would be \$103,210, which puts him in the 70% tax bracket."

## Women's Pacesetter Conference Draws 1,300, Boosts Skills & Morale



Rep. Patsy Mink, Hawaii, speaks to a workshop session at the three-day meeting. Other panelists are Democratic National Committee Vice Chairperson Caroline Wilkins of Oregon, Hildegardis Boswell of Maryland, and Betty Espinosa of D.C.



Banquet time finds DNC Women's Activities Director Harriet Cipriani leading the way for Mrs. Adlai Stevenson III, Sen. & Mrs. Birch Bayh, Sen. Frank Church and other special guests as Bess Abell of Washington, on the right, checks the lineup.



Great spirit marks the greeting of Georgia Gov. Jimmy Carter by Rep. Bella Abzug of New York. Carter is Chairman of the Democratic 1974 Campaign Committee.



Women who are running this year were there, as were campaign managers, fund raisers, media directors, everyone who will be involved "from making the coffee to making the race." A persistent theme was that low-budget campaigns will draw more women into elective politics.

## Nixon Pitch Falls Flat; Strauss Raps Networks

That Monday night sales pitch from the Pennsylvania Avenue tape factory succeeded in sowing momentary confusion, but when the fog drifted away, George Gallup's pollsters found what it was really worth to Richard Nixon. 42% of the people who saw or read about the President's statement of what he was going to do about not giving the tapes to the Judiciary Committee came out of it with a "less favorable" opinion of the President. 17% came away with a "more favorable" opinion.

The Gallup Poll also found that by a ratio of two to one the American public agreed with the Judiciary Committee majority that the edited transcripts are no substitute for the tapes. 62% agreed with the Committee, 24% disagreed, and 14% had no opinion.

That Nixon performance, arguing his case before presenting it for scrutiny, was the subject of messages dispatched earlier that Monday to the three commercial networks by Democratic National Committee Chairman Robert Strauss.

In part, the letters read: "It seems to me highly

questionable that President Nixon should be provided with free air time on demand to offer his explanation of why he will not forthrightly comply with the subpoena of the House Judiciary Committee . . .

"This is but another step in the avowed intent on the part of the White House (as disclosed in revealed memoranda) to use the news media to the maximum extent in presenting the President's case to the people on his own terms; it is another step in the delays by the President even as his surrogates, including Vice President Ford, go about the country calling for a swift conclusion of the Watergate case. Nonetheless, I know that any attempt to deny the President unrestricted use of television will be used by him as another opportunity to attack the press and charge them with muzzling his defense.

"This is the time for the networks to make a stand on providing automatic access to television by the President, and I strongly urge you to reconsider the grant of air time to President Nixon tonight."

## '74 Conference Delegate Selection Calendar

The Democratic Letter will provide information on the events in each state in the delegate selection process for the 1974 Mid-Term Conference. Efforts are being made to encourage participation by traditionally under-represented segments of the Party.

**Colorado** — May 16 to June 6, county assemblies meet to elect delegates to Congressional District (CD) assemblies which will be held between June 6 and July 19.

**Delaware** — June 4 is filing deadline for July 9 primary in which delegates will be selected to the state convention.

**Idaho** — June 29, state convention elects 2 delegates and 4 alternates at-large; on the same day, delegates caucus by Congressional District (CD) to elect 8 delegates to the Conference.

**Illinois** — June 4, ward, township and county unit meetings; June 11, qualification deadline for attending CD meetings on June 18 at which 77 Conference delegates will be chosen;

June 20, filing deadline for at-large delegates;

June 20, state convention.

**Indiana** — May 15 - June 12, qualification deadlines for Conference delegates; June 17, state convention.

**Iowa** — June 15, state statutory convention.

**Maine** — June meeting - no date set yet - State Committee selects chairman and vice-chairman.

**Massachusetts** — June 1, CD caucuses.

**Minnesota** — June 14 - 16, state convention.

**Nebraska** — June 6, county convention;

June 29-30, state convention.

**New Hampshire** — June 27 - July 11, filing period for state convention delegate.

**New Jersey** — June 4, primary.

**New York** — June 15, first day for obtaining petition signatures.

**North Carolina** — June 18, precinct meetings;

June 29, county convention

**North Dakota** — May 12 to June 6, legislative district conventions.

June 4 - August 3, state convention held between these dates.

**Rhode Island** — June 1-10, filing deadline for candidacy.

**South Dakota** — June 25, open county meetings;

June 29 - 30, first CD convention.

**Tennessee** — June 8, state convention.

**Utah** — June (no set date), county conventions.

**Washington** — June 22 and June 30, caucuses;

June 29, state convention

**West Virginia** — June (no set date), State Executive Committee meeting.

**Wisconsin** — June 14 - 15, state convention.

## Hearst Voices Disgust, Abandons Nixon Defense

One of the most faithful Nixon believers and advocates has been William Randolph Hearst, Jr., Editor-in-Chief of The Hearst Newspapers. On Sunday, May 5, after several days of trying to digest those edited tape transcripts, he wrote, "... President Richard M. Nixon has made it impossible for me to continue believing what he claims about himself in the Watergate mess. That's about the most reluctant statement made here in the last 20 years."

Hearst proceeded to explain how he had stuck with Nixon, although, "In my heart I often felt he probably knew a lot more than he admitted. And it certainly became obvious, despite his claims of executive privilege and national security, that he was far from being as forthright as the people and the Congress had a right to expect."

"The real reason for his uncooperative stalling tactics is now abundantly and terribly clear. It is all in the tape transcripts he finally was forced to make public. Even in their heavily edited and possibly inaccurate form, the

transcripts add up to as damning a document as it is possible to imagine short of an actual indictment...

"I am not being heartless or simple minded about this. Over the years I have known quite a few Presidents and am very much aware of the often ruthless — even deplorable — actions made necessary by the pressures of their awesome power. But I have never heard anything as ruthless, deplorable and ethically indefensible as the talk on those White House tapes...

"He released them only because he had to, finally, and because he somehow thought the censored versions would do him some good with the public. God knows what the unexpurgated tapes would show.

"Incredible? It sure is.

"Sickening? Just read the transcripts.

"Today, sitting here in a kind of stunned sorrow, it is hard for me to imagine why any informed person would not see the inevitability of impeachment."

## Pulitzers Given for Reporting on Vesco And Nixon Tax; No Play or Novel Cited

By PETER KIHSS  
Exposures of questionable  
contributions to President

payments by the President.  
For the second time in the  
last three years, there was no

rick Smith of The New York  
Times for his coverage of the  
Soviet Union and Eastern Euro-

Our comment: It was a year  
when truth, indeed, was  
stranger than fiction.

### We'd Like to Show Off a Davis-Bryan Button

In the year since the Democratic National Committee moved from the Watergate Office Building into our 1625 Massachusetts Avenue quarters, we have had many thousands of visitors come by to see our operations. Everyone is welcome.

Apart from the actual operating departments — looking much like any enthusiastic business enterprise — we haven't had a focal point for partisan interest. Recently we put up the pictures of all our Democratic presidents, and are now assembling our unsuccessful Democratic presidential nominees' pictures. But something more is needed.

DNC Secretary Dorothy V. Bush believes that there would be great interest in a display of historic campaign memorabilia, and is asking proud Democrats to share in this display at the national Party headquarters. Does anyone have a Davis-Bryan button? (Our 1924 slate, John W. Davis of West Virginia and Charles W. Bryan of Nebraska; Dorothy Bush didn't have to call the roll then, when it took 103 ballots to settle on Davis.)

"In this year of campaign activity and mid-term elections," says Miss Dorothy, "we would like to draw attention in an historical retrospective to past campaigns — how they were waged and how the climate of opinion and change affected both the technique of campaigning and the issues which surfaced to dominate campaign activities."

Anyone willing to donate or loan old posters, campaign buttons, cartoons, pictures, banners or other objects of interest or knowing of their availability should contact Dorothy Bush at the Democratic National Committee. The collection could become a great political focal point for the nation.

Democratic National Committee  
1625 Massachusetts Ave., N.W.  
Washington, D.C. 20036

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## Campaign Committee Trains Candidates and Targets Races

### DNC Training Program Continues

During the summer of 1973, the Democratic National Committee sponsored a series of regional campaign meetings around the country with state party leaders and candidates to analyze Democratic opportunities in each state and to learn what candidates and state party organizations wanted and needed from the DNC in terms of campaign services and candidate support.

One of the great needs which was repeatedly expressed was for a quality training program for candidates and campaign managers which would train them to properly use and apply current political techniques in their campaigns. Under the supervision of the Deputy Chairman, Mary Lou Burg, the DNC responded with a comprehensive and continuing training effort. Beginning in August, the DNC conducted training schools for Congressional and Gubernatorial incumbents which were followed by regional schools in Atlanta, Chicago, San Francisco and Providence. Over 350 Democrats representing more than 200 major races and a number of state parties have taken advantage of our training program. This represents a significant contribution to the

election of Democrats in 1974. The long range benefit of this effort is that the DNC has helped to upgrade considerably the political skills and knowledge of a large number of Democrats who will play key roles in future congressional, state and national campaigns.

The second phase of the DNC's training program is now underway with the Campaign Committee and staff preparing to go into targeted campaigns after primaries to provide technical assistance in particular problem areas. With the help of several of the best political consultants in the country, the DNC has developed very complete and comprehensive training packages which deal in depth with the major aspects of campaigning.

Campaign Committee members, who have responsibility for monitoring races in certain geographic regions, and DNC campaign staff members will form two-person teams who will be available to go into targeted races after the primaries and conduct two day workshops for Democratic nominees and their staff. These sessions will be structured around the campaign packages which have been developed and the specific problems and needs of these targeted campaigns.

### Campaign Committee Leads Targeting Effort

The DNC and the 1974 Campaign Committee are sponsoring a series of targeting meetings with representatives of groups and organizations that are friendly to Democratic candidates. Meeting every two months in a full day session, the targeting group reviews and discusses every Congressional and Gubernatorial campaign. By meeting regularly and sharing information on these races, the combined resources of these groups will be allocated more efficiently and effectively on behalf of Democratic candidates.

Governor Jimmy Carter, Chairman of the Campaign Committee, who leads the targeting effort, says, "The success that our Party has enjoyed in the special elections this year has encouraged our targeting group to consider many Republican seats marginal that might now seem difficult with the hope that early attention and hard work will enhance our prospects. We feel that our joint targeting effort will allow us to focus attention on those races which lack visibility and organizational support.

*(Continued on page 2)*

### Chairman's Message

"Strange as it may seem, the Democratic National Committee is getting into politics."

The above quote, taken from a recent article in the Washington Post by columnist David Broder, should tell Democrats everywhere something about the past and future of their national Party. A party in debt finds it difficult to be effective in support of its nominees. Unfortunately, this has been the case with the National Committee in recent years as huge debts prevented us from providing any substantial support to Democratic candidates.

However, with the enthusiastic support and cooperation of Democrats at all levels, we have conducted two successful Telethons which have greatly reduced our debt. I am happy to report that your Chairman and

your National Committee have made a major commitment of our collective time and resources to electing Democrats at all levels in 1974.

It is not our intention to compete with or duplicate the good efforts of the House and Senate Campaign Committees and other groups in Washington that provide political support for Democratic candidates. It is our goal to work closely with these groups in a coordinated fashion to insure that our collective efforts and activities will have the maximum impact in the 1974 elections. We have put together a campaign operation which I consider to be the best and most professional of its kind ever attempted by either national party. Our Campaign Committee and DNC staff can provide the margin of difference to scores of Democratic candidates. Take advantage of it.



Chairman Robert Strauss

(Continued from Page 1)

One of our goals is to help identify the 'sleepers' and provide them technical assistance and general support that will help make them winners in November."

One participant said, "It seems like a rather simple and logical thing that everyone in town who supports Democratic candidates would get together regularly, compare notes and share information and problems. For a variety of reasons, this has never happened. The targeting sessions provide us with a forum for this kind of exchange." The targeting meetings will continue regularly throughout the 1974 elections.

### Wanted! Information On Your Race!

If you are a candidate for Congress or governor, it is essential that we have accurate and current information about your campaign to perform the targeting function outlined above. It is in the best interest of your candidacy to keep our campaign staff generally informed as to what is happening in your race so that we will be able to convey news and information to our targeting group.

If you have a successful fundraiser or campaign activity that makes the newspapers, send us the clippings. If your candidacy receives the endorsement of a significant newspaper or organization, let us know. Send us copies of any campaign materials or press releases that provide some insight into what your campaign is all about.

It is important for us to know—and more important for you to let us know and keep us informed. Send any information or materials to:

Campaign Division  
Democratic National Committee  
1625 Massachusetts Avenue, N.W.  
Washington, D. C. 20036  
202/797-5900

### '74 Campaign Manual Ready

The 1974 DNC Campaign Manual is now available from the Campaign Division at a cost of \$5.00. The '74 Manual is a revised and updated edition of the popular '72 Manual which was widely regarded as a thorough discussion and examination of the various aspects of a political campaign. The Manual can answer hundreds of specific questions you may have about campaign organization, voter registration, fund raising and many other subjects. Checks or money orders should be made out to the Democratic National Committee.

## CAMPAIGN COMMITTEE MAPS STRATEGY AND MAKES PLANS FOR '74 ELECTIONS

For the first time, the DNC has vested overall responsibility for the development and implementation of its campaign program in a Campaign Committee. In discussing this new approach and the Campaign Committee's role, Party Chairman Strauss said, "the single greatest advantage the Democratic Party has in 1974 is that we have the friendship, interest and support of a large number of



Jimmy Carter

Democrats with broad experience in political campaigns. The establishment of a DNC Campaign Committee is an effort on our part to harness and utilize the talents and abilities of a diverse group of Democrats who are interested in our Party and its candidates and want to make a real contribution to the election of Democrats in the 1974 campaigns. We believe that



Arnold Pinkney

our Campaign Committee provides a structure for the recruitment and involvement of many Democrats on specific tasks and projects."

The Campaign Committee, headed by Georgia Governor Jimmy Carter, met recently to review the DNC campaign programs, define its activities and assign specific tasks to committee members. The Campaign Committee agreed to undertake two basic and continuing projects. Each Committee member will contribute to the overall targeting effort by monitoring certain races in their geographic area. They

will be responsible for watching and understanding each race and identifying campaign problems and needs. After the primary, Campaign Committee members and DNC staff will form two-member teams which will go into targeted races and provide technical assistance and general support. In addition, most of the Campaign Committee members either have a specific skill or represent a particular group or constituency. They will be available to help in applying their special skills and dealing with the problems of certain constituencies.

Members of the Campaign Committee include: Governor Jimmy Car-



Lindy Boggs

ter of Georgia, Chairman, Mrs. Libby Smith Gatov of California, Vice Chairman, Arnold Pinkney, President of Cleveland Board of Education, Vice Chairman, Mayor Kevin White of Boston, Vice Chairman, Sarah Kovner of New York, Jerry Grant of Colorado, Anne Wexler of Connecticut, Democratic State Chairman Charles Reilly of Rhode Island, State Senator Consuelo Kitzes of New Mexico, Vic Fingerhut of Washington, D. C., Bob Reveles of Congressman Frank Thompson's staff. N. J. Congresswoman Lindy Boggs of Louisiana and State Senator George Moscone of California.

Additional Members will be named shortly.



Kevin White

### Did You Know That . . .

• As a political candidate, you are legally entitled to the lowest commercial advertising rate charged by radio and television stations. But if you don't ask, you may be charged a higher rate. Ask the station manager or sales manager for a copy of their published rate card which all stations have. If they seem unfamiliar with this law or unwilling to cooperate in providing you or your candidate their lowest rate, refer them to the Federal Election Campaign Act of 1971, Amended sections 312 and 315.

• There is a paper shortage that is resulting in higher prices and greater delays in printing jobs. To the extent possible, candidates and campaigns would do well to anticipate and schedule paper and printing needs, and place orders as early as possible. Prices are likely to increase, so you may be saving time and money by ordering early.

• In many places, particularly urban areas, bumper stickers are not displayed by voters. Many candidates have reduced considerably the number of bumper stickers they order. Some have chosen to put their money in other forms of personal advertisement such as lawn signs or shopping bags. Bumper stickers are useful but expensive, and should only be ordered in areas where supporters have a history of using them.

• Advertising agencies are rebated 15% on all political advertising placed with radio stations, television stations and newspapers. Some candidates let the 15% rebate serve as the total fee paid to the agency for the services provided. Other candidates prefer to place the agency on a monthly retainer with the 15% rebate returned to the campaign treasury. They argue that the 15% rebate as a fee is an incentive—conscious or otherwise—for the agency to recommend more and more advertising. There are combinations of the rebate/fee arrangement, but the point to remember is that a candidate and an advertising agency should have a very complete understanding (probably a contract) as to how fees will be paid and rebates handled. A good advertising agency will not object to its client's understanding how it makes a reasonable profit. If you have an advertising agency that wants to operate informally and without some guidelines, you may have the wrong people handling your campaign.

### DNC Sourcebook Available!

The Campaign Division has published and has available a Sourcebook which we consider a must for all candidates for major office. Many candidates, particularly non-incumbents, waste much of their time and energy in trying to identify and properly solicit the support and help of Washington-based organizations. For the first time, we have surveyed and catalogued the broad range of political services which are available to candidates from the DNC and Washington groups. The Sourcebook identifies these potential sources of support, tells the candidate what is avail-

able, who to contact and the basis on which the support is provided. By simply understanding an organization, the people it represents and the services they provide, a candidate will save much time and energy and have more realistic expectations of what he or she may or may not receive from these organizations.

The purchase of a Sourcebook for \$10.00 includes a subscription for periodic supplements which deal in depth with some specific aspect of campaigning. As our Sourcebook is supplemented regularly, we believe that the subscriber will have a resource document which has no equal in terms of its scope and quality.

### Issue Analysis Available To Democratic Candidates

(Governor Jimmy Carter, who is Chairman of the 1974 Campaign Committee, has personally developed and supervised an issue analysis project over the last six months. He describes here the project and product available to all Democratic candidates.)

We spent a lot of time in the Summer and Fall of 1973 trying to learn what Democratic candidates wanted and needed from the DNC in terms of campaign services and technical assistance. One of the persistent requests that I received was for a pragmatic analysis and assessment of those issues which would be important to the American people and Democratic candidates in the 1974 elections. It seems that much of the analysis which is available is either too academic or too voluminous and lacks particularly the input of persons who understand the potential use of each issue in a campaign situation.

In response to this need, we identified a broad range of domestic and foreign policy issues which seemed to be relevant in the current political atmosphere. We recruited persons who have an interest in our Party and considerable knowledge and experience in analyzing and understanding a particular issue. Using a standard format, we asked these volunteer researchers to analyze a specific issue and to develop a summary of each issue that includes: 1) background information and facts; 2) Nixon administration efforts; 3) alternative Democratic positions.

It is not our intention to provide policy statements for the Democratic Party or for individual candidates. It is our goal to provide candidates with useful resource information on probable campaign issues.

Each paper was drawn from several sources and, despite our best efforts, may reflect the preferences of an individual contributor. I do think that you will be able to extract from each paper information which can be easily modified to suit the needs of your campaign and believe that you will find the quality of the information and analysis to be excellent.

Please fill out the coupon below if you are interested in receiving some of our issues analyses.

To: Jimmy Carter  
P. O. Box 1524  
Atlanta, Georgia 30301

\_\_\_\_ Please send me sample copies of your issue analysis and a checklist of the issues analysed and available.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone \_\_\_\_\_  
Representing \_\_\_\_\_ Campaign \_\_\_\_\_  
Office Sought \_\_\_\_\_ State/District \_\_\_\_\_



## DNC Profiles: Campaign Team

The following are people at the DNC who you should know and call on for help in your campaign:

**Hamilton Jordan**, Director of Campaigns. Coordinates all activities and programs of the Campaign Committee and Campaign Division. Provides staff support for Campaign Committee projects.

**Bob Russell**, Associate Director of Campaigns. Project supervisor and responsible generally for the production and delivery of campaign materials and information. Also training school coordinator.

**Knox Pitts**, Associate Director of Campaigns. Monitors and collects information on all major 1974 campaigns. Evaluates Democratic prospects in each race and makes information available to campaign staff, Campaign Committee and targeting group.

**Marta David**, Assistant to Campaign Director. Provides general support for Campaign Division projects. Handles specific request for information and materials.

**Terry O'Connell**, Assistant to DNC Executive Director Bob Keefe. Provides liaison between Campaign Committee staff and Chairman Strauss.

**Paul Lutzker**, Director of Political Research. Responsible for the development and application of political research to Democratic campaigns. Primary responsibility for the DNC training program. Monitors public attitudes and makes pertinent information available to Democratic candidates.

**David Baron**, Assistant to Director of Political Research.

**Terry Straub**, Director of Field Operations. Responsible for the delivery of campaign programs to specific

campaigns. Provides field support for Democratic candidates in special elections. Will be in the field between now and November assisting specific campaigns and coordinating the field activities of our Campaign Committee and staff.

**Bob Smith**, Responsible for coordinating the activities of young people in targeting campaigns with emphasis on voter registration and volunteer-related projects.

**Fanny Effler, Margie Kitchen, Charlie Sewell, Marc Cutright, Glenn Smith and Barry Wein**, Interns who do the work for which the persons listed above take the credit.

## Lessons To Be Learned From The Special Elections

*The Democratic National Committee has taken an active part in the gubernatorial campaigns in New Jersey and Virginia and in the special Congressional elections in Ohio, Pennsylvania, and Michigan. Terry Straub, Director of Field Operations, has worked actively in all the special elections and files the following report on the common themes and problems which have been prevalent in these campaigns.*

Special elections have long been used by political analysts as a reasonably accurate barometer of public attitudes. Democratic victories in traditionally and predominantly Republican congressional districts in Ohio, Pennsylvania and Michigan suggest tremendous potential for Democratic candidates in the 1974 elections.

The White House strategy, reflected in varying degrees by Republican candidates in these special elections, is relatively simple. A discussion of the real issue—the failures of the

Nixon Administration—will not help Republican candidates. So, to distract the voters from the real problems facing the country, the White House and the Republican National Committee are encouraging their candidates to misrepresent the position of Congress on many issues and to inject highly emotional issues like bussing, abortion and gun control in campaigns instead of talking about the Administration's serious failure to deal with inflation, energy and corruption in government.

This tactic is not new to the Republican Party. It has been accurately described as "The Big Lie."

How should Democrats respond??? By being prepared to counter the injection of false issues in their campaigns and to discuss the real issues facing the American people. If ever an intelligent discussion of the issues favors Democratic candidates, it is 1974. We recommend that you get out and talk with and **listen to** the voters. You will find yourself better prepared to deal with the negative campaign that might be aimed at you.

## Campaign Newsletter

The DNC '74 Newsletter will provide Democratic candidates, campaign managers and party workers with regular information about the resources and campaign services available for the DNC while passing on to you new techniques and information which might be successfully applied to your campaign. This newsletter will be published initially every six weeks and then on a monthly basis after July. Please let us have your comments as well as the names and addresses of others who might find our newsletter helpful.

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202/797-5900

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Dear Member:

As your President I feel it is my duty to review with you Resolution 34A-72-10 "Equal Rights" that was passed at our 34th Annual Convention in Los Angeles. The delegates voted overwhelmingly in favor of this resolution.

This leaflet contains, among other information, official CWA statements on the Equal Rights Amendment. You should read these carefully, as well as the information included below on what adoption of the Equal Rights Amendment will mean.

The opponents of ERA are distorting the facts concerning the Amendment's impact. Most of the misconceptions involve social security, the draft, and family support. The following are some facts which refute the false arguments of ERA opponents:



#### **ALIMONY**

**DISTORTION:** "ERA will cause women to lose their rights to alimony."

**FACT:** ERA does not deprive women of alimony payments. It only requires that men be eligible for alimony under the same conditions as women — this is already the case in one-third of the states. The policy of the states to keep welfare rolls down would further insure the continuance of alimony payments.

#### **CHILD SUPPORT**

**DISTORTION:** "ERA would eliminate child support payments by the father."

**FACT:** ERA does not eliminate child support. In addition, the Amendment's requisite of sexual equality insures that the spouse with children will not be in a worse financial position than the other spouse. Currently, child support payments provide less than one-half of the support of children where divorce divides the family. Several regional studies have shown that these awards are almost never enforced after the first year or two and that 90% of the former husbands fail to comply with court orders after five years.

#### **CHILD CUSTODY**

**DISTORTION:** "ERA would cause mothers to lose the custody of their children in divorce and separation cases."

**FACT:** Passage of ERA will not result in large numbers of children being awarded to their fathers in custody battles. Courts already primarily consider the welfare of the child in award of custody. Under ERA, custody would be awarded to the parent better able to provide for the interests of the child. Thus the Equal Rights Amendment would further and enhance the rights of children.

#### **MARITAL RELATIONSHIPS**

**DISTORTION:** "ERA will deprive women of enforceable rights of support and will weaken the father's obligation to support his family."

**FACT:** The law does not currently operate as an enforcer of a particular code of relationships between husband and wife. Any legal changes required by ERA are unlikely to have a direct impact on the day-to-day relationships within a marriage. The reluctance of courts to interfere directly in an ongoing marriage relationship is a standard tenet of American jurisprudence.

#### **EQUAL PAY**

**DISTORTION:** "ERA won't give women anything they don't already have or have a way of getting. For example: Women can get equal pay through the 1964 Civil Rights Act and the 1972 Equal Employment Opportunity Act."

**FACT:** These acts fail to cover women in small companies which have no federal contracts and which do not deal in interstate commerce. Many people who are aware of a constitutional amendment are unaware of their protection under less significant legislation: Those who do know, try one by one to get enforcement in specific cases. This is a slow and tedious process. This piecemeal litigation could go on indefinitely, without providing basic constitutional protection for all.

#### **STATE PROTECTIVE LAWS**

**DISTORTION:** "State protective laws based on sex would be abolished. This would bring back sweat shop conditions."

**FACT:** The Equal Rights Amendment, instead of abolishing all protective legislation, could extend beneficial protection to men.

Title VII of the 1964 Civil Rights Act already prevents discrimination in employment. Legislative

history indicates that special labor safety and health provisions which do not restrict opportunities should be extended to men rather than denied to women. An Arkansas court recently ruled in a case involving overtime pay for women but not for men that overtime should be extended to men, rather than taken away from women. The Equal Employment Opportunity Commission Guidelines state that minimum wage, overtime pay, special rest and meal periods and physical facilities should be provided to both men and women unless the employer can prove that the nature of his business precludes this arrangement.

In many states protective laws are used to "protect" women from higher pay and advancement in the traditional "male" occupations and from overtime pay. In some cases, these laws are selectively applied: Women cannot serve late in restaurants (when tips are higher), but they can clean offices or work for the phone company all night. Protective legislation has rarely covered the poorest working women in the country, those in service occupations, which have generally been outside the coverage of these laws.

#### **MILITARY DRAFT AND COMBAT**

**DISTORTION:** "ERA will make women subject to the draft and combat."

**FACT:** President Nixon has moved to end the draft and establish a Volunteer Army by July 1, 1973. But even if the draft is continued, Congress already has constitutional power to draft women. Women have been in the military for over 30 years. They need higher qualifications to enlist and they receive less fringe benefits than their male counter-parts: Women do not get the full benefits of G. I. education, vocational training, pensions, health care and job and housing preferences that are offered to men. Congress and/or the President, through executive order, has the authority to make exemptions and deferments. It is hardly likely that mothers would be pulled away from their children and sent to war.

#### **SOCIAL SECURITY**

**DISTORTION:** "A woman gets higher Social Security benefits than a man with the same salary to compensate for her years of lower earnings. ERA would wipe this difference out."

**FACT:** Congress has already voted to end all distinction between men's and women's benefits by 1975.

## CWA ON RECORD FOR THE EQUAL RIGHTS AMENDMENT

**On March 20, 1972, the Executive Board of the Communications Workers of America issued a policy statement on ERA. Here are excerpts from that statement:**

. . . The Communications Workers of America has always believed in equality of protection under the laws for all. We have fought on the state and federal level for legislation which would guarantee the rights of workers to equality of opportunity on the job and have worked to improve and extend the coverage of benefits presently available under the law. Our effort has been exerted on behalf of all of our members, regardless of race or sex.

. . . On October 12, 1971, the U. S. House of Representatives passed by a 354 to 23 vote an equal rights for women amendment to the constitution. This amendment, H. J. Res. 208, states: "Equality of rights under the law shall not be denied or abridged by the United States or by any state on account of sex" . . . Many fear it will lead to the abolition rather than extension of beneficial state laws which protect only women, rather than both sexes. The Senate Judiciary Committee refused to incorporate language in the amendment aimed at preserving these laws, so that Senate passage and state ratification of the constitutional amendment could place the fate of this state protective legislative in question.

We want to make clear, however, that even without the incorporation of language specifically addressed to the state protective labor laws, we see the Equal Rights Amendment as a means of asserting not an equal right to be abused, but equality of the right to protection. The Communications Workers of America has always supported the extension of existing protective legislation for women and men. We look upon the Equal Rights Amendment as a constitutional guarantee, a national commitment that will aid us in achieving this goal. If the safety and family commitments of women have been recognized as valid concerns in the past, why not today extend the same concern and compassion to men?

. . . We reiterate our belief that equal rights and privileges do not mean equality of abuse . . . We ask those state legislatures who will be active in the processes of ratification and reconsideration of state statutes which apply to only one sex to remember that the mere abolition of truly beneficial laws will meet with fierce opposition by working people.

In closing, we offer that the Equal Rights Amendment is one step in a long American his-

tory of securing individual liberties. American citizens should have equal access to whatever opportunities their abilities and choice incline them. This right of access should be safeguarded by our Constitution no less when these citizens are women. . . .

**On June 12, 1972, the 34th Annual Convention of the Communications Workers of America took the following action on the Equal Rights Amendment:**

"Congress has recently passed a constitutional amendment which gives women equal rights. Before the amendment becomes part of the Constitution, at least three-fourths of the states must ratify it. Some states have already acted, and we urge the others to ratify this amendment.

In our Union, women work side by side with men in the fight to organize, bargain, and achieve our legislative and other goals. We of CWA recognize that women are effective leaders who exemplify progressive unionism. Therefore, we should be especially active in seeking state legislative approval of the equal rights amendment.

As we consider this subject, we must recognize that great changes have taken place concerning state laws which gave women special protection in the workplace.

Even without the passage of the Equal Rights Amendment, many of these laws have been repealed, because they were considered to be in violation of Title VII of the 1964 Civil Rights Act, which banned discrimination in employment of women.

We should work to revive needed protective legislation, but see that it is written so that it protects men as well as women. If it is unsafe for a woman to work after certain hours, then it should be considered unsafe for a man to work after certain hours. If a woman has the right to refuse overtime, then a man should have the right to refuse overtime. Protective legislation will only withstand court tests if it protects men and women alike.

THEREFORE, BE IT RESOLVED: That the Communications Workers of America urges each state legislature which has not yet acted to ratify the equal rights amendment.

AND BE IT FURTHER RESOLVED: That the Union urges enactment of needed protective legislation which protects men and women equally. In those states, such as California, which still retain beneficial protective laws for women only, we support the passage of the equal rights amendment interlocked with the extension of these laws to men workers."

# The Equal Rights Amendment



A MESSAGE FROM  
**JOSEPH A. BEIRNE**, President  
Communications Workers of America

**1974 CAMPAIGN CONFERENCE FOR  
DEMOCRATIC WOMEN SHERATON PARK  
HOTEL, WASHINGTON, D.C.  
MARCH 29-31, 1974**

**Friday, March 29**

- 3:00 p.m. Conference Registration opens. Upper Concourse
- 3:30 p.m. Democratic National Committee Women's Caucus meeting. Park Room
- 4:30 p.m. National Federation of Democratic Women's Clubs meeting. Maryland Suite
- 5:30-6:30 p.m. Reception—hosted by DNC Chairman Robert Strauss and Mrs. Strauss. Cotillion Room  
Dinner arrangements are open.
- 8:00 p.m. **Conference Convenes**—Sheraton Hall  
Welcome: Harriet Cipriani, Director of Women's Activities.  
Roll Call of states: Dorothy Bush, Secretary of the DNC.  
Introduction of DNC officers: Mary Lou Burg, Deputy Chairman DNC.  
Keynote Address: Robert Strauss, Chairman, DNC.  
Entertainment: Grace Mary Stern and Eunice Tobin of Illinois in an original comedy skit.
- 9:45 p.m. Film "Hand That Rocks the Ballot Box"—Cotillion Room (Two showings—one-half hour each)

**Saturday, March 30**

- 8:00 a.m. Registration continues. Upper Concourse
- 8:00-8:45 a.m. Continental breakfast. Cotillion Room  
ERA Discussion Tables.
- 9:00-9:30 a.m. **General Session**—Sheraton Hall  
Presiding: Harriet Cipriani, Director of Womens Activities.  
Reports: Barbara Mikulski, Chairwoman, Delegate Selection Committee.  
Pastora San Juan Cafferty, member Democratic Charter Commission.

9:45-11:45 a.m.  
12:00-2:30 p.m.

**Workshops "USING THE ISSUES"  
"HAT IN THE RING" luncheon.** Sheraton Hall

Presiding: Caroline Wilkins, Vice Chairman, DNC.  
Mistress of Ceremonies: Liz Carpenter, former Press Secretary to Mrs. Lyndon B. Johnson.  
Speakers: First term Congresswomen Lindy Boggs, Louisiana; Yvonne B. Burke, California; Cardiss Collins, Illinois; Patricia Schroeder, Colorado.  
Special Guests: Congresswomen Bella Abzug, New York; Edith Green, Oregon; Julia Butler Hansen, Washington; Patsy Mink, Hawaii.

2:45-4:45 p.m.  
6:00-6:45 p.m.  
7:00 p.m.

**Workshops "MAKING THE MOVE"  
Reception. Florentine Foyer, Esplanade  
"OFF AND RUNNING" BANQUET**  
Sheraton Park Ballroom

Presiding: Basil Paterson, Vice Chairman, DNC  
Announcer: Roscoe Dellums  
Mistress of Ceremonies: Helen Gahagan Douglas, former Congresswoman from California.  
Speakers: Featuring Senators up for reelection in 1974, including: Senators James Allen, Alabama; Mike Gravel, Alaska; Frank Church, Idaho; Adlai Stevenson III, Illinois; Birch Bayh, Indiana; Russell Long, Louisiana; George McGovern, South Dakota. Warren Magnuson, Wash.

**Sunday, March 31**

- 8:00-8:45 a.m. Continental breakfast. Cotillion Room
- 9:00-11:00 a.m. **Workshop "WINNING THE ELECTION"** Sheraton Hall  
Recess—coffee or cash bar. Sheraton Hall
- 11:15-11:45 a.m.
- 11:45-1:00 p.m. **General Session** Sheraton Hall  
Workshops Summary (Workshop Committee): Mary Lou Friedman, Betty Randall, Jane Vitray.  
Evaluation, comments and discussion  
Adjournment.

**WORKSHOPS**

**"USING THE ISSUES"**

Saturday, March 30—9:45-11:45 a.m.

Rooms:

1. North Cotillion
2. South Cotillion
3. Dover Room
4. Wilmington Room
5. Annapolis Room
6. Frederick Room
7. Alexandria Room
8. Continental Room

Eight concurrent workshops, each with three panelists and a moderator will explore the most effective ways to identify and use issues in a campaign.

**Moderators**

- Polly Baca Barragan, Colo. (Nat'l Committeewoman)  
Ruth Harvey Charity, Va. (Nat'l Committeewoman)  
Maria Carrier NH (Nat'l Committeewoman)  
Patricia Roberts Harris, D.C. (Nat'l Committeewoman)  
Koryne Horbal, Mn. (Nat'l Committeewoman)  
Delores Tucker, Pa. (Nat'l Committeewoman)  
Helen Rees, Mass. (Nat'l. Committeewoman)  
Caroline Wilkins, Oregon (Vice Chairman, DNC)

**Panelists:**

- Bella Abzug, N.Y. (U.S. Congress)  
Lindy Boggs, La. (U.S. Congress)  
Cardiss Collins, Ill. (U.S. Congress)  
Edith Green, Oregon (U.S. Congress)  
Julia Butler Hansen, Wash. (U.S. Congress)  
Patsy Mink, Hawaii (U.S. Congress)  
Patricia Schroeder, Colo. (U.S. Congress)  
Mary Anderson, Tenn. (State Legislator)  
Myra Barrer, D.C. (Publisher)  
Gerry Bean, Colo. (Univ. of Colo. Regent)  
Hildegardis Boswell, Md. (State Legislator)  
Selina Burch, Ga. (Special Repr. CWA)  
Sylvia Chaplain, N.H. (Candidate U.S. Congress)  
Evelyn Dubrow, N.Y. (Legislative Director ILGWU)  
Betty Espinosa, D.C. (Public Relations Director)  
Mary Condon Gereau, D.C. (Legislative Director NTE Union)  
Paddy McLaughlin, Va. (Campaign Consultant)  
Fannie Neal, Ala. (Field Repr. COPE, AFL-CIO)  
Ethel Payne III. (Journalist)  
Michele Prestera, W. Va. (State Legislator)  
Valerie Saunders, Del. (Campaign Manager)  
Ann Schmidt, D.C. (Journalist)  
Edith Van Horn, Mich. (UAW Representative)  
Dorothy McDiarmid, Va. (State Legislator)

**"MAKING THE MOVE"**

Saturday, March 30, 2:45-4:45 p.m.

Rooms:

- 1-5 North Cotillion
- 2-6 South Cotillion
- 3-7 Delaware Suite
- 4-8 Annapolis/Frederick Room

Four concurrent workshops, each with four panelists, four role players, and a moderator, will develop the subject through a point, counter-point dialogue between elected officials and role playing delegates with questions, answers, and discussion.

**Moderators:**

- Jane Byrne, Illinois (National Committeewoman)  
Lorray Dyson, Oklahoma (National Committeewoman)  
Alfreda Webb, No. Carolina (National Committeewoman)  
Phyllis Landrieu, Louisiana (National Committeewoman)

**Panelists:**

- Anne Martindell, New Jersey (State Senator)  
Barbara Mikulski, Maryland (Baltimore City Councilwoman)  
Gertrude Donahey, Ohio (State Treasurer)  
Joanne Alter, Illinois (Chicago Sanitary Commission Trustee)  
Barbara Sigmund, New Jersey (Princeton Councilwoman)  
Mary Ann Krupsak, New York (State Senator)  
Mary Hitt, Georgia (former Mayor, Jesup)  
Betty Wilson, New Jersey (Majority Whip, General Assembly)  
Rita Wilson Kane, Pennsylvania (Allegheny Co. Register of Wills)  
Joella Smithmeir, Missouri (Cass Co. Auditor)  
Phyllis Rutledge, W. Virginia (State Legislator)  
Jean Walling, New Jersey (Mayor, East Brunswick)  
Arie Taylor, Colorado (State Legislator)  
Joanne Symons, New Hampshire (State Legislator)  
Muriel Yacavone, Connecticut (State Legislator)  
Mildred Madison, Ohio (Cleveland Councilwoman)

**Role Players:**

- Lillian Huff, D.C. (National Committeewoman)  
Obera Bergdall, Oklahoma (State Conference Co-Chairwoman)  
Rilla Moran Woods, Tenn. (Pres. Nat'l Federation of Democratic Women's Clubs)  
Pat Siebert, Illinois (Assistant Sheriff)  
Pat Nisbet, California (Northern Calif. Women's Chairman)  
Oteria L. O'Rear, Kentucky (Businesswoman)  
Nell Blangers, Kansas (National Committeewoman)  
Shirley Goldinger, California (Women's Chairman)

*Continued on next panel*

## WORKSHOPS (Cont.)

### Role Players (Cont.)

Peg Pokorny, No. Dakota (President N.D. Dem-NPL Women's Club)  
 Hila Newman, Missouri (Pres. Mo. Fed. of Democratic Women's Clubs)  
 Margaret Hernandez, Colo. (Co-Captain 5th Legislative District)  
 Azie Morton, Special Assistant to Chairman, DNC  
 Rosalie Riley, Maryland (Pres. United Democratic Women's Clubs)  
 Vera Griffith, Michigan (Member, State Central Committee)  
 Rita Matheny, Washington (Director, Democratic Women's Club)  
 Margaret Cobbe, Florida (Past Pres. Democratic Women's Clubs of Florida)

### WORKSHOP: "WINNING THE ELECTION"

Sunday, March 31—9:00-11:00 a.m.

Sheraton Hall

A panel of experts will discuss techniques of campaigning, such as: Volunteer Utilization; Targeting; Demographics; Fund Raising; Training Campaign Staff; Polling; Media, etc.

### Moderator:

Mary Lou Burg  
 Deputy Chairman, Democratic National Committee.

### Panelists:

Ofield Dukes, Pres. Ofield Dukes & Associates, Public Relations firm  
 Arvonne Fraser, Advise & Consult, Inc., Political Consultants.  
 Bob Keefe, Executive Director, DNC.  
 Fran Kraft, John Kraft, Inc., Opinion Polling firm.  
 Paul Lutzker, Director of Political Research, DNC.  
 Rosalie Whelan, Reese, Whelan, Nace & Murphine, Political Consultants.

## Special Thanks to the State Co-Chairwomen For Campaign Conference

<b>Alabama</b> Ruth J. Owens Dot Little	<b>Louisiana</b> Mary Lou Winters Phyllis Landrieu	<b>Ohio</b> Mary McGinty Joan Spratley
<b>Alaska</b> Rosemary Clark	<b>Maine</b> Ms. Cynthia M. Beliveau Ms. Kathleen Whitzell	<b>Oklahoma</b> Obera Bergdall Carol Ann Rambo
<b>Arizona</b> Judy Hardes Eliza Carney	<b>Maryland</b> Dorothy Streaker Mrs. Rosalie Riley Mrs. Marion Hoffman Mrs. Vera Hash Mrs. Rose Ader	<b>Oregon</b> Alice Corbett Margot McInerney
<b>Arkansas</b> Mrs. Arvazean Jordan Mrs. Nancy Balton	<b>Massachusetts</b> Eva B. Hester Doris Kanin	<b>Pennsylvania</b> DeLores Tucker Sophie Masloff
<b>California</b> Mrs. Stella Epstein Mrs. Pat Nisbet	<b>Michigan</b> Ms. Gloria McKay Ms. Donna O'Donnahue Ms. Marilyn Marshall Ms. Carrie Thompson	<b>Puerto Rico</b> Dona F. Rincon deGautier Marisara Pont
<b>Colorado</b> Ms. Polly B. Barragan Ms. Gerry Bean	<b>Minnesota</b> Alice Keller	<b>Rhode Island</b> Mrs. Mildred Nichols Ms. Barbara C. Leavitt Mrs. Margaret T. Fay Mrs. Mary A. Whalen
<b>Connecticut</b> Beatrice Rosenthal Mrs. Robert Satti Mrs. Kay Oulundsen Mrs. Nancy Narden Ms. Katherine Qunn	<b>Mississippi</b> Ms. Tina Benagh Marion E. Watkins	<b>South Carolina</b> Mrs. Sallie Snider Mrs. Rock Sturgis
<b>Delaware</b> Mrs. Nancy Short Mrs. Vivian Reed Mrs. Linda Bryant	<b>Missouri</b> Sen. Mary L. Gant Ann C. Herbst Hila Newman	<b>South Dakota</b> Beverly Bruce Sharon Stroschein
<b>Dist. of Columbia</b> Barbara Morgan Lillian Huff	<b>Montana</b> Gladys E. Makela Mrs. Lynn Massman	<b>Tennessee</b> Mrs. Sarah McHarris Mrs. Rilla Woods Mrs. Nannie Rucker Mrs. Betty Lucas
<b>Florida</b> Mrs. Margaret Cobb Mrs. Jane Messer	<b>Nebraska</b> Dorothy Ley Ruth Short Jean O'Hara	<b>Texas</b> Miss Julianan Cowden Miss Jane Hickie
<b>Georgia</b> Ms. Liane Levitan Mrs. Phyllis Farrell	<b>Nevada</b> Aileen O'Neil Virginia Akins	<b>Utah</b> Marian Peterson Jean Westwood
<b>Guam</b> Madeline Bordallo Rosalie Flores	<b>New Hampshire</b> Joanne Symons Lucille M. Kelley	<b>Vermont</b> Mrs. Ruth Poger
<b>Hawaii</b> Mrs. Momi Minn Lee Mrs. Naomi Campbell	<b>New Jersey</b> Hon. Cecile Norton Marjorie Lieblich	<b>Virgin Islands</b> Janet Watlington Leonile E.P. Gordon
<b>Idaho</b> Verda Barnes	<b>New Mexico</b> Mrs. Marie Eaves Angie McKinstry Margaret Larragoite	<b>Virginia</b> Mrs. Mary Cahill Mrs. W. Ferguson (Jackie) Reid
<b>Illinois</b> Jane Byrne Peg Gordon S. Jeanne Wycoff Pat Siebert Joanne Alter	<b>New York</b> Lucille King Mrs. Betty Stack	<b>Washington</b> Mrs. Betty Moyer
<b>Indiana</b> Katie Wolf	<b>North Carolina</b> Mrs. Gladys Bullard Mrs. Annie Kennedy Mrs. Allene Highsmith Mrs. Betty McCain Mrs. Wymene Valand	<b>West Virginia</b> Mrs. Jewell Bailey Mrs. Eleanor Ford
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<b>Kansas</b> Nell Blangers		<b>Wyoming</b> June Boyle
<b>Kentucky</b> Mrs. Ann Bock		<b>Canal Zone</b> GeDelle B. Young Nan Dietz

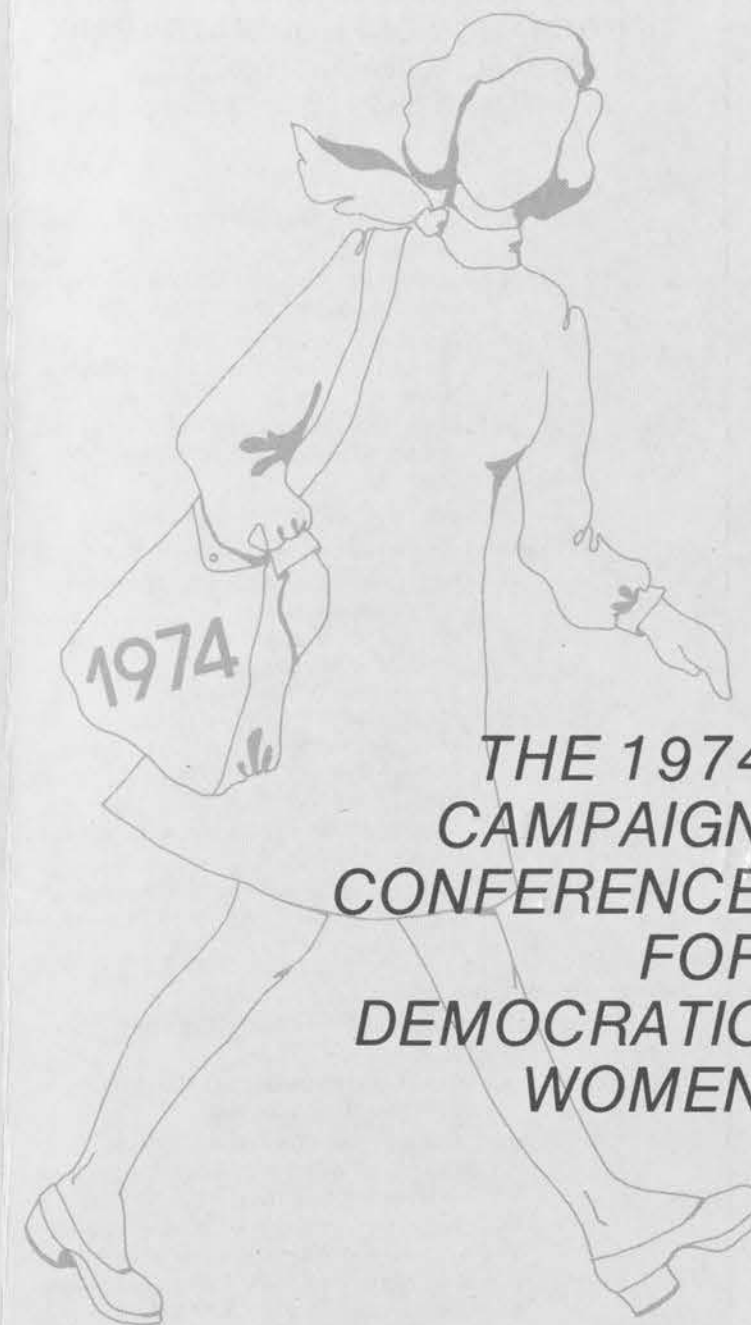
## Conference Planning Committee

Harriet Cipriani, Director of Women's Activities  
 Jane Vitray (Workshops) & Assistant to the Director  
 Florence Levy (Secretary)  
 Helen Berthelot (Housing)  
 Sala Burton (Luncheon)  
 Liz Carpenter (Luncheon)  
 Ada Carter (Hostess)  
 Charlotte Chapman (Novelties)  
 Mary Lou Friedman (Workshops)  
 Mary Lou Grote (Hotel arrangements)  
 Lillian Huff (General Sessions)  
 Paula Locker (Banquet)  
 Peggy Mann (Banquet)  
 Emilie Miller (Poster Signs)  
 Barbara Morgan (Workshops)  
 Susan Murphy (Child Care)  
 Barbara Phillips (Breakfasts)  
 Betty Randall (Workshops)  
 Barbara Schecter (Ass't Treasurer)  
 Joyce Seigel (Treasurer)  
 Madeline Sigel (Registration)  
 Jeanette Stats (Press)  
 Hallie Young (Press)  
 Gladys Yeldell (Kits)

### Many Thanks To All The Wonderful Volunteers Who Made This Conference Possible:

Vera Abbott	Roscoe Dellums	Evelina Mitchell
Bess Abell	Bernice Dickinson	Jane Palmer
Mary Abourezk	Margaret Dieffenbach	Helen Parker
Betty Adams	Mary Drob	Toni Peabody
Erma Angevine	Libby Dunn	Nuala Pell
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Betty Bagdekian	Catherine Flood	Peggy Perry
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Cordelier Batchlav	Anne Foss	Gretchen Poston
Gerri Bell	Ruth Freaney	Naomi Pride
Louise Bennett	Janet Glen	Margaret Randall
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Regina Chandler	Frances Jaffe	Earline Tibbs
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Eula Cleveland	Cheryl Chapman Johnson	Chris Turpin
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Juanita Dandridge	Shirlee Marks	Addie Yates
Elaine Davis	Patricia McCauley	Rhoda Zerkin
Lola Demma	Mary Miller	Saretta Zitver

## PACESETTER



## THE 1974 CAMPAIGN CONFERENCE FOR DEMOCRATIC WOMEN

March 29, 30, 31, 1974  
 Sheraton Park Hotel  
 Washington, D.C.

## HISTORY

The National Woman's Party was founded in 1913 and spearheaded the Woman's Suffrage Movement. After passage of the Suffrage Act in 1920 the National Woman's Party had introduced in Congress in 1923 the first Equal Rights Amendment bill ever proposed for women. For 49 years this Party has been engaged solely in a campaign to raise the status of women and to obtain passage of the Equal Rights Amendment and currently the ratification of the Equal Rights Amendment.

In addition, this Party is restoring the Alva Belmont House, the Headquarters of the National Woman's Party. The Alva Belmont House has been declared a historic site by an Act of Congress.

Contributions toward the restoration of this "Monument to Women" are tax deductible.

Elizabeth L. Chittick  
National Chairman

August 7, 1972

## NATIONAL MEMBERSHIP

Associate Junior (under 25)	\$.50
Active	.12.00
Club House	.25.00
Supporting	100.00
Maintenance	250.00
Life	1,000.00
National Affiliated Organizations	100.00
Local Affiliated Organizations	.25.00

National Memberships are independent of and in addition to State and Local Memberships.

National Memberships support the national campaign to raise the status of women and at present to help in obtaining ratification of the Equal Rights Amendment.

## NATIONAL WOMAN'S PARTY

144 Constitution Avenue, N.E.  
Washington, D.C. 20002  
(202) 546-1210-11

### 1. Why is the Equal Rights Amendment for Women necessary?

A. It is necessary to give a woman a legal status which was not defined by the United States Constitution as it was framed and adopted under the concept of English Common Law which does not regard women as legal persons or entities. The 14th Amendment which guarantees "equal protection of the laws" did not fully give a woman equal status with men even though a Supreme Court decision in 1971 struck down a law discriminating against women, as it did not overrule earlier decisions upholding sex discrimination cases in other laws. Therefore, the burden is on each plaintiff to prove his case. The Equal Rights Amendment would give every man and woman freedom from sex discrimination without the necessity of going to court, case-by-case, which is expensive and time-consuming. Also, faint-hearted women will not attempt to go to court.

### 2. Why does a woman need a legal status?

A. A legal status is necessary so that a woman will be given equal treatment and consideration in all areas of life as a man. For instance, equal work — equal pay; the right to work overtime; the right to serve on juries; the right to receive the same penalties as males when violating the laws, whereas some state laws now have greater penalties for females than for males; the right to establish a business, become guarantors, enter into contracts and administer estates, etc.

### 3. What does the Equal Rights Amendment have to do with the social issues of women—such as, abortion, child care, communal living?

A. Absolutely nothing. These social issues must not be confused with the Equal Rights Amendment. The Equal Rights Amendment and social issues seem to be one, but most of the social issues in the limelight today have nothing to do with the Equal Rights Amend-

ment and the legal status of women, as they can be attained without the Equal Rights Amendment. The press has helped to equate the Equal Rights Amendment with the "Lib" Movement and the social issues, but the Equal Rights Amendment is a legal issue basically and only later a social issue in a much smaller degree. Men and women will have the same relationship as they now have and as they decide on an individual basis.

### 4. Does the Equal Rights Amendment affect the housewife-homemaker?

A. Only as it affects all women, in that, each woman may choose her own way of life — homemaker or wage earner. Housewives need not fear that their security is being taken away from them. The Equal Rights Amendment does not take away the enforceable laws of support. In fact, there are many inadequate support laws now, and these laws should be improved to safeguard the housewife-homemaker.

### 5. How does the Equal Rights Amendment affect alimony and child-support laws?

A. The Equal Rights Amendment will only change the present laws to include men under the same conditions as women (as they are now in more than one-third of the states).

The Citizens' Advisory Council on the Status of Women reported that rather than depriving women and children of support, the Equal Rights Amendment "could very well result in greater rights," as "women's legal rights to support by their husbands, and to support of their children in cases of divorce or separation are much more limited than is generally known and enforcement is very inadequate."

"The Equal Rights Amendment would not make alimony unconstitutional but would require a fair allocation of it on a case-by-case basis. In the great bulk of cases, women would still receive alimony or support payments." (Senator Birch Bayh of Indiana, in 1971)

In the end, the welfare of the child would be the criterion in awarding custody of the child in a court contested case (as it is now in many states) and mothers would be responsible for child support only within their means. A homemaker with no means would have complete protection under this concept.

### 6. How does the Equal Rights Amendment affect Property Laws?

A. The equal Rights Amendment would invalidate state laws which treat men and women differently in respect to their property rights and, in particular, married women. A married woman will be able to enter into contracts, run her own business, manage her own property, become a guarantor, and a woman would be treated equally as an administrator of an estate. In community property states, no one sex would have arbitrary preference, and the division and management of property would be on the basis of expertise and not on sex.

### 7. What will happen to the present protective laws for women?

A. Protective laws that discriminate against a woman will be invalidated, as the Equal Rights Amendment will require that the Federal Government and all State and local governments must treat each person, man or woman, as an individual.

The laws which were meant to protect a woman are in this time era discriminating against a woman and especially so since many women today are heads of household and the sole support of children. Many women are physically stronger than some men. As strength and weakness seem to have been the criterion for the protective laws, let each person, man or woman, be protected according to each individual's physical strength. Therefore, the laws would be changed to include men and women and men would also receive any protection the law would give on an individual basis, and not on sex. Protective legislation would be made to

cover hazardous occupations, health, safety and hours of work without regard to sex.

### 8. Will women be drafted?

A. Congress already has the power to draft women, if necessary. The U.S. Constitution gives to the Congress the power "To raise and support armies . . . To provide and maintain a navy." There were no restrictions or limitations on this "great power"; and the Supreme Court has held that it will not even review the manner in which this power is exercised. Selective Draft Law Cases, 245 U.S. 360 (1918) *Lichter v U.S.*, 334 U.S. 742 (1948).

Every person is subject to be called for military duty in the public safety. It is for Congress to say when, who, and to what extent and how they shall be selected. *Warren v. U.S.* 177 F. 2d 596 (1949).

The Equal Rights Amendment does not affect this power, but would give women the right to volunteer for service, and would also give her some of the benefits now being received by men, such as, GI educational benefits; job preferences in and out of Government work; free food, housing, insurance, training and leadership experience.

The Equal Rights Amendment would require that men and women be treated alike, with respect to military service. As men now receive exemptions and deferments, so would women. They could exempt parents who are required to stay with children; either or both parents with small children; physical disabilities; conscientious objectors; and the many other reasons for which men now receive exemptions. Men and women would be treated alike on the exemptions and deferments and receive the same benefits, which are many.

President Nixon has said there would be a volunteer army by 1973. As the Equal Rights Amendment does not take effect until two years after its ratification by the states, there is

a possibility that this Volunteer Army would be a reality long before the Equal Rights Amendment becomes effective.

**9. Will women be assigned combat duty?**

A. Every man is not assigned combat duty, so there is no reason to believe women will be. Most men are assigned to civilian type jobs, and many men are needed to fill these jobs. The University of Kansas Commission on the Status of Women in March 1971 reported: "Studies have shown that almost nine out of ten jobs done by servicemen are civilian jobs." Therefore, many men and women are needed to serve their country in capacities which do not require combat training. Again, if men and women are accepted and drafted into the armed services on an equal basis, they could be assigned to the duties they are most capable of doing and also willing, regardless of sex. As women would receive the same exemptions and deferments that Congress has the power to give to men, it seems improbable that anyone, man or woman, not desiring to serve (as in the case of some men now) would serve in a capacity they didn't wish to.

The Intercollegiate Association of Women Students, a body of young women numbering approximately 250,000, at its March 1971 Convention passed a Resolution that given whatever Selective Service System prevailing they would support the involvement of women equally with men in the responsibilities.

**10. How does the Equal Rights Amendment affect admittance of women to public colleges?**

A. It will open the doors for women. Admission will have to be based on ability and not on basis of sex. Young women from poor families will be especially benefited, and Graduate Schools and the education profession will offer many more opportunities for women. At present, there is great discrimination in this area.

**11. How does the Equal Rights Amendment affect the jury laws?**

A. The Equal Rights Amendment would make all women eligible for jury duty on the same basis as a man, and they would be "relieved" on the same basis as a man, and not simply because they were a woman.

**12. How does the Equal Rights Amendment affect criminal laws and especially rape?**

A. Laws which give a longer sentence to a woman than a man will be invalidated.

"The Equal Rights Amendment will not invalidate laws which punish rape, for such laws are designed to protect women in a way that they are uniformly distinct from men." (Senate Report 92-689).

Laws based on a physical characteristic of one sex (whether criminal-prohibiting rape, or civil governing medical payments for child-birth) will continue to be valid.

**13. How does the Equal Rights Amendment affect the privacy of women-sleeping quarters and bathroom facilities?**

A. Not at all. Senate Report 92-689 so stated under two legal principles—the power of the state to regulate cohabitation and sexual relations of unmarried persons; and the constitutional right of privacy (enunciated by the Supreme Court in 1965).

These principles would permit separate sleeping, bathing and toilet facilities in public institutions such as colleges, prisons and military barracks.

**14. How does the Equal Rights Amendment affect States Rights?**

A. The Equal Rights Amendment does not change the status of States Right except to make their laws apply equally to men and women.

**15. Does the Equal Rights Amendment belong to the "Lib" Movement?**

A. No. The so-called "Womens' Liberation Movement" began sometime in the mid-1960's. The Equal Rights Amendment was authored, and sponsored for 49 years by the National Woman's Party. Their sole purpose and dedication over 49 years, and their sole activity, was to help women attain a legal status — to become a person — by an Amendment to the U.S. Constitution, i.e. passage of The Equal Rights Amendment. The press has equated the Equal Rights Amendment to the "Lib Movement".

**16. What is the National Woman's Party?**

A. The National Woman's Party was founded in 1913 and spearheaded the woman's suffrage movement. After the passage of the Suffrage Act in 1920, these valiant and courageous women, under the leadership of Alice Paul, Founder and Honorary Chairman of this Party, had introduced in Congress in 1923 the first Equal Rights Amendment bill ever proposed for women. For 49 years, this Party has had this Amendment introduced in every Congress, obtaining more and more sponsors each year. Over the years they diligently kept the fires burning for this Amendment, educating other organizations, publishing bulletins and maintaining an instant information bureau where anyone interested in the Equal Rights Amendment could obtain the exact status of its progress and sponsors day or night. The National Woman's Party is still an effective working organization. It sought no publicity over the years, but the Equal Rights Amendment truly belongs to the National Woman's Party.

NATIONAL WOMAN'S PARTY  
144 Constitution Avenue, N.E.  
Washington, D.C. 20002



ANSWERS  
to  
QUESTIONS  
about  
EQUAL RIGHTS  
AMENDMENT

*"Equality of rights under the law shall not be denied or abridged by the United States or by any State on account of sex."*



NATIONAL WOMAN'S PARTY  
144 Constitution Avenue, N.E.  
Washington, D.C. 20002  
Founded 1913

DEMOCRATIC  
NATIONAL COMMITTEE

1625 Massachusetts Ave., N.W. Washington, D.C. 20036 (202) 797-5900

September 23, 1974

Congratulations! You are part of a great group of concerned Democratic women who are running for public office this year.

I am sending this kit from our recent Campaign Conference for Democratic Women, with the hope that you may find some of the material useful.

Please let me know if the Office of Women's Activities can be of further assistance.

We send best wishes for a successful campaign.


Sincerely,

Harriet Cipriani  
Director of Women's Activities

HC:jv



"DEMOCRATIC WOMEN"  
WEAR YOUR BUTTON  
1974



3 for \$1.00  
\$4.00 per doz.  
1 doz. free each 5 doz. order  
OFFICE OF WOMEN'S ACTIVITIES  
Democratic National Committee  
1625 Massachusetts Ave., N.W.  
Washington, D.C. 20036

## The 1974 Campaign Manual

The Democratic National Committee's long-awaited 1974 Campaign Manual is now available. The new Manual addresses the many facets of campaigning which should not be overlooked if candidates are to conduct efficient and effective campaigns.

The Campaign Manual discusses many important areas of campaigning, including basic organization of the campaign, defining the electorate, communication techniques, and election day activities, as well as media communication, professional campaign management and campaign regulations.

All campaigns require thoughtful planning; and it is the purpose of the 1974 Campaign Manual to assist all candidates and their staffs in the development of well organized comprehensive campaign efforts.

If you would like to receive a copy of the Manual, please fill out the attached order form and send it with your payment of \$5 to the Democratic National Committee, Campaigns Division.

---

### 1974 Campaign Manual Order Form

TO: Campaigns Division  
Democratic National Committee  
1625 Massachusetts Ave., N.W.  
Washington, D.C. 20036

Please send me a copy of the 1974 Campaign Manual. Enclosed is my check/  
money order for \$5.00.

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State \_\_\_\_\_ ZC \_\_\_\_\_

SOURCEBOOK AVAILABLE NOW

The Democratic National Committee has recently published a Sourcebook for the 1974 Elections which is a must for all candidates for major office. For the first time anywhere an attempt has been made to survey and catalogue the broad range of political services which are available to candidates. Not only does this identify potential sources of support, but it tells the candidates what is available, who to contact and the basis on which support is provided.

Many candidates, and particularly non-incumbents, waste much of their time and energy in trying to identify and properly solicit the support of various organizations and associations. We believe that our Sourcebook will enable a candidate to take full advantage of the resources and services available by simply understanding the organization, its objectives and the services they have available.

In addition, the Sourcebook surveys the campaign programs which are being developed at the Democratic National Committee. Also, one section of the Sourcebook addresses itself to specific problems which confront a candidate for major office. What are the advantages of conducting a public opinion poll and the alternatives to hiring a professional pollster? What types of research are necessary to obtain a basic understanding of a given constituency, its composition and voting habits? Are political consultants useful and/or necessary; and if so, what are the criteria for their selection? How can a campaign staff be trained to take full advantage of the available political expertise and technology and translate this training into specific campaign skills?

The purchase of a 1974 Campaign Sourcebook for \$10.00 includes a subscription for various materials and campaign tools which are being developed and will be sent to Sourcebook subscribers. As the Sourcebook is supplemented regularly, we believe that the subscriber will have a resource document which has no equal in terms of its scope and quality and which focuses on every aspect of the successful political campaign.

---

SOURCEBOOK ORDER FORM

TO: Campaigns Division  
Democratic National Committee  
1625 Massachusetts Avenue, N.W.  
Washington, D.C. 20036

Please send me a copy of the 1974 Campaign Sourcebook and the supplements which will be sent out in the months ahead. Enclosed is my check/money order for \$10.00

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

## FUND RAISING GUIDELINES

1. Create Prospecting Force - People who know the candidate or issue fully, are articulate, and will never take no for an answer. These ought to be people who themselves have a record of giving to a similar candidate or cause and whose business and personal acquaintances are likely prospects for giving.
2. Present as fait accompli a rational, phased (that is a core of activities without which there can be no campaign or program with segments that can be added or strengthened or deepened with additional funding) budget. It's not the prospecting force's (sometimes called, unfortunately, the Finance Committee) job to determine how money is spent. Their job is to raise the money.

The budget should have specific projects or items within it that a big giver prospect might want to take on as a special project ... something to see and feel personally.

Be sure the budget with sufficient explanation of the programs and the rationale and strategy of the campaign or program is prepared in writing for distribution to key large prospects and prospecting force.

3. Develop list of prospects and sources of prospects. The central focus for developing this list is the prospect force, but be sure to think carefully about the constituency of community: who has given in the past to allied cause or candidates; who has lists of these people; what groups may have been tapped; who shares a common interest in the candidate or cause.
4. Determine the best method of contacting each prospect.

- A. Personal visit - Large givers, both individuals and the leadership of groups with substantial treasuries need two kinds of personal contacts -- from the prospecting force and from the candidate -- just so the prospect feels wanted.

The candidate simply says "hello" socially or discusses issues either in a small party circumstance or office visit, while the prospector makes the appeal in detail and repeatedly if necessary.

Be sure to have a written package of background and budget to leave with every person visited.

Make appointments to visit "fat cats" by phone rather than letter whenever possible. It's harder to say no.

- B. Direct Mail - For reaching large groups of potential contributors, a mailing to all members of a past contributor's list, friends of the candidate, members of allied groups is an economical way to ask for money.

Direct mail, like TV ad production, is a technical business; but advice can often be gotten from a "volunteer" who is a professional.

Obviously, letters should be neat, attractive, and representative of the candidate, telling enough of the story in letter and enclosure to make the case for financial support of the candidate. A concrete example of how money will be used is always helpful: "The last week TV blitz will cost \$25,000. With \$5 from each supporter, we can mount that essential campaign."

Be sure to make it as convenient as possible to give. Enclose a return address postage-paid envelope. (You can suggest on the return that the person can save 12 cents for the campaign by putting on a stamp).

A letter can be long or short, more lavish in design or quite simple, stamped or metered. All have been known to draw. But any letter must clearly and as fully as necessary provide the reasons -- intellectual and emotional -- for giving at this time to this candidate.

- C. Telephone - Phoning is an essential adjunct to both the personal visit and direct mail. The mailing gives you an excuse to call to "follow-up" the letter, if a response is not received.

Phoning can be an initial contact, saving direct mail expense, if you have a list of established givers to a particular candidate or cause. The mail then is follow-up to the initial telephone pitch to give. (Be sure, of course, to provide telephoners with sufficient material to make their case effectively.)

- D. Special Events - A dinner, cocktail party, gala, entertainment event or rally all provide opportunities to ask for money by a specific deadline. This paces the prospecting according to a timetable: initial mail invitation, media publicity build-up, telephone follow-up, reminder mail, telephone, follow-up, personal visit.

An event, of course, has benefits in publicity, but it has drawbacks in overhead costs. The latter must be reduced to the barest minimum without turning a social occasion into a spartan bore. A prestige committee is helpful for letterhead, publicity and putting the arm on givers.

- E. Sales of Novelties - Particularly if the novelty is original, even hand-crafted, tied closely to the candidate (the Humphrey pharmacy boutiques), this can be a source of modest contributions. Further, the people who like this kind of activity often like just this kind of activity, so why not . . . .

Finally, ask for money in every letter, in every brochure, in every headquarters, at every event. Never pass up the opportunity to ask.

In Federal races, review the tax deductibility rules just enacted. In all races, know and follow the disclosure rules of Federal and state law. No candidate needs adverse publicity from trying to flout the law.

## WOMEN'S CAMPAIGN FUND

We thought you would like to know about a new organization in Washington which will be helping women candidates financially in this election.

The purpose of the Women's Campaign Fund is to raise money - primarily through a national direct mail campaign - for highly qualified, progressive women candidates for federal and state-wide office. Congresswomen Yvonne Burke (D-Calif), Margaret Heckler (R-Mass), and Patricia Schroeder (D-Colo) will be signing the solicitation letter for the bi-partisan fund.

Candidates will be endorsed according to the following criteria:

- a stand on issues affecting the quality of life and human needs which is substantially more progressive than that of her opponent;
- the ability to conduct a vigorous, professional campaign with a realistic chance of winning;
- a need for financial help.

The Women's Campaign Fund expects to concentrate on the November general election; in the case of an outstanding candidate in an important, close primary race, the fund will consider earlier assistance. The fund does not expect or wish to support every woman candidate. Only those meeting the above criteria will be endorsed.

The fund's focus is the 1974 elections. It complements existing women's organizations which are educating women politically, but which, for tax reasons, cannot contribute to campaigns. The fund will work in conjunction with both political parties, the National Women's Political Caucus, the National Committee for an Effective Congress, Ripon Society, and Democratic Study Group.

If you are interested in the Women's Campaign Fund, please contact Maureen Aspin, Executive Director, at 338-3685, or write her at 2721 "O" Street, N.W., Washington, D.C. 20007.

## POLITICAL RESEARCH OUTLINE

### I. Gather Figures On:

- A. Voting Age Population
- B. Number of Registered Voters
- C. Voting returns for elections back to 1968  
Break these down so that you have:
  - 1. Turnout figures: Total number voting
  - 2. Democratic percentage of the vote in each race covered

### II. From this you can calculate several important things:

- 1. Percentage of voting Age Population that is registered.  
If this is low, a registration program might be in order.
- 2. Percentage of Registered Voters who vote. From this you can decide where to concentrate canvassing.
- 3. Democratic Performance. Average Democratic strength in a particular area. This allows you to concentrate on the areas where Democrats are located.
- 4. Amount of Switch and Split Voting. This highlights areas where people are voting for particular candidates, rather than supporting the straight ticket.

### III. After doing this, you are better able to pinpoint and target particular programs.

Registration efforts in areas of strong Democratic performance with few registered voters;  
Turnout efforts where Democratic support is high but turnout is low;  
Persuasion efforts where there is a high percentage of switch and split voting.

### IV. You should also figure out the contributions to the Democratic vote of a given area. If done for both winning and losing elections, it serves as a guide to how well you must do in each area in order to win.

### V. 1974 is a non-Presidential election, so turnout is likely to be lower than 1972.

Estimate turnout using 1970 as a percentage of 1968.

Example: 100,000	total vote	1968	
80,000	total vote	1970	1970 is 80% of 1968
. . . . 130,000			in 1972

Estimate for 1974 is 80% of 130,000 or 101,000

### VI. With IV AND V you are in a position to assign reasonable quotas to your workers in every county or precinct.

### VII. Demographics

#### 1970 Census Figures

- 1. Income Figures: median family income, percentage of the families earning under the poverty line, percentage of families earning over \$15,000

(over)

VII. Demographics (continued)

2. Social Background Figures
3. Occupation
4. Education: median school years completed, number of children in public schools
5. Residential patterns: percentage of owner-occupied dwellings and their median value; percentage of families renting and the median monthly rental
6. Kind of Area.

Available in Congressional District Data Book for each state (series CDDB-93- ), different books on Population Characteristics (PC(1)-B) and Social and Economic Characteristics for each state, and by census tract for every metropolitan area.

VIII. Other figures are available from state and local agencies that add to the portrait of an area.

- A. Current unemployment figures from the State Department of Labor are likely to be important
- B. Current crime figures from local and state police agencies give a good indication of the concerns of the population.
- C. Some agency in each state is making regular estimates of population growth and change. These figures give good insight into the dynamics of an area.

IX. With these figures you should construct profiles of strong Democratic areas, strong Republican areas, and marginal areas. This will give you a picture of what your supporters are like, and what the voters you need to persuade are like. Together with poll data, these provide the basis for reasonable and systematic campaign planning.

X. Other research targets:

- A. Issues
- B. Opponents
- C. Media Markets
- D. Newspapers and their areas of distributions
- E. Roads and Airports in the district
- F. Other forms of transportation
- G. Places suitable for rallies and large events
- H. Names of members of special interest groups. . . . .

This list could go on forever. . . . .



"HOW TO" MATERIALS AVAILABLE

The following are available for distribution in limited quantities from the Office of Women's Activities. Any of these items will be sent on request. Since these are mostly one or two page information sheets, we encourage the requesting organization to reproduce them in any form that best suits their needs.

On Organization

Finding Democrats by Telephone -  
A Registration Program  
How to Build Precinct Strength  
What's in a Canvasser's Kit  
County Political Countdown  
How to Have Livelier Meetings  
Election Day Victory Plan

On Volunteers

How to Get and Keep Volunteers  
How to Use Campaign Volunteers

On Campaign Techniques

Tips for a Winning Campaign  
Women as Campaigners  
Put Your Campaign on Wheels  
Tips for a Candidate's Husband  
Tips for a Candidate's Wife

On Social Events

Coffee Hours for Candidates  
Tips for the Coffee Hour Hostess  
How to Set Up a Conference  
How to Plan a Luncheon or Dinner

On Fund Raising

Money Makers, Old and New  
Fund Raising with Gimmicks  
and Gadgets

On Publicity and Public Relations

How to Draw a Crowd  
Tips for Speakers  
So You're Going to have a Speaker  
How to Get Out a Newsletter  
When You're on Camera  
How to Get Good Radio, TV and Press  
Coverage for Visiting VIP's

On Clubs

Democratic Women's Clubs  
How to Organize a Democratic Club  
Sample Constitution and By-Laws  
Tips for Club Presidents  
How to Run a Membership Drive

Miscellaneous

Political Brainstorming  
From Fair Booth to Election Booth  
Home Headquarters - Something New  
for Your Candidate  
Tips on Running for Public Office  
Making the Most of Your Headquarters

We welcome your comments on any of this material and your suggestions about new material needed. If your group has worked up any literature that is especially useful, or developed a highly successful program that you would like to share with other Democrats across the country, be sure to let us know. The most useful ideas come from those who are working in the field.

Office of Women's Activities  
DEMOCRATIC NATIONAL COMMITTEE  
1625 Massachusetts Avenue, NW  
Washington, D.C. 20036

FUND RAISING WITH GIMMICKS AND GADGETS

In response to numerous requests, we are supplying a list of some of the sources of novelties and campaign materials. You may write to them for current prices and availability.

ITEMS

Jewelry: tie tacs, tie bars, pins, charms, bracelets, cuff links.

Pens and pencils, litter bags, key cases, wallets, sewing kits, change purses. All with custom imprint as ordered.

Badges, balloons, pens, rulers and other novelties - with special imprint.

Plastic bags, garden seed packets - with imprinted message. Boutique fund raising packages.

Plastic shopping bags with imprint "My Bag is Electing Democrats".

Campaign buttons of all kinds.

Cookbook - a collection of great recipes from Democratic leaders around the country.

Custom styled political jewelry - manufacturers of jewelry to specifications.

Red, white and blue donkey needlepoint kits.

Handmade patchwork suffed donkeys.

Jewelry: Gold rings, earrings, key chains, necklaces, tie bars, lapel and tie pins.

Office of Women's Activities  
DEMOCRATIC NATIONAL COMMITTEE  
1625 Massachusetts Ave., N.W.  
Washington, D.C. 20036

COMPANY

Green Duck Company  
Hernando, Mississippi 38632

Edward Horn Company  
6738 Old York Road  
Philadelphia, Pa. 19126

Monarch Novelty Company  
1331 14th Street, N.W.  
Washington, D.C. 20005

The Millennium Group, Inc.  
Donald Abrahams, President  
1007 Filbert Street  
Philadelphia, Pa. 19107

Political Parties, Inc.  
2914 Fessenden Street, N.W.  
Washington, D.C. 20008

Bastian Brothers Company  
2233 Wisconsin Avenue, N.W.  
Washington, D.C. 20007

Democratic Caucus Cookbook  
P.O. Box 366  
Tallahassee, Florida 32303

Art Craft Specialities, Inc.  
Ernie Neyhard, President  
275 Bisset Lane  
Bloomsbury, Pa. 17815

Americraft, Inc.  
Box 1776  
Oakland, N.J. 07436

Rural Arts & Crafts Ass'n  
P.O. Box 227  
Parkersburg, W. Virginia 26101

Ole International, Inc.  
Mr. Donald Gist  
7407 Dadeland Mall  
Miami, Florida 33156

## TIPS ON RUNNING FOR PUBLIC OFFICE

This "How To" is designed to give you a few hints on how to succeed in politics by really trying hard. Although the emphasis is on running for the state legislature, with certain changes it can be applied to any public office.

It's not a set of hard and fast rules. It's not the last word. It can best be called a set of guidelines to encourage you to make a try.

### STAGE ONE - PRELIMINARIES

1. Requirements: In order to comply with state election laws, find out what they are. Obtain a copy of the state requirements. Study the law and be sure you meet the qualifications for the office you want.
2. Filing: A candidate must file her intentions with the city or town clerk, and, where applicable, pay a filing fee. This must be done before a specific date and time. Check with the local election committee for rules applying to you.
3. Contact: If you have not done so already, notify the Democratic State Committee of your candidacy and when you would be available to appear with the major candidates when they are in your area. You may or may not seek the endorsement of your state committee, but in any case, you should notify them that you are a candidate.
4. Goal: As an official candidate of the Democratic Party, your goal is to win the election. That's easier said than done. Example: If you have 15,000 people in your district (varying from state to state - district to district) and half of them are registered voters, you will need about 4000 votes to win.
5. Approach: The direct approach to the voter is the best system for gaining the needed majority. Meet as many of the voters as possible, tell each of them of your candidacy and convince them that you can do the best job for them as their representative.

NOTE: The pre-campaign work is mostly preparation. You should have the letters written, cards and posters printed and the state committee notified as soon as possible. Choose the techniques that are most suited to your personality, district and position. The following are suggested materials to be used during the next stage.

Photographs: Have new photographs taken for use in publicity, on posters and literature.

Printed Cards: Have a post-card size card printed with your name, address, telephone number and biographical sketch on it; also a slogan about your campaign and the Democratic Party. You may want to have your picture on the card.

OVER

Posters: These could be about 15" x 24", suitable for placing in store windows, etc, and should have your name, address, telephone number and slogan - if you have one. This is a good place to use the new photo.

Mailings: If you use this method, you can state your position on key issues in the state. You should try to mail one to each voter in the district. You may want to have a new letterhead printed with your name, address and campaign slogan or simply, "Democratic Candidate for \_\_\_\_\_."

## STAGE TWO - THE CAMPAIGN

1. House to House: Visit every home in your district; preferably on evenings or weekends when you're sure most people are home. Tell the residents you're seeking election, that you need their votes and that you will be responsible to them to do whatever is possible to be their voice in government. Be pleasant, but avoid becoming involved in prolonged discussions. You have many other houses to visit. Here may be a time to use volunteers who enjoy house to house canvassing. Remind them to be pleasant, informative and leave a good impression of you, the candidate.
2. Get out the Vote: During these house calls ask if there is anyone in the house or neighborhood who needs an absentee ballot or ride to the polls on election day. Also, there may be some members of the household who are not registered voters. Now would be a good time to explain the voting requirements for your community and to offer help in any way to get their names on the voting lists. Don't forget to keep a record of this information for later use.
3. Circulation: Attend or initiate political rallies or social events in your town and attend statewide events when possible. Go to meetings of clubs and civic organizations to promote your candidacy.
4. Innovations: In one small town, a successful Democratic candidate spent Saturday morning at the supermarket giving away coffee and literature on her campaign. She found scores of voters there only too happy to drink coffee, chat and vote for her on election day.

In your town or district there may be a popular meeting place where you could appear regularly to campaign. Station yourself at employees' entrances to large stores or factories as people are going to work or at quitting time. Don't neglect the shut-in vote; visit convalescent and nursing homes, homes for the aged and other institutions where you can win friends and offer voting assistance.

5. News Coverage: Prepare a press release announcing your candidacy and send it to the papers as soon as you file (see model press release). When sending the release to a newspaper, be sure you enclose a recent picture of yourself - a glossy print, head-and-shoulders type, any size.

If you write your own press releases during the campaign, be sure you include your name, address, and name of the office you are seeking on each one. You should be sure the releases have some news value, too. For instance, tell in

the release that you spoke to a club or group of supporters and explained your position on an issue. Also, try to have some pictures taken of you meeting some voters, performing some civic service, opening campaign headquarters, etc., and send it to the newspaper editor in your area.

MODEL PRESS RELEASE

For release 10 A.M.  
Monday, January 10, 1972

Mary Jones of 1715 Elm Street, Goodloe Heights, said today she will seek election to the State Legislature as a Democrat. She will run in the 7th District. Ms. Jones filed her intentions this week with the Goodloe Heights town clerk.

(Here give three or four sentences of biographical data, clubs of which you are a member, any offices you have held, and any other information to help people recognize your talents for the office.

In the last paragraph, list schools you attended, your birthplace, occupation and hobbies, if any. List names of your parents, spouse, children and grandchildren if any.)

For further information call:  
Mary Jones  
363-3341

(Releases should be typewritten, double-spaced, on one side of the paper.)

6. Advertising: Weekly newspapers and local radio stations are the best and least expensive media for candidates to use. Local papers and radio-tv stations search for newsworthy items and appreciate your letting them know of future events. Remember that to the press future news is the best kind. Let the press know in plenty of time of your future activities and get free coverage.

Your mailings, hand cards, posters and house calls are, in effect, advertising techniques; but now and then it's necessary to place an ad in a newspaper, particularly if your opponent is doing it.

The important thing to remember about ads is that state law requires every ad to be signed either by the candidate or by her so-called "fiscal agent." The agent can be a friend who has agreed to let her name be used in your campaign.

With radio ads, part of the message has to include the fiscal agent's name, too. Thus, an ad, or commercial would say something like this:

Vote for Mary Jones, the woman who will do her best to represent you. Remember, a vote for Mary Jones is a vote for continued progress in your state. Sponsored by the Mary Jones for Legislature Committee, Sally Smith, Chairman.

One successful candidate used ten-second radio spots recorded by each of her three children and her husband. This showed family support, and, at the same time, repeated the name seven times in ten seconds:

OVER

This is Betty Doe, asking you to vote for my mother, Jane Doe, for the State House of Representatives. This is a political announcement paid for by me, Betty Doe, and by brothers, Jack Doe and Jim Doe, my father, John Doe, and my mother, Jane Doe.

If you plan to buy radio ads, contract for them a month or so in advance. This will assure you of a good time slot. An economical technique in advertising is to associate with other Democrats on the ballot and buy some ads that mention the entire slate. Also, why not try to collect a list of supporters in your town who will let their names be used in an ad? The ad could say that the following citizens of your voting district will support you. This has the bandwagon effect on voters who haven't made up their minds. This type of advertising is most effective in the last few days of the campaign.

7. Financing: No matter how large or small your campaign, it will take some funds. Costs will vary according to the size of your district, or the office you're seeking, but don't let financial worries keep you from running. (See "Money Makers, Old and New" for ideas on fund-raising.)

#### STAGE THREE - THE ELECTION

1. Get Voters to the Polls: This requires the use of the telephone, newspaper, radio-tv ads and house calls even though you have been doing all of this during the campaign. Election day is the payoff! It will be the busiest day and night of the year for you. By the end of the afternoon you may find, by checking the voting list, that some of your supporters haven't shown up at the polls. Your staff can now begin calling these people, offering rides to the polls and, in some cases, going to their homes ready to escort them. Young Democrats seem to enjoy this personal contact and can be used during this hectic time.
2. Poll Watching: If there is more than one polling place in your district, have someone at each place watching the check list. Ordinarily, the Democratic Party provides watchers at the polls. Provide each watcher with a check list. These can be obtained before election day from the clerk's office. Use the list to check off known supporters as they vote. (Try to do this inconspicuously. Voters don't like to be watched by obvious poll watchers.)

#### EPILOGUE

ELECTION NIGHT: Now is the time to invite your faithful friends in to watch election returns - and to celebrate your victory.

SUPPOSE YOU DON'T WIN: Now is the time to start planning the next campaign - the one you will win.

Office of Women's Activities  
DEMOCRATIC NATIONAL COMMITTEE  
1625 Massachusetts Ave., N.W.  
Washington, D.C. 20036

## YOU COULD BE A STATE LEGISLATOR

How many people know who their U.S. Congressman is? Surprisingly few.

Then consider how many know who their representative in the state legislature is. Even fewer. (Just do a quick canvass in your area and you'll be amazed.)

Now consider this proposition: A representative whose name isn't familiar to the voters could be easily displaced...by someone who is known to the voters. This could be the key for capturing Republican-held seats in your state legislature.

1. Analyze your legislative districts carefully. List those that are represented by Republicans. Then determine which are vulnerable.

Look for these vulnerability symptoms:

- a) An incumbent who feels "safe" and never bothers to campaign.
  - b) An incumbent who is colorless or relatively unknown in the district.
  - c) An incumbent who has taken an unpopular stand on local issues.
  - d) An incumbent who has remained unchallenged although the political makeup of the population has changed.
  - e) A district where the voter turnout has been very low.
2. A strong Democratic candidate could challenge these incumbents. The best candidate may be a woman who is well known for her political or community activities and who is respected and trusted. Women candidates are often more successful in winning bipartisan support than men.
  3. That candidate could be YOU.

If you decide it could be you or one of your friends, the Democratic National Committee has a number of tools to help.

OVER

### A SUCCESS STORY

Here is how one Democrat did it. The first Democrat ever elected to the state legislature from her Republican district.

Her district had about 11,000 citizens (5601 registered voters). Since it was a Republican district, she had to persuade the voters that party affiliation was not the only factor to be considered when choosing a representative and, therefore, ran a strictly personal campaign.

She tried to visit the home of every voter. If no one was there, she left a printed card (carrying her photograph) on which she added a note in her own handwriting, including her phone number. Between the primary and November, she spent almost every day, including weekends, canvassing. She felt that this was the most efficient use of her time and energy and that it was the kind of contact necessary to get her known in the district. She made no effort to get speaking engagements, but did give a few speeches if they didn't interfere with her canvassing schedule. In other words, her number one priority was to personally visit every household in her district before the end of October and this she did!

Her friends did many things for her: typed 3x5 cards for every registered voter and sorted them by street address; hand-addressed envelopes; wrote personal notes to acquaintances on her behalf; made posters for election day; participated in all the traditional election day poll-watching to check on who voted, and telephoning those who hadn't by noon.

It worked! She won a 2-to-1 victory in a predominantly Republican district. And it was her first campaign.

Her advice: "Do it! Win or lose, it's a great experience."



## IT CAN BE DONE!

It takes hard work and a plan - but it can be done. Here are some tips:

Have a plan. Have a carefully thought-through campaign plan and stick to it - unless, of course, it becomes obvious in the middle of its execution that you've made a mistake and it is the wrong plan for you. Understand what it is you are trying to do so that you can put the right priorities on your time and not be distracted by extraneous things. For instance, consider the size of the district, if it's small, plan to visit each house. Weigh your friends' offer to have coffees for you against reaching more people in the same amount of time by house to house canvassing. If it's a large district it might call for different strategy, but don't lose sight of the importance of personal contact.

Organize. You don't have time to do everything yourself. Decide early to run so that you will have time to build a personal organization of people who will take responsibility for many of the details. Start with your friends, neighbors, and acquaintances. You'll be surprised at how many people think it's fun to be part of a political campaign.

Prepare. The secret to getting and keeping workers is to have specific jobs ready for them to do at all times. This means preparation. Have a carefully prepared instruction sheet which explains the purpose of the chore, suggested techniques, and where appropriate, provide the necessary details.

Follow-up. Somebody must keep a record of who is responsible for what, and make periodic checks to see that each job is completed on schedule.

8/13/85

# Women's conference: politics

An editorial from *Le Monde*, a French daily. Translation by the *Star and Tribune*.

Since the 1980 Copenhagen conference, organized by the United Nations, we have known that women in such forums can behave like men, haranguing the crowd with similar fervor, but sometimes also with a similar measure of cynicism or hypocrisy. Exhausting their energy on political disputes that divide the world, delegates in Copenhagen left in second place the themes that concern women first of all: birth control, for example, female circumcision, employment and sex discrimination.

One might have thought that a lesson had been learned — that the U.N. conference in Nairobi last month, marking the end of the Decade for Women, would provide an occasion for participants to talk of women's issues. They unfortunately preferred to use their U.N. sounding board for new political confrontations, thus stifling women's own demands.

Which is more important for a black

woman living under apartheid today: the burden of a continuing dowry system, or the political system that restricts her movement and makes her only a fourth-class citizen?

Was it imaginable that women who in some way represented government leaders might mount their own critiques and denounce — even moderately — what occurs in their homelands? Might the Indian representative have explained that in her country some women are still burned whose families fail to pay the dowry? Might an Iranian woman have acknowledged that the Islamic revolution has not put a stop to hazing and physical violence by husbands? Might an Algerian have told the story of women ostracized by their communities when they give birth outside of marriage?

One might at least have hoped that the women representing nongovernment organizations — in the informal sessions that paralleled the conference of U.N. members — would show some disrespect toward politics

as usual. But this hope was only partially fulfilled. Even here there was no innovation, and probing debate was rare, except on contraception and family planning.

Above all, the Nairobi meetings confirmed that the Western nations' hard-and-fast feminist movement of the 1960s and 1970s now is dead. Nairobi displayed also the gap separating women in well-off countries from those in lands that struggle for survival. What do equal wages mean where paid work for women is not to be found? What could a Sudanese or Peruvian woman think of women demanding pay for mothers at home?

But do these defects mean that such U.N.-sponsored conferences are useless? Not at all. That would be to deny the progress made by women in many nations since the Mexico conference of 1975. By the simple fact that they do take place, these meetings remind governments of injustices to women — and prod governments to promote the reforms that are needed.



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STEVE L. LEBRON

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## Organizing Women at the Top

*A Committee of 200 for some of America's leading executives*

**M**ore than a third of all M.B.A. candidates now are women, and many women executives have risen to positions of power and wealth in U.S. corporations large and small during the past decade. In addition, many more have started their own businesses that employ tens of thousands of people. Yet with all of that to their credit, American women executives have not made an important impact in the world of business organizations. The Business Roundtable, the most prominent collection of corporate executives, has no women members.

Last year 21 top female executives thought women should have a business forum of their own. They commissioned Susan Davis, 39, a recently appointed vice president of the Harris Bank in Chicago, to do a little head-hunting. With \$75,000, partly from the National Association of Women Business Owners, Davis spent nine months tracking down hundreds of women bosses. The standards: they must be in charge, wholly or in part, of companies whose sales are at least \$5 million annually, or managing operations with budgets of that size in larger firms. The result was the Committee of 200, which a fortnight ago held its founding meeting in Los Angeles.

Davis says that some of the executives had to be convinced that it was in their interest to form a "national women's business group with a national focus." Assembling the group was no easy task, even though, as the search went on, Davis found 1,400 women who fitted the committee's criteria. Most successful candidates had risen to the top of their professions mainly on their own, on talent and intelligence, without sisterhood coalitions or pushes from "old girl ties," or "networking," in the feminist jargon of the day.

Strong individualists all, many of the executives shied away from groups. In fact, 40% turned down the invitation to join. Many were entrepreneurs who had risked capital and lost sleep over their ideas. Says Davis: "For many hard-driving women executives, it was the first time they had joined a women's group."

Typical was the initial response of Inger McCabe Elliott, 49, president of the New York-based China Seas fabric and wallpaper firm (1981 sales: about \$5 million): "My nose is too close to the grindstone to run around in women's rights groups." She later joined. Said she after attending the Los Angeles meeting: "I felt I was among equals."

The Committee of 200 that was finally put together represents a wide mixture of industries and regions of the U.S. The committee is a stellar collection of female executive talent from their 20s to their 70s, who come from 30 states and 70 kinds of businesses. At least 30 are in manufacturing; others are in cosmetics, distribution, public relations and adver-

tising, securities services, retailing, construction and consulting.

Some of the members are relatively well known. They include Katharine Graham, chairman of the Washington Post Co., for example, and Betty Ruth Hollander, holder of five patents in temperature measurement and president and founder of Omega Engineering in Connecticut. Also among the new members: Christie Hefner, 29, a corporate vice president and widely considered the hare apparent of Playboy Enterprises; Investment Adviser Julia Walsh of Julia M. Walsh & Sons of Washington, D.C.; Sherry Lansing, president of Twentieth Century-Fox Productions; and Florence Skelly, president of pollsters Yankelovich, Skelly & White.

Despite many initial doubts, the women almost universally praised the committee after the first meeting.

Says Mary Farrar, 41, president and founder of Systems Erectors, a structural steel contractor in Kansas City: "I had no women professional associations whatsoever. I simply didn't know there were other women out there at my level with the same managerial problems." Said Diane Johnson, 48, executive vice president of Houston's Central Pipe & Supply Co. (1981 sales: \$82 million): "Most of us are not joiners. But we decided to risk it." Added Lane Nemeth, 35, president of Discovery Toys of Benicia, Calif.: "The committee gives me a source of support, a feeling that it is O.K. to be successful." Said Judy Hendren Mello, president of The First Women's Bank in New York City: "Often we get tired of being the only blouse at a black-tie business dinner. It's mind-blowing to have access to high-level women."

It was strictly business for the first meeting of the Committee of 200. Tennis and jogging events were lightly attended, while workshops on topics like problem solving and dealing with managerial stress got the crowds. Confidence ran high. Said Evelyn Echols of Chicago, whose company trains travel agents: "This group could have handled anything, including General Motors." Later this year the committee will hold regional sessions in several U.S. cities and another national meeting in the fall, possibly in Louisville.



Walsh



Hefner



Skelly

The old boys are making a little room for the new girls.

# The Women Who Serve on Boards

In 1969, only forty-six women served on the boards of the nation's top 1,300 corporations, and many of those women were related to company principals. But with the rise of feminism and the general increase of women in the working world, many large corporations began actively seeking women for their boards. Moreover, the new recruits tended to be professional women—lawyers, economists, educators, etc.—who had risen to prominence on their own.

As the trend continues, *Business and Society Review* is continuing its unique service of pe-

riodically publishing a complete list of current women directors. The nonprofit women's organization Catalyst derived the list from its ongoing tally of women on the boards of the top 1,300 industrial corporations and the top 300 financial, retail, and service firms. The totals show 324 women occupying 464 positions on the boards of 387 companies. So here are the women directors and the companies on whose boards they serve.

—LEONARD H. ORR  
Managing Editor

**Simona Acherman**  
Rapid-American

**Lilvan Affinito**  
Caterpillar Tractor  
Shaklee Corp.

**Naomi Albanese**  
Blue Bell, Inc.  
Armstrong Cork  
Duke Power  
Jefferson Standard Life  
Insurance

**Kathryn Albertson**  
Albertson's, Inc.

**Jean Allard**  
Commonwealth Edison

**Betsy Ancker-Johnson**  
General Mills  
Varian Associates

**Bette B. Anderson**  
International Telephone &  
Telegraph

**Barbara Cox Anthony**  
Cox Broadcasting

**Barbara Armajani**  
Northwestern National Life  
Insurance

**Anne L. Armstrong**  
Boise Cascade  
General Foods  
General Motors  
First City Bancorp of Texas  
Braniff International

**Alberta Arthurs**  
Culbro Corp.

**Gwendolyn Garland Babcock**  
Time Mirror

**Carol Baldi**  
Home Life Insurance  
of New York

**Letitia Baldrige**  
Dean Witter Reynolds

**Emily Baldwin**  
Consolidated Papers

**Ernesta Ballard**  
Burlington Industries

**Mary Clarage Barber**  
Zurn Industries

**Suzanne S. Beaver**  
Pacific Lumber

**Olive Ann Beech**  
Beech Aircraft  
Raytheon

**Charlotte Beers**  
Federal Department Stores

**Carolyn Shaw Bell**  
Teachers Insurance & Annuity

**Lucy Wilson Benson**  
Continental Group

**Evelyn Berezin**  
Koppers  
Connecticut General Insurance

**Polly Bergen**  
Singer Co.

**Lillian Berkman**  
Allied Stores  
Michigan National

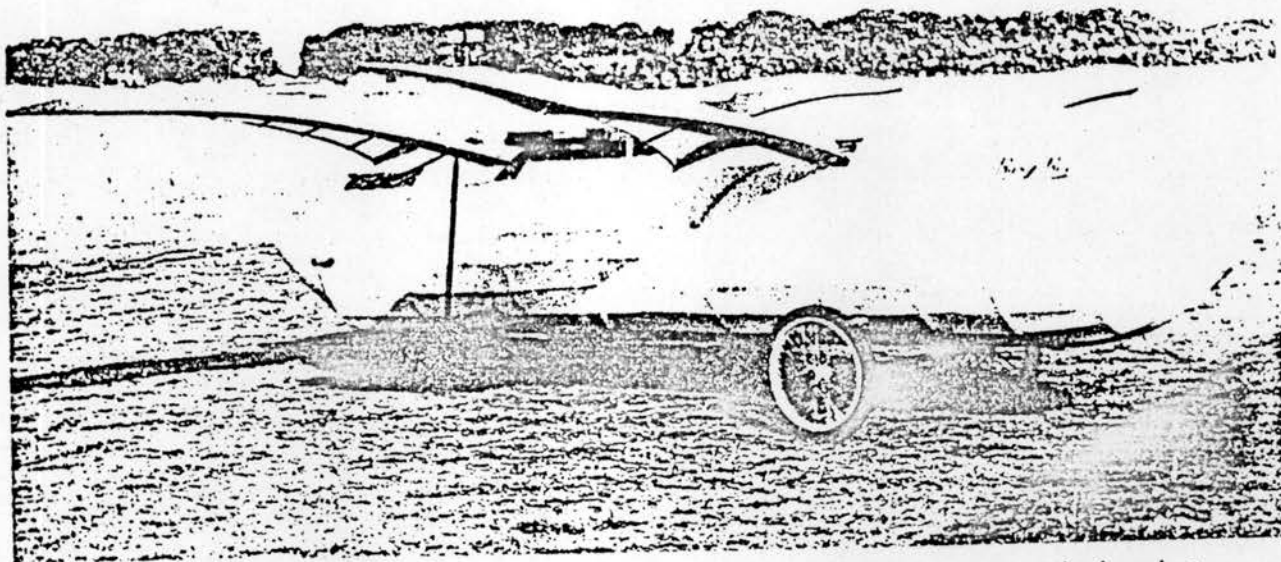
**Eleanor Birch**  
Hon Industries

**Shirley Temple Black**  
Del Monte

**Jean McKee Blackwell**  
Overhead Door Corp.

**Helen F. Boehm**  
V.F. Corp.

**Jean Sutherland Boggs**  
Rohm & Haas  
Girard Co.



*The company that built this airplane could probably have used some women on the board.*

**Flaxie Madison Pinckett**  
Potomac Electric Power

**Susan Westerberg Prager**  
Pacific Mutual Life Insurance

**Barbara Scott Presikel**  
Amstar Corp.  
Levi Strauss  
Textron  
Jewel Companies

**Margaret R. Preska**  
Northern States Power

**Princess Grace of Monaco**  
Twentieth Century-Fox

**Ernesta G. Procope**  
Avon Products  
Chubb Corp.  
Columbia Gas System

**Ernestine M. Raclin**  
First Chicago  
People's Energy

**Helen M. Ranney**  
Squibb

**Barbara Rasmussen**  
Albertson's Inc.

**Charlotte Reid**  
Liggett Group  
Motorola

**Toni Rembe**  
Potlatch Corp.

**Nancy Reynolds**  
Dentsply International

**Geraldine Rhoads**  
Anchor Hocking

**Lois Dickson Rice**  
Control Data

**Mary Ella Robertson**  
John Hancock Mutual  
Life Insurance

**Beryl Robichaud**  
G.D. Searle & Co.  
Aetna Life Insurance  
Aetna Life & Casualty

**Lorene L. Rogers**  
Texaco  
Gulf States Utilities

**Betty Rosness**  
Financial Corp. of  
Santa Barbara

**Susan Julia Ross**  
Beneficial Corp.

**Carolyn Coleman Rounds**  
Coleman Co.

**Dorothy E. Rowe**  
Digital Equipment

**Jill Ruckelshaus**  
Lincoln National Life  
Insurance  
Seafirst Corp.

**Eveleyn Russell**  
Stanley Home Products

**Stella Russell**  
Norton Simon, Inc.

**Lynn Salvage**  
Tampax, Inc.

**Marion Sandler**  
Golden West Financial

**Mrs. George L. Sargent**  
John Hancock Mutual  
Life Insurance

**Louisa Sarofim**  
First International Bancshares

**Hildegard Schaefer**  
Franklin Electric

**Elizabeth North Schatz**  
Union Special Corp.

**Wilma W. Schwada**  
Arizona Public Service

**Sister Jane Scully**  
Gulf Oil

**Cecily C. Selby**  
Avon Products  
RCA

**Eleanor H.B. Sheldon**  
Mobil Oil  
H.J. Heinz Corp.  
Citicorp  
Equitable Life Assurance

**Harriet Sheridan**  
Northwest Bancorp

**Janet Gerdes Short**  
Allegheny Power System

**Alberta Siegel**  
Great Western Financial

- Joan Bok  
Norton Co.
- Doreen E. Boyce  
Duquesne Light
- Jacqueline Brandwynne  
Monogram Industries
- Polly Brown  
Tonka Corp.  
St. Paul Companies
- Josephine A. Bryan  
Cameron Iron Works
- Mary L. Bundy  
Corning Glass Works  
Levi Strauss
- Mary I. Bunting  
Sperry & Hutchinson
- Pastora San Juan Cafferty  
Kimberly Clark
- Patricia T. Carbine  
New York Life Insurance
- M.L. Khulman Carl  
Kuhlman Corp.
- Lucille A. Carver  
Bandag, Inc.
- Freda R. Casperson  
Beneficial Corp.
- Dena C. Cederquist  
Gerber Products
- Beverly Chell  
Athlone Industries
- Gloria Chisum  
Fischer & Porter
- Catherine & Clark  
Peavey Co.
- Mamie Phipps Clark  
American Broadcasting Co.
- Kay Mazuy Clarke  
McGraw-Hill
- Catherine Cleary  
Kraft, Inc.  
General Motors  
First Wisconsin  
Northwestern Mutual Life  
Insurance  
American Telephone &  
Telegraph
- Ila Clement  
Celanese Corp.
- Jewell Plummer Cobb  
Allied Chemical  
CPC International  
Travelers Life Insurance  
The Travelers Corp.
- Winifred Q. Collins  
CPC International
- Jill Kerr Conway  
Merrill Lynch
- Ann Dibble Cook  
Norton Simon
- Mrs. A. Werk Cook  
Dow Jones
- Joan Ganz Cooney  
Johnson & Johnson  
Xerox  
First Pennsylvania Corp.  
May Department Stores  
Metropolitan Life Insurance
- Helen K. Copley  
Wells Fargo
- Dorothy S. Corson  
Coachmen Industries
- Sherrill C. Corwin  
Union Bank
- Mrs. Jessie Bancroft Cox  
Dow Jones
- Jean Crockett  
Pennwalt Corp.
- Mildred Custin  
Leslie Fay, Inc.
- Eleanor T. Daly  
Phoenix Mutual Life
- Phyllis Burke Davis  
Standard Brands
- Mrs. Joseph L. Davison  
Ceco Corp.
- Doris B. Day  
Applied Power
- Barbara Knowles Debs  
AMF, Inc.
- Jacqueline Desmarais  
Harcourt Brace Jovanovich
- Betty Diener  
Revco Drug Stores
- Rhoda Dorsey  
Noxell Corp.  
U.S. Fidelity & Guaranty
- Robin Chandler Duke  
American Home Products  
Rockwell International  
International Flavors &  
Fragrances  
Zurn Industries
- Ellen Thomas Dunbar  
Vermont American
- Anne E. Dyson  
Esterline Corp.
- Eleanor T. Elliott  
Celanese Corp.  
C.I.T. Financial
- Alice Frey Emerson  
First National Boston  
Penn Mutual Life
- Mrs. Gage Bush Englund  
Alabama By-Products
- Doris A. Evans  
Ameritrust Corp.
- Edith Nell Evans  
Valley National Bank  
of Arizona
- Marjorie Evans  
Ranier Bancorp  
Natomas Co.
- Claire M. Fagin  
Provident Mutual Life
- Nancy Bryan Faircloth  
Jefferson Standard Life Insurance
- Marion Citron Falk  
Baxter Travenol Labs
- Kathleen Feeley  
Baltimore Gas & Electric
- Roberta Fenlon  
Crocker National
- Grace J. Fippinger  
Gulf & Western Industries  
Pfizer, Inc.  
Harcourt Brace Jovanovich  
Connecticut Mutual Life  
Insurance
- Barbara A. Foote  
New England Mutual Life  
Insurance
- Lucille Ford  
Ohio Edison
- Margery Somers Foster  
Prudential Insurance Company  
Public Service Electric & Gas
- Muriel Fox  
Rorer Group
- The Honorable Barbara Franklin  
Dow Chemical  
Westinghouse Electric  
Aetna Life & Casualty
- Mary C. Fray  
Virginia Electric & Power
- Camilla C. Frost  
Security Pacific
- Lauretta Galligan  
H.P. Hood, Inc.
- Ann Ida Gannon  
Scott Foresman & Co.
- Madeline Garner  
North American Philips
- Mary Garst  
International Harvester  
Burlington Northern
- Kay Garvey  
Wisconsin Dairies Cooperative
- Evalyn Stolaroff Gendel  
Kimberly Clark
- Mary Joan Glynn  
Armstrong Cork

Carol R. Goldberg  
Stop & Shop Companies

Luella Gross Goldberg  
Northwestern National Life  
Insurance

Shirley Goodman  
Phillips-Van Heusen

Katharine Graham  
Washington Post Co.

Lola McAlpin Grant  
United Financial Corp.  
of California

Hanna Holborn Gray  
Cummins Engine  
J.P. Morgan & Co.

Shirley Green  
Agway, Inc.

Martha S. Griffiths  
Dow Jones

Martha W. Griffiths  
Burroughs  
Chrysler  
Greyhound Corp.  
Consumers Power Co.  
K-Mart

Helen A. Guthrie  
Nabisco

Doris Carlquist Halaby  
National Bank of North America

Elizabeth Hallanan  
Columbia Gas System

Ann Hamilton  
Imperial Sugar

Margaret T. Hance  
Valley National Bank of Arizona

Barbara Lasater Hanes  
Wachovia Corp.

Nancy Hanks  
Conoco, Inc.  
Equitable Life Assurance

Joan C. Hanley  
Southern California Edison

Luise V. Hanson  
Winnebago Industries

Margaret Harper  
Carolina Power & Light

Pamela Harriman  
Braniff International

Barbara Bames Hauptfuhrer  
Knight-Ridder Newspapers  
Great Atlantic & Pacific Tea, Inc.  
Massachusetts Mutual Life  
Insurance

Rita Hauser  
ARA Services

Betty Hawthorne  
Pacific Power & Light

Mary J. Head  
Butler Manufacturing  
Certain-Teed Corp.  
Sun Co.  
Household Finance

Christie Hefner  
Playboy Enterprises

Marian S. Heiskell  
Ford Motor  
Merck & Co.  
New York Times Co.  
Consolidated Edison

Kathleen I. Hemple  
Fort Howard Paper

Frances Hesselbien  
Pennsylvania Power & Light

Carla Anderson Hills  
IBM  
The Signal Companies  
Standard Oil of California  
American Air Lines

Betty Hirozawa  
Castle & Cooke

Ruth Holmberg  
New York Times Co.

Matina S. Homer  
Time, Inc.

Delores Hope  
United Benefit Life  
Insurance

Jane Pickens Hoving  
Metromedia, Inc.

Patricia M. Howe  
Lear Siegler, Inc.

Celia Hubbell  
Michigan General

Margaret Banta Humeleker  
George Banta Co.

Bernice H. Hutter  
Gibraltar Financial  
of California

Marta Casals Istomin  
Harcourt Brace Jovanovich

Genevieve B. Janes  
Petrolite Corp.

Emelyn K. Jewett  
Kaiser Cement

Flora I. Johnson  
Overhead Door Corp.

Mrs. Lyndon B. Johnson  
Texas Commerce Bancshares

Mary Gardiner Jones  
MCA Inc.  
Safeway Stores

Barbara Jordan  
Mead Corp.  
Texas Commerce Bancshares

Heien June  
Hyuck Corp.

Louise B. Kaiser  
Tasty Baking Co.

Barbara Karmel  
U.S. Bancorporation

Roberta S. Karmel  
International Minerals & Chemical

Elizabeth T. Kennan  
Northeast Utilities Service

Betty Kennedy  
Akzona, Inc.

Jeannette Cone Kimmel  
Cone Mills

Mary T. Kimpton  
SmithKline Corp.  
Chessie System

Reatha Clark King  
H.B. Fuller Co.

Marjorie Kinney  
Safeway Stores

Carolyn Mary Kleefeld  
First Charter Financial

Virginia Knauer  
American Stores  
Pennsylvania Power & Light

Reva Korda  
Zayre Corp.

Pamela Grant Korf  
Arizona Public Service

Charlotte P. Kramer  
Work Wear Corp.

Juanita Kreps  
Eastman Kodak  
Reynolds Industries  
UAL, Inc.  
Citicorp  
J.C. Penney  
American Telephone &  
Telegraph

Mary G. Kretschmar  
Tampax, Inc.

Jewel S. Lafontant  
Bendix Corp.  
Harte-Hanks Communications  
Continental Illinois  
Food Fair  
Trans World Corp.  
Equitable Life Assurance

Mary E. Lanigar  
Pacific Lumber  
Lucky Stores  
Transamerica Corp.  
Wells Fargo

Mary Lasker  
Braniff International

Bernice E. Lavin  
Alberto-Culver



## BUSINESS AND SOCIETY REVIEW

- Dana G. Leavitt**  
Transamerica Corp.
- Charlotte F. Lehrman**  
Giant Foods
- Doris F. Leonard**  
Pacific Gas & Electric
- Judith S. Levinson**  
New York Times Co.
- Edithe J. Levit**  
Philadelphia Electric
- Carol Levitan**  
Philips Industries
- Marilyn Lewis**  
Helene Curtis Industries
- Ann Morrow Lindbergh**  
Harcourt Brace Jovanovich
- Mary H. Lindsay**  
Houghton Mifflin
- Norma Maine Loeser**  
Thomas & Betts Corp.
- Patricia Shontz Longe**  
American Motors  
Detroit Edison  
Kroger Corp.  
Manufacturers National  
Warner Lambert
- Caro E. Luhrs**  
Pillsbury
- Leslie Luttgens**  
Pacific Gas & Electric
- Irma Baker Lyons**  
Storer Broadcasting  
Continental Air Lines
- Margaret MacKimm**  
E.I. duPont de Nemours  
F.W. Woolworth
- Kathryn A. McCarthy**  
State Mutual of America
- Elizabeth McCormack**  
Champion International  
General Foods
- Mrs. Eugene McDermott**  
Republic of Texas
- Betty McFadden**  
Cluett, Peabody & Co.  
Ball Corp.
- Patricia McFate**  
Associated Dry Goods  
Philadelphia National
- Catherine T. McNamee**  
Minnesota Mutual Life  
Insurance
- Claudine Malone**  
Campbell Soup  
Scott Paper  
Supermarkets General  
Penn Mutual Life Insurance
- Alice S. Marriott**  
Marriott Corp.
- Ada L. Martin**  
Diamond International
- Geraldine F. Martin**  
NIBCO, Inc.
- Beatrice C. Mayer**  
Consolidated Foods
- Paula Kern Meehan**  
Union Bank
- Aileen Mehle**  
Revlon
- Anna G. Mendez**  
Eastern Air Lines
- Dina Merrill**  
E.F. Hutton Group
- Mary Luman Meyer**  
Ceco Corp.
- Margy Ellin Meyerson**  
Girard Co.
- Helen Meyner**  
Allied Chemical  
Prudential Insurance
- G.G. Michelson**  
General Electric  
Quaker Oats  
Stanley Works  
Harper & Row  
Chubb Corp.
- Dorothy H. Moore**  
Michigan General
- Wenda Weekes Moore**  
Gamble-Skogmo
- Sandra O. Moose**  
General Telephone &  
Electronics  
Rohm & Hass
- Juliette Moran**  
GAF Corp.
- Cathleen Synge Morawetz**  
NCR Corp.
- Judith Moyers**  
Ogden Corp.
- Martha Twitchell Muse**  
ACF Industries  
Sterling Drug  
Associated Dry Goods
- Lucia Myers**  
BankAmerica Corp.  
Pacific Lighting
- Bess Myerson**  
Warner Communications
- Francine Neff**  
Hershey Foods  
E-Systems, Inc.
- Patricia Neighbors**  
Mattel
- Marilyn Nelson**  
First Bank System
- Helen Neuman**  
Publicker Industries
- Gwendolyn A. Newkirk**  
General Mills
- Ellen M. Newman**  
Kaiser Aluminum & Chemical  
Wells Fargo
- Vera Newmann**  
Manhattan Industries
- Mary Moody Northern**  
American National Life  
Insurance
- Martha H. Northrop**  
Niagara Mohawk Power
- Alla O'Brien**  
Stanley Home Products
- Josephine E. Olson**  
Teachers Insurance & Annuity
- Katharine O'Neill**  
Norlin Industries
- Gloria Osborn**  
Economics Laboratory
- Norma T. Pace**  
Minnesota Mining  
& Manufacturing  
Sperry Corp.  
Milton Bradley Co.  
Chase Manhattan  
Sears, Roebuck
- Jeanne Parr**  
Shaklee Corp.  
Claire Pasaiov  
C.H.B. Foods
- Ruth Patrick**  
E.I. duPont de Nemours  
Pennsylvania Power & Light
- Katherine Peden**  
Westvaco Corp.
- Renee D. Pelletier**  
Purex Industries
- Martha Peterson**  
Exxon  
R.H. Macy & Co.  
Metropolitan Life Insurance  
First Wisconsin
- Mary Petrie**  
Belden Corp.  
Harris Bancorp
- Marilyn Pfaltz**  
Public Service Electric & Gas
- Jane Cahill Pfeiffer**  
Chesebrough Ponds  
International Paper  
J.C. Penney
- Mary Bird Phillips**  
Bird & Son, Inc.

- Adele Smith Simmons**  
American Telephone  
& Telegraph
- Dorothy Simon**  
Crown Zellerbach  
Warner Lambert
- Jean Head Sisco**  
United Brands  
Textron  
Carter Hawley Hale Stores  
Santa Fe Industries
- Dorothy Skwiera**  
Northern States Power
- Rose Cook Small**  
Bluebird, Inc.
- Kathryn Smith**  
Wisconsin Dairies Cooperative
- Norma Glover Smith**  
Glover, Inc.
- Robin B. Smith**  
Bache Group  
Jack Eckerd Corp.
- Virginia B. Smith**  
Marine Midland Bank
- Margaret M. Snyder**  
Anheuser-Busch
- Jayne Baker Spain**  
Beatrice Foods  
Litton Industries
- Gloria Spitz**  
Gerber Products
- Susan Block Stearns**  
Block Drug Co.
- Helen Steinkraus**  
American Maize Products
- Marion Stephenson**  
Equitable Life Assurance
- Judith Stern**  
Campbell Taggart, Inc.
- Patricia Carry Stewart**  
Borden  
Morton Norwich Products  
Bankers Trust of New York  
Continental Corp.  
Trans World Corp.
- Laverne Stocks**  
Briggs & Stratton Corp.
- Geraldine Stutz**  
Heublein, Inc.
- Janice Ann Taper**  
First Chapter Financial
- Mathilda Turner**  
Midland Glass
- Marcia Thompson**  
GATX Corp.
- Pauline Tomkins**  
H.F. Ahmanson Bank & Trust
- Marietta Tree**  
CBS  
Pan-American World  
Airways
- Avis G. Tucker**  
United Telecommunications
- C. DeLores Tucker**  
Facet Enterprises
- Hester Turner**  
Mohasco Corp.
- Barbara Uehling**  
Meredith Corp.
- Helen Updike**  
Rapid-American Corp.
- Phyllis Vineyard**  
Long Island Lighting
- Julia Waldbaum**  
Waldbaum's, Inc.
- Martha Redfield Wallace**  
American Can  
Bristol-Myers  
American Express  
Chemical New York
- Julia Montgomery Walsh**  
Pitney-Bowes
- Kate B. Webster**  
Seafirst Corp.
- Winifred Wells**  
J.P. Stevens & Co.
- Sarah Werner**  
Roadway Express
- Jacqueline Wexler**  
United Technologies
- Delores Wharton**  
Gannett Co.  
Kellogg Co.  
Phillips Petroleum
- Barbara M. White**  
BankAmerica Corp.
- Margita White**  
ITT  
Taft Broadcasting
- Marina Von Neumann Whitman**  
Procter & Gamble  
Westinghouse Electric  
Manufacturers Hanover
- Mary O'Donnel Wilbert**  
Southwestern Life Insurance
- Helen N. Wilkins**  
Prudential Insurance
- Barbara R. Williams**  
First Pennsylvania Corp.
- Elizabeth Hood Wilson**  
H.P. Hood, Inc.
- Margaret Bush Wilson**  
Monsanto
- Margaret Scarbrough Wilson**  
Reynolds Industries
- Margery M. Wilson**  
Monfort of Colorado
- Lynn Wolfson**  
Wometco Enterprises
- Kathryn D. Wriston**  
Union Carbide  
Federated Department Stores
- Lois Wyse**  
Consolidated Natural Gas  
Service
- Margaret Buckner Young**  
Philip Morris, Inc.  
New York Life Insurance
- Shirley Young**  
Dayton Hudson Corp.
- Ann Haymond Zwinger**  
American Electric Power

## BLESS THEM ALL

"I love the *Wall Street Journal*. I love bank trust officers. I love economists. I love the Wharton School of Finance. I love you all. Please don't go away. Lollipops are worthless without suckers. Hello, sucker!"

—Joseph Granville  
investment adviser



**Win With Women**

**A Project of the National Womens Political Caucus**

# **Catalog for Political Women**

CATALOGUE

for

POLITICAL WOMEN

National Women's Political Caucus  
1921 Pennsylvania Avenue, N.W.  
Washington, D.C. 20006  
212 785-2911

CATALOGUE

FOR

POLITICAL WOMEN

Copyright, May, 1974  
National Women's Political Caucus  
1921 Pennsylvania Avenue, N.W.  
Washington, D.C. 20006

## INTRODUCTION

Increasing the number of women in elective and appointive office is a major goal of the National Women's Political Caucus. The statistics support this goal;

- 16 women serve in the U.S. House of Representatives (one for each 6 million women--men have one representative for each 132 thousand)
- no women are in the U.S. Senate
- there are no women governors
- there are no women lieutenant governors
- only seven percent of the 7,000 state legislators in the country are women.

When the NWPC was created in 1971, 271 women planned that first meeting. Three years later there are fifty thousand NWPC women in 50 states who are running for office, planning to run, or working in the political campaigns of both parties. It is for these women--the campaigners--that this Catalogue for Political Women has been written.

Rather than duplicate all of the good material that has been written, we've reviewed and listed the best of the books and manuals, and listed those organizations which can provide additional information and research. There are also suggestions for low-budget, creative campaigning and some basics necessary for success. None of the firms in the list of vendors are endorsed by the NWPC, but all have experience in the campaign field. If you use any of them let us know whether they have served you well, and send us corrections and additions for the next edition.

Remember, before you buy anything, think about how it fits into the total campaign plan and make sure that the vendor can get things to you in time! Buttons, no matter how imaginative, that arrive the day after the election are useless.

Bon Voyage.

The time has come for all the unqualified blacks,  
unqualified Chicanos and unqualified women to join all  
the unqualified white males who hold elective offices in  
this country.

"Sissy" Farenthold  
February, 1974

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## CAMPAIGN MANUALS

It's a rare campaign that's ever "run by the book." However, the woman candidate should prepare for her campaign and her candidacy by reading those campaign manuals that touch on the techniques and problems common to the type of campaign in which she'll be running.

Hundreds of manuals are available from a variety of sources, but some of the most interesting to the woman candidates are those that have been written by other women following their own campaigns. There are several of this type listed below. Also listed are a group of resource manuals that give a wide range of information on all aspects of campaigns and campaign planning.

Although you can't learn politics from a book, books can help you to anticipate the problems that are bound to arise in the campaign and pose a series of solutions that have worked for others. But remember, no matter how good the book, your campaign is always going to be slightly different than the case studies included in the text. Don't take the advice literally. It's better to use the suggestions creatively and try to find the best solutions for your own race.

The NWPC staff has reviewed about 120 books and manuals in the last year. Those listed here are by no means the only ones, but they provide a comprehensive beginning for your readings.

For additional source materials, check your library or the political science department of a nearby college or university.

Newton's Women's Political Caucus  
335 Lake Avenue  
Newton Highlands, Mass. 02161

Politics is for Women: All You Need  
to Know About Being a Candidate, But  
Were Afraid to Ask (Because You Are  
a Woman)

Excellent reference for any woman running for a municipal office, even though it talks specifically to the women of one community. Deals with issues such as organizing the campaign and the issues which enter into it: scheduling, fundraising, issues, research, press, advertising, etc.

COST: \$1.95

Paizis, Suzanne  
1290 Day Valley Road  
Watsonville, Calif. 95076

The Political Woman's Handbook (Order  
from author.)

The author was an unsuccessful candidate for the California State Senate in 1972. When the campaign was ended she wrote this 47-page booklet on her newly acquired expertise in campaign structure and techniques for future women candidates.

COST: \$2.50

AAUW, Livermore-Pleasanton Branch  
P.O. Box 661  
Livermore, Calif. 94550

Politics: A Practical Handbook

A very brief (18 pages) text on deciding to run and campaign techniques especially prepared for women candidates. Discusses particular assets of women as candidates, arguments to be faced by women candidates, suggested answers to difficult questions and special tips for women.

COST: \$1.25

National Committee for an Effective Congress  
201 Massachusetts Ave., N.E.  
Suite 114  
Washington, D.C. 20002

NCEC Campaign Directory

A one-stop shopping guide to important and often overlooked resources available to congressional candidates.

COST: Free

NCEC Guide to Effective Campaigning

For congressional candidates; covers speech writing, advancing, legal questions, telephone networks, fund-raising and working with the media. Can also be modified to use for a candidate for state legislature.

COST: Free

Atkins, Sen. Chester, et al

Getting Elected: A Guide to Winning State and Local Office, Houghton Mifflin Co. 1973.

In depth text on technique for a grassroots campaign on a shoestring budget with an amateur staff.

COST: \$6.95

Simpson, Dick  
The Swallow Press, Inc.  
1139 S. Wabash Avenue  
Chicago, Ill. 60605

Winning Elections: A Handbook in Participatory Politics, The Swallow Press, Inc. 1972

Winning Elections distills the successes and failures of those tough campaigns of the last three years in which the people beat the Chicago Democratic machine; and during which Dick Simpson's role ranged from precinct worker to successful candidate. Illustrated with examples of

worksheets and materials, the reviewer found a good analogy between fighting the Daly machine and some of the problems many women candidates are up against.

COST: \$3.00 (paperback)

Fair Campaign Practices Committee  
328 Pennsylvania Avenue, S.E.  
Washington, D.C. 20003

Candidate's Manual: A Politicians Guide to the Art of Self-Defense

This is a publication that contains the "Code of Fair Campaign Practices" and how to deal with an opponent who is engaged in unfair practices.

COST: \$.15

Chamber of Commerce of the United States  
Public Affairs Department  
1615 H Street, N.W.  
Washington, D.C. 20006

Action Course in Practical Politics

a) Discussion Leader's Manual

COST: \$10.00

b) Six Booklets

1. You and the Political Organization
2. The Political Precinct
3. The Political Campaign
4. Political Clubs
5. The Political Leader's Problems
6. Political Meetings

COST: \$3.00

c) Supplementary Materials

Includes case problems, assignment guides and other workshop material for 20 participants. The comprise the curriculum for a seven session course to be used around the country for groups of 12-20. An

individual student of the materials can gain familiarity with campaign strategies and techniques.

COST: For entire package \$19.00

Republican National Committee  
310 1st Street, S.E.  
Washington, D.C. 20003

Campaign '74 manuals and issue research.  
(Specifics not yet known.)

Democratic National Committee  
1625 Massachusetts Ave., N.W.  
Washington, D.C. 20036

1974 Campaign Sourcebook

A continually supplemented notebook including D.N.C. services, a listing and description of Washington-based organizations and associations which offer candidate services and technical chapters that thus far include: "Suggestions for Political Research," "Polls and Poll Use," "Advice and Guidance on Professional Consultants" and "Fundraising with Direct Mail."

COST: \$10.00 (includes updates and supplements)

Campaign '74 Manuals

A manual on basic organizational techniques for campaigns.

Part I is an update of the 1972 manual.

COST: \$5.00

Part II will cover new areas.

COST: Cost and publication date not yet known--anticipated for late spring.

## RESEARCH

### Issue Research

Pick an issue...any issue...and you'll find that it's what we've come to call a "woman's issue."

Research on issues should be done carefully and thoroughly. In addition to making your opponent look as if he hasn't done his homework, it can give the new candidate viability and credibility.

Issue-oriented organizations are often your best bet for source materials. Write to them asking for any printed matter that could serve to educate you and your campaign staff on the issue in question. We have listed several organizations that can help you raise the consciousness of your constituency. Many of these organizations have local affiliates, so be sure to ask for names and addresses of their people in your vicinity.

Americans for Democratic Action  
1424 16th Street, N.W.  
Washington, D.C. 20036  
202 265-5771

--A Washington-based, independent liberal organization, the ADA can sometimes provide names of experts on issues if you need further information.

League of Women Voters  
1730 M Street, N.W.  
Washington, D.C. 20036  
202 296-1770

--Extremely useful information available from the Education Fund of the League. Be sure to check for your local League office as they will have additional information for your community.

Environmental Defense Fund  
1525 18th Street, N.W.  
Washington, D.C. 20009  
202 833-1484

--Good technical information available to be translated into solid campaign literature. (Not a political organization.)

Planned Parenthood-World  
Population  
1660 L Street, N.W.  
Washington, D.C. 20036  
202 296-4012

--Write here or call local  
affiliate for population  
statistics, abortion stat-  
istics, birthrate informa-  
tion.

AFL-CIO Committee on  
Political Education  
815 16th Street, N.W.  
Washington, D.C. 20006  
202 637-5102

--COPE has source materials  
available, especially if you  
happen to be a union member.  
Also check with Research &  
Legislation Departments.

Congressional Quarterly, Inc.  
1735 K Street, N.W.  
Washington, D.C. 20006  
202 296-6800

--Before ordering anything  
from CQ, go to your local  
library. Valuable informa-  
tion pertaining to congress-  
ional districts and races  
available.

Democratic National Committee  
Campaign Office  
1625 Massachusetts Ave., N.W.  
Washington, D.C. 20036  
202 797-5900

--Campaign Manual, Fact Book,  
newsletter available. Much  
information free to candi-  
dates.

Republican National Committee  
Research Division  
310 First Street, S.E.  
Washington, D.C. 20003  
202 484-6500

--Request all publications  
they have for congressional  
races. Well-prepared and  
free.

Friends Committee on National  
Legislation  
245 Second Street, N.E.  
Washington, D.C. 20002  
202 547-4343

--Outstanding preparation by  
Quakers. Often have local  
offices with newsletter  
addressed to local concerns.

League of Conservation Voters  
345 C Street, S.E.  
Washington, D.C. 20003  
202 547-7200

--Assessment of congressional  
votes on environment. Group  
also targets local congress-  
ional candidates who should  
receive financial support.

National Organization for Women  
5 South Wabash Avenue  
Suite 6115  
Chicago, Illinois 60603  
312 332-1954

--Check to see what local  
affiliates are doing. Often  
monitor businesses or media  
activities that are discrimi-  
natory.

## History and Heritage as a Campaign Tool

No matter how good you are on the issues, it's how the voter perceives your positions at that last moment in the voting booth that counts. One way to solidify your candidacy, to the voter is to strongly relate your campaign to the community, it's history and heritage.

One campaign in a small rural mid-western town assigned a volunteer to spend a month with the Secretary of the County Historical Society. Several discussions and a review of the county's local newspapers and historical documents provided material enough for dozens of speeches and anecdotes for a life-time. (As a practical matter a local candidate in a small town needs only one speech, with variations. This material can provide the variations.)

Waste disposal and sewer systems were a major issue in the city election. The volunteer traced the town's development and with an engineer, was able to piece together the story of the origins of the present inadequate system. Beginning with a population of 100 people and out-houses, the volunteer followed the system through 2,000 people and cess-pools, to the present population of 20,000, with an ill-planned sewer system that discharged barely treated effluent into a picturesque lake. The lake, which was one used for swimming and fishing was now filled with algae and considered "dead" by state environmentalists.

The candidate used the story repeatedly, coupling it with proposals for change and improvement -- and defeated a five-term incumbent.

### How To Do It

--Start early.

First, identify a good volunteer who is interested in history, writes well and would take on the entire project.

Second, identify the major issues around which you want most of the research to center.

Third, identify the logical sources of information-- (county or city historical society, historical preservation group, village, county or city clerk, local newspapers, etc.).

--Go through indexes first, then clippings and other materials.

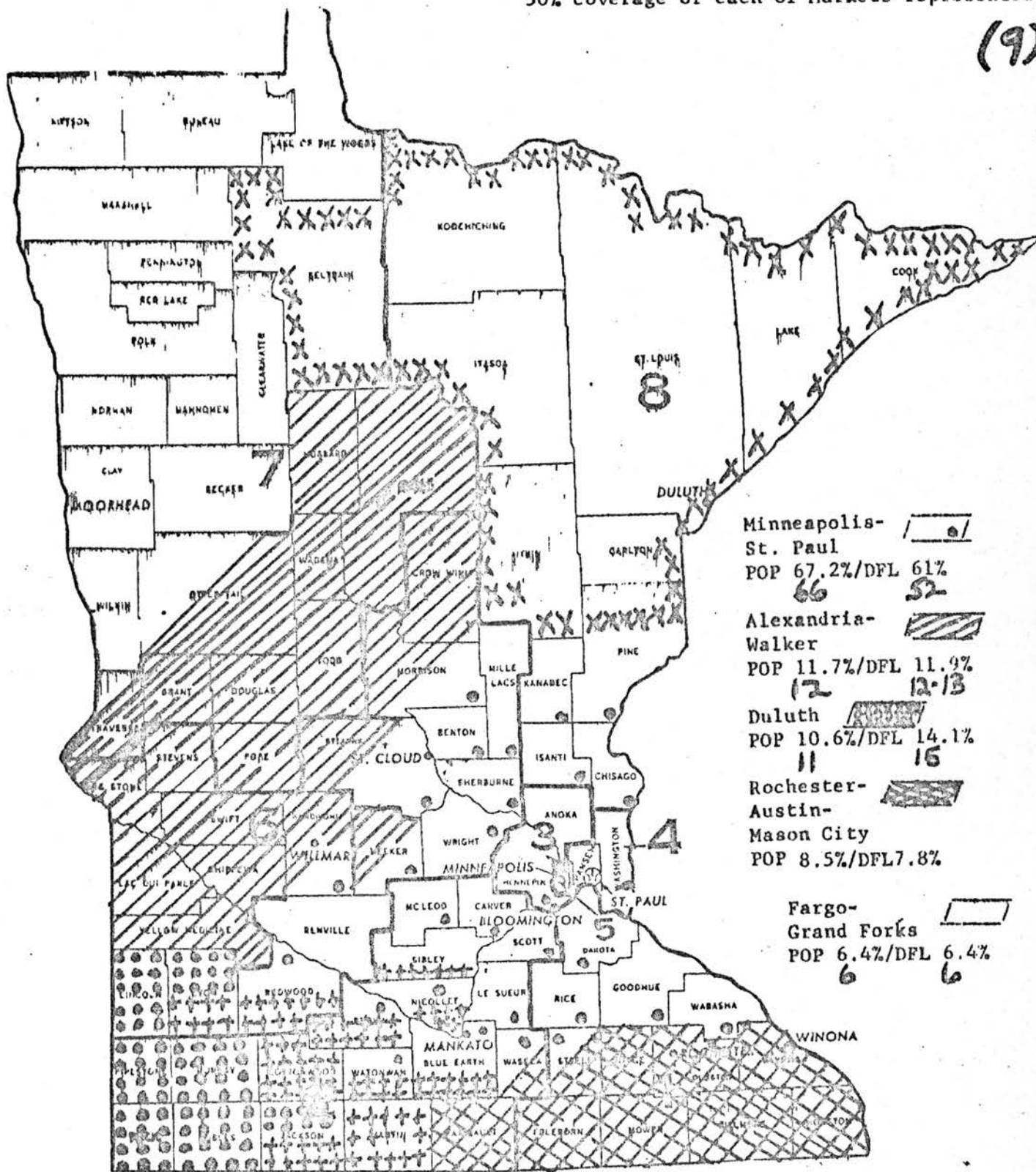
--Note anecdotes separately from the issue material as you go along.



	F Company	G Company	H Company	Local Agency	Campaign Staff
TV FILM	X	X	X		
RADIO COMMERCIALS ORIGINAL TAPE DUPES	$\frac{X}{X}$	$\frac{X}{X}$	$\frac{X}{X}$	$\bar{X}$	$\bar{X}$
NEWSPAPER, MAGAZINES DESIGN LAYOUT PRODUCTION	$\frac{X}{X}$	-	-	$\frac{X}{X}$	$\bar{X}$
OUTDOOR DESIGN SHEET PRODUCTION	$\frac{X}{X}$	-	-	$\frac{X}{X}$	$\bar{X}$
LITERATURE DESIGN PIECE PRODUCTION	$\frac{X}{X}$	-	-	$\frac{X}{X}$	$\bar{X}$
BUTTONS, ETC. DESIGN PIECE PRODUCTION	$\frac{X}{X}$	-	-	$\frac{X}{X}$	$\bar{X}$
TV TIME BUY	X		X	X	
RADIO TIME BUY	X		X	X	
NEWSPAPER & MAGAZINE SPACE	X			X	X
OUTDOOR LOCATIONS	X			X	X
DISTRIBUTION OF FILMS, ETC.				X	X
PARTICIPATION IN STRATEGY	X	X	X	X	
P.R. CONSULTATION	X	X		X	
ANALYSIS OF MEDIA MARKETS		X		X	X
TRACKING OPPOSITION				X	X
BUFFER				X	
TV APPEARANCES	X	X	X		

MEDIA MARKETS - based on 50% ARB  
 (two symbols in given county indicates  
 50% coverage of each of Markets represented)

(9)



Minneapolis-  
 St. Paul

POP 67.2%/DFL 61%

66 52

Alexandria-  
 Walker

POP 11.7%/DFL 11.9%

12 12-13

Duluth

POP 10.6%/DFL 14.1%

11 16

Rochester-  
 Austin-  
 Mason City

POP 8.5%/DFL 7.8%

Fargo-  
 Grand Forks

POP 6.4%/DFL 6.4%

6 6

Mankato  
 POP 6.1%/DFL 5.1%

7 6

Sioux Falls  
 POP 2.8%/DFL 3.0%

09

POPULATION

POPULATION CHANGE

<u>COUNTY</u>	<u>1960 Census</u>	<u>1972 Census</u>	<u>Change</u>	<u>% Change</u>
X	400,000	500,000	+100,000	+ 25.0
Y	250	270	+ 20	+ 8.0
Z	68,000	60,000	- 8,000	- 11.8

POPULATION MIGRATION

<u>COUNTY</u>	<u>1960-1970 Change</u>	<u>Natural Increase</u>	<u>Apparent Migration</u>	<u>% Migration</u>
X	- 900	+ 400	- 1,300	- 14.02
Y	+ 600	+ 400	+ 200	+ 3.00
Z	- 300	0	- 300	- 10.02

	<u>Voting Habits</u>	<u>TARGETING</u>		
		<u>Commitment</u>	<u>Contribution</u>	<u>Priority</u>
County A	Good	Strong	Small	(4)
County B	Poor	Strong	Small	(3)
County C	Good	Strong	Large	(2)
County D	Poor	Strong	Large	(1)
County E	Good	Poor	Large	(1)
County F	Poor	Poor	Large	(2)
County G	Good	Poor	Small	(3)
County H	Poor	Poor	Small	(4)

	<u>Voting Habits</u>	<u>TARGETING</u>	
		<u>Commitment to DFL</u>	
Voter A	Good	Strong	
Voter B	Good	Poor	—— targets
Voter C	Poor	Strong	
Voter D	Poor	Poor	

CONTRIBUTION TO TOTAL VOTE

TOTAL VOTE IN DISTRICT A:

1966	U. S. Senate	35,000
1968	Presidential	40,000
1970	Gubernatorial	<u>35,500</u>
	TOTAL	110,500

Don't use 1972 pres race for analysis except for hard core liberals

TOTAL VOTE IN PRECINCT X:

1966	U. S. Senate	950
1968	Presidential	1,000
1970	Gubernatorial	<u>1,020</u>
	TOTAL	2,970

Contribution of Precinct X to total vote in District A =  $\frac{2,970}{110,500} = 2.7\%$

CONTRIBUTION TO DEMOCRATIC VOTEDFL VOTE IN DISTRICT A:

1966	U. S. Senate	84,000
1968	Presidential	87,000
1970	Gubernatorial	<u>75,500</u>
	TOTAL	246,500

DFL VOTE IN PRECINCT X:

1966	U. S. Senate	9,500
1968	Presidential	12,000
1970	Gubernatorial	<u>8,000</u>
	TOTAL	29,500

Contribution of Precinct X to Total DFL vote in District A =  $\frac{29,500}{246,500} = 11.9\%$

DFL PERFORMANCETOTAL VOTE FOR DISTRICT A:

1966	U. S. Senate	750
1968	Presidential	900
1970	Gubernatorial	<u>820</u>
	TOTAL	2,470

DEMOCRATIC VOTE IN DISTRICT A:

1966	U. S. Senate	240
1968	Presidential	500
1970	Gubernatorial	<u>300</u>
	TOTAL	1,040

Democratic performance =  $\frac{1,040}{2,470} = 42.1\%$

Performance index

Rank Based on  
Performance (% of vote)

Contribution index

Rank Based on  
% Contribution

Combination Ranking - Target

<u>County</u>	<u>County</u>	<u>% cont.</u>	<u>County</u>	<u>% cont.</u>	<u>Avg. %</u>
1. Lake	1. Hennepin ✓	24.2	1. <del>St. Louis</del> ✓	8.2	67.6
2.5 Koochiching	2. Ramsey ✓	13.6	2. Ramsey ✓	13.6	61.4
2.5 St. Louis	3. St. Louis ✓	8.2	3. Anoka ↓	3.4	62.1
4. Carlton	4. Anoka ✓	3.4	4. Itasca ↓	1.3	64.6
5. Red Lake	5. Dakota	3.0	5. Carlton ↓	1.0	67.3
6. Itasca	6. Stearns	2.0	7. Washington	1.8	56.8
7. Mahnomon	7. Washington	1.8	7. Mower	1.4	57.1
8. Anoka	8. Olmstead	1.5	7. Polk	1.1	58.0
9. Ramsey	9. Mower	1.4	9. Dakota	3.0	55.9
10. Pennington	10. Itasca	1.3	10. Hennepin ↓	24.2	52.9
11. Clearwater	11. Polk	1.1	11. Kandiyohi	.9	57.8
12. Swift	12. Freeborn	1.1	12. Koochiching	.6	65.6
13. Pine	13. Winona	1.0	13. Scott	.8	58.0
14. Kittson	14. Carlton ✓	1.0	14. Lake	.5	70.4
15. Marshall	15.5 Otter Tail	1.0	15. Freeborn	1.1	53.0

(14)

SPLIT VOTING

Best DFL performance in District A in 1970	10,000
Worst DFL Performance in District A in 1970	<u>6,000</u>
Split ticket voters	4,000

SWITCH VOTING

Best DFL performance in District A in 1970	10,000
Average DFL performance in District A in other elections	<u>8,500</u>
Switch voters	1,500

FALL OFF

Total votes cast in District A in 1968	10,000
Total vote cast in District A in 1970	<u>8,700</u>
Fall	1,300 = 13%

(Can also be done on DFL vote)

POLLING

(15)

Allowance for Sampling Error of a Percentage

(Chances are 95 in 100 that the sampling error is not larger than the figures shown)

Percentages near	Sample Size - In person				
	500	400	200	100	75
10 or 90	3	4	5	7	9
20 or 80	4	5	7	9	10
30 or 70	5	6	8	10	11
40 or 60	5	6	8	11	12
50	5	6	8	11	12

<u>A Sample Polling Program</u>	<u>Al Hopsted</u>	<u>C.S.</u>	<u>G.B.</u>	<u>Undecided</u>
	<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>
6/15 In depth	24	37	16	23
9/4 In depth <i>Star</i>	29	42	13	16
9/19 Volunteer Telephone	37	38	10	15
10/1 Volunteer Telephone	32	38	12	18
10/5 In depth <i>Star</i>	29	41	16	14
10/15 Volunteer Telephone	40	40	10	10
10/27 Panel back <i>Star-movement?</i> on 10/5	29	39	19	12
10/29 Volunteer Telephone	41	37	10	12
11/3 Panel back <i>Drib</i> on 9/4	42	39	9	10
<u>Election</u>	46%	43%	10%	1%

Check Micro poll - Still active?

Minnesota poll -  
Charlie Backstrom

Drib won the election!

Talk to Todd Otis about polling by phone!!



PLANNING A LITERATURE DROP

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

SEPTEMBER, 1974

10/1

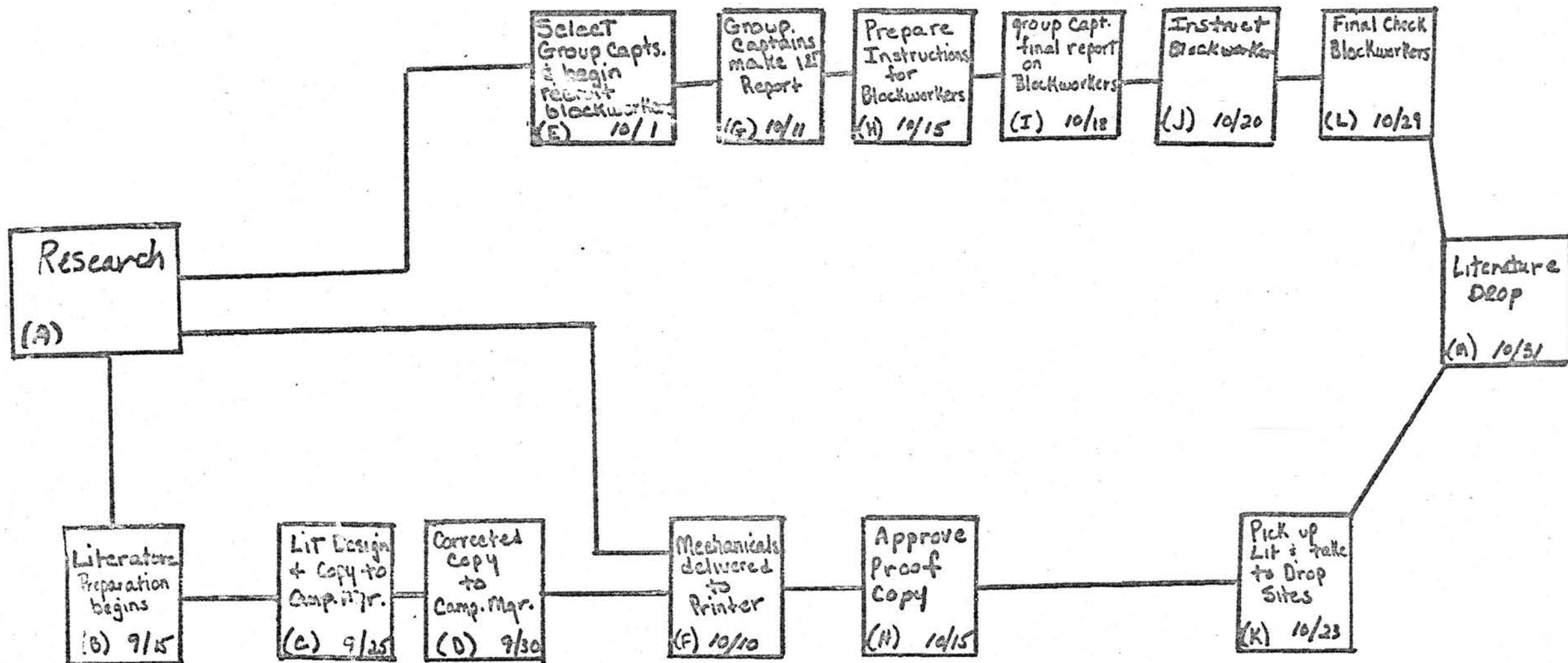
October, 1974

(17)

10/1

Critical path

Can see interrelationship and demands in time or volunteers



(81)

Budget of Expenditures 6/1/71

Paid Out Through 6/1/72

Budget Balance 6/1/72

Re-budget 6/1/72

TV & Radio Production	50,000	39,500	10,500	9,500.00
General Production	6,000	1,250	4,750	3,250.00
Billboard & Busfront	30,000	-----	30,000	12,500.00
Newspaper space	16,500	-----	16,500	7,250.00
TV & Radio time	77,500	-----	77,500	58,750.00
TV & Radio clips	4,750	3,000	1,750	2,062.50
Printing	22,500	5,000	17,500	20,000.00
Polling	16,500	6,500	10,000	8,500.00
Salaries	45,000	7,000	38,000	33,312.50
Travel & Related Expenses	31,000	18,500	12,500	12,500.00
Banquets, teas, etc.	20,000	10,000	10,000	25,250.00
Postage, freight, delivery	20,000	2,500	17,500	15,000.00
Telephone & Telegraph	10,000	3,000	7,000	5,600.00
Equip-purchase & rental	6,000	300	5,700	2,337.50
Office supplies	5,000	800	4,200	3,050.00
Office rental	4,000	250	3,750	3,410.00
Auto expenses	1,000	250	750	1,500.00
Miscellaneous	4,250	2,500	1,750	2,337.50
TOTAL	370,000	100,350	269,650	226,110.00

(A)

(B)

(C)

(D)

(61)

	Budget of Sources 6/1/71	Received To Date 6/1/72	Source Budget Balance 6/1/72	Re-budget of Sources 6/1/72
Gala, July, 1971	100,000	112,500	-----	
Dinner, September, 1972	62,500	-----	62,500	62,500
Small Fund Raisers 1971 & 1972	42,500	12,500	30,000	27,500
Telephone	7,500	-----	7,500	7,500
Direct Mail	20,000	-----	20,000	17,500
Sales	2,500	-----	2,500	2,500
Congressional Campaign Committee	25,000	7,500	17,500	15,000
Special Campaign Committees	10,000	2,500	7,500	7,500
National Labor	37,500	7,500	30,000	30,000
Local Labor	10,000	-----	10,000	10,000
Party Organizations	5,000	-----	5,000	5,000
TOTAL	322,500	142,500	192,500	185,000
GOAL	370,000	227,500	227,500	183,960
To Be Found	47,500		35,000	+ 1,040
	(E)	(F)	(G)	(H)

Cash FlowITEM, SEMI-MONTHLY & MONTHLY BUDGETS

<u>ITEM</u>		<u>SEMI-MONTHLY</u>	<u>MONTHLY</u>
<u>June 1</u>			
Salary	1,000.00		
Rent	620.00		
Auto	250.00		
Misc	212.50		
Office Supplies	212.50		
TV & Radio clips	250.00		
Travel	1,500.00		
Postage	1,000.00		
Polling	3,250.00	8,295.00	
<u>June 15</u>			
Salary	2,937.50		
Misc	212.50		
Office Supplies	212.50		
General Media Production	1,375.00		
Telephone	350.00		
Receptions	4,500.00	9,587.50	17,882.50
<u>July 1</u>			
Salary	2,937.50		
Rent	620.00		
Auto	250.00		
Misc	212.50		
Office Supplies	212.50		
TV & Radio Clips	250.00		
Travel	1,000.00		
Equipment	425.00		
Printing	2,500.00		
Billboard & Busfronts	7,500.00	15,907.50	33,790.00
<u>July 15</u>			
Salary	2,937.50		
Misc	212.50		
Office Supplies	212.50		
Telephone	375.00		
Postage	1,500.00		
Polling	3,250.00	8,487.50	42,277.50

--Try to keep files separated by issue, it will be easier to work with later.

--Develop the story on an issue in a chronological order--with dates--before fleshing it out into a full speech, then you can use it as background for other pieces as well.

--Again, start the research early--it can be invaluable.

## Polling

The first question to ask is: "Do you really need a poll?" Admittedly, a public opinion poll can be a valuable political research tool in certain races. The poll can serve to determine the constituency's attitudes toward issues and candidates, past voting behavior, and name recognition of all candidates. If the poll is done accurately, it can provide the campaign a firm factual base from which to operate.

Although polls are widely used on congressional, state and national campaigns, their usefulness is questionable in small, low-budget campaigns. Pollsters are not magicians and you must carefully assess the cost effectiveness of a poll. In a small campaign you may also wish to join one or more other candidates to share the cost and results of a poll or a major candidate may agree to add one or two questions to their poll for you.

## The Homemade Poll

Or your workers, with the assistance of a volunteer (or paid) local university professor might conduct a simple poll for you. This will save money and give you a general idea about what the voters are thinking. If you do decide on a homemade poll:

Timing is key, results won't help after the election

Look for an experienced pollster at a university who will help

Select your volunteer pollsters carefully (remember it will hurt more than help if they return overly optimistic results)

You can use the door-to-door poll as a public relations tool

a) helps to identify your voters

b) makes personal contact with individuals

### The Professional Poll

If the decision is made to use a professional polling firm, the campaign should take full advantage of the data provided. This can then be coordinated with the candidate's research, speeches and schedules.

Taking a poll requires five distinct tasks:

- 1) Constructing the questionnaire;
- 2) Determining the sample size and selecting the sample;
- 3) Administering the questionnaire;
- 4) Coding and tabulating the responses;
- 5) Analyzing the responses.

The cost of a political poll may depend on several factors, such as the length of the questionnaire; whether the interviews are done "in house" or by phone; the geographic area to be covered by the pollster; the sample size; who conducts the interviews, etc.

Be sure to solicit bids from reputable polling firms that have done work in the party, state, or even district of the candidate. It is useful to schedule the appointment with the representative of the polling firms at YOUR office or headquarters so that time will not be spent sitting in a waiting room when there is work to be done on the campaign.

For further information on public surveys see:

Political Polling,  
Betsy Griffith Deardourff  
National Women's Education Fund  
1532 16th Street, N.W.  
Washington, D.C. 20036

and

Polls and Poll Use  
DNC Sourcebook, 1974  
Paul Lutyker

Also check the sections on polling in campaign manuals and bibliographies.

## Pollsters

### DEMOCRATIC CANDIDATES

John F. Kraft, Inc.  
30 Sixth Street, S.E.  
Washington, D.C. 20003  
202 547-7080  
Fran Farrell Kraft

Market Research Associates  
P.O. Box 1137  
Louisville, Ky. 40201  
502 637-8781

Edward Canapary  
447 Sutter Street  
San Francisco, Ca. 94104

Lewis, Bowles and Grace,  
Inc.  
Suite 303  
1433 Motor Street  
Dallas, Texas 75207  
214 637-4520

Independent Research Associates,  
Inc.  
4000 Albemarle, N.W.  
Washington, D.C. 20016  
202 362-5056

Raymond Kemper & Associates  
1253 South Third Street  
Louisville, Kentucky 40208  
502 636-1401

Louis Kitchens  
National Bank of Georgia Bldg.  
Atlanta, Georgia  
404 688-5451

Bikert, Brown, Coddington &  
Associates  
100 South Madison Street  
Denver, Colorado 80209  
303 321-2547

### REPUBLICAN CANDIDATES

Market Opinion Research  
23 West Adams Street  
Detroit, Mich.  
313 963-2414

Survey Research Services, Inc.  
11411 N. Central Freeway,  
Suite 232  
Dallas, Texas 75231  
214 691-0578

Decision Making Information  
2700 North Main Street  
Santa Anna, California  
213 383-1317

Haug and Associates, Inc.  
1545 Wilshire Blvd.  
Los Angeles, Ca.  
213 483-9540

Florida Information Services,  
Inc.  
P.O. Box 936  
Tallahassee, Florida  
904 222-1664

Benson & Benson, Inc.  
33 Witherspoon Street  
Princeton, New Jersey  
609 924-3540

Midwest Research & Analysis  
Assoc.  
P.O. Box 484  
Waterloo, Iowa 50704  
319 234-3551

The NWPC does not endorse these firms. This is merely a listing.



### Books on Polling

- Fenton, John. In Your Opinion, 1960, Boston: Little, Brown & Co.
- Gallup, George. The Sophisticated Poll Watcher's Guide. Princeton: Public Opinion Press.
- Mendelsohn and Crespi. Polls, Television and the New Politics, 1973: Chandler Publishing Co.
- Perry, James M. The New Politics, 1969, New York.

### Statistics

#### Know Your Constituency & Your Opponent --

Statistics...numbers...names...places...are all important to your research operation. One of the first things you will need is to have a profile of your district or community to determine who and where your friends are, where you will need to exert friendly persuasion. In addition, data compiled on the district will also tell you something about what and whom you are up against.

Organizations such as the League of Women Voters and the League of Conservation voters prepare district profiles and the Congressional Quarterly prepares incumbent profiles on members of Congress that can be most useful.

Your campaign organization should begin gathering data before you have made the final decision to run. As part of that research project, a voter registration drive could mean the difference between winning and losing by a small margin, it can provide name recognition, and it could possibly change the profile of your district.

Registration data and tips are available from the League of Women Voters, COPE (Voter Registration, COPE Publication #7C), local voter registration drive organizations, and the political parties. In addition, census data is available from the U.S. Department of Commerce through: Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

## PLANNING

### Campaign Consultants

As with the public opinion poll, the woman candidate must ask herself whether she needs and can afford a professional campaign consultant. Although many consultants are experts in a certain area, they may be described as being limited by "only knowing how to cook one meal." The major decision, then, in choosing a campaign consultant is whether to have one at all. If, however, you do plan to hire a professional consultant, do so with trepidation bearing in mind that most political consulting organizations will deal with candidates belonging to only the party of their leaning. Therefore, the first step to finding a good consultant would be to investigate those available who adhere to your political philosophy. After getting at least three to five company names, you should ask them the following:

Brief background of the firm and its principals.

#### Cost

- consulting fee for "principal" of firm on a daily basis;
- is advertising done by the company with them receiving commission rate, or is a lump sum paid for advertising which will be used by the firm for creation, artwork, placement, etc. (or is there a possibility of having the option to do either--and will they give you price comparisons?);
- if a campaign plan is offered, is there a flat fee for it?

#### Services

- do they do the creative advertising as well as placement--do they do advertising at all;

- some firms do no advertising at all, and still cost as much as the ones that offer the service;
- is the firm knowledgeable on direct mailing, polling, voter statistics, media placement, etc. (if they are knowledgeable, fine, but even better yet, do they have access to or direct contact with the firms that do professional work in the above);
- is a written campaign plan part of your agreement--it should be, for every campaign needs a written guideline;
- can they recommend to you good people to work within your campaign;
- does the firm have written within its contract (or proposed contract) a minimum amount of time during the campaign which the candidate can "claim" the principal consultant as her own--are the principal, and other members of the staff, available by phone, mail, etc.?
- how many other clients do they have--if too many they may have little time for you no matter what they say.

#### Past Record and Work

- how are the firm's past records in comparison to each other --what is the ratio of winners to losers, or more important, what type of people have they "sponsored" -- people with the same ideals, credibility, and integrity as your candidate (is your candidate compatible with the company's staff);
- look at the work they have produced -- does it present a theme for each candidate, continuity throughout the campaign -- do the newspaper ads, TV commercials, radio spots follow a theme which progresses during the campaign -- does the campaign plan include time, decision and cash flow charts which have been given sufficient time and research;

- have they ever worked with a woman candidate
- do they seem to understand some of the special problems of the woman candidate.

After the Campaign

- does the firm offer its consulting services after the candidate is in office -- if so, again compare prices for services and type of availability. If the firm you choose is a good one with intelligent people, the consulting could be worthwhile--for they will most likely have good insight to future problems, ingenious resolutions to or prevention plans for problems.

CAMPAIGN CONSULTANTS

Leslie Denine (D)  
Election Direction Associates  
 4508 Vesper Avenue  
 Sherman Oaks, Calif. 91403  
 213 789-8083

Jeanne Gumm  
 1951 North Howe Street  
 Chicago, Illinois 60614  
 312 642-3083  
 (Counsel on Campaign Literature)

American Association of  
 Political Consultants  
 633 Third Avenue  
 #1330  
 New York, New York 10017  
 212 687-2725

Advise & Consult, Inc. (D)  
 Arvonne Fraser  
 1253 4th Street, S.W.  
 Washington, D.C. 20024  
 202 554-3485

Sarah Kovner (D)  
Arts, Letters & Politics,  
 Consultants  
 250 West 57th Street  
 New York, New York 10019  
 212 582-0560

Mimsy Goodman (D)  
Ms. Understood Productions  
 274 Funston Avenue  
 San Francisco, Calif 94118  
 (Public Relations and Advertising for Human Concerns)

Speaking of Women, Inc.  
 5612 Senona Road  
 Bethesda, Maryland 20034  
 301 530-9091  
 (Jane Myers, Cathy Irwin  
 -- workshops, seminars and informal rap sessions for the feminist speaker...i.e. candidate --a good way to prepare yourself for the hard campaign trail)

..letter after name denotes party where known

Ruth Meyer  
1813 7th Street, S.E.  
Minneapolis, Minn. 55414  
612 331-5082

Reese, Whelan, Nace &  
Murphine (D)  
1625 Mass. Ave., N.W.  
Washington, D.C. 20036  
202 483-9000

Gainer and Associates  
P.O. Box 14015  
Atlanta, Georgia  
404 261-1836

Bailey, Deardourff & Eyre, Inc.  
(R)  
733 15th Street, N.W.  
Washington, D.C. 20005  
202 347-9779

Civic Services, Inc.  
408 Olive Street  
Suite 300  
St. Louis, Missouri  
(Roy Pfantch)

The Campaign Group  
233 E. Eric Street  
Chicago, Illinois 60611  
312 751-2773  
(Jim Mack)

Joseph Napolitan Assoc., Inc.  
(D)  
1028 Conn. Ave., N.W.  
Washington, D.C. 20036  
202 296-3780

Weiner & Company  
517 Washington Street  
San Francisco, Calif.  
415 986-5545

Advertising & Marketing  
Assoc., Inc.  
One Herald Plaza  
Miami, Florida 33132

Keisling-Greenlie Assoc., Inc.  
800 N. Third Street  
Harrisonburg, Pa. 17102  
717 238-8146

Crawford, Johnson, Hunt &  
Assoc., Inc.  
First National Bank Bldg.  
Little Rock, Ark. 72201

Communications Inc.  
801 Maritime Building  
203 Carondelet Street  
New Orleans, La. 70130  
(James D. Carvin)

..letter after name denotes party where known

The NWPC does not endorse these firms. This is merely  
a listing.

## FILING AND NOMINATING

### Filing for Office

- WHERE - Go to your statehouse, check with the secretary of state, check with your town or city hall or your board of elections.
- WHAT - Necessary forms must be filled out and must be done completely and accurately. CHECK and DOUBLE-CHECK to see that all information requested is provided and that it is ACCURATE so that you avoid being challenged or disqualified.
- WHEN - On the following pages is a calendar giving the filing dates in states, plus the dates of primaries. The general election is the first Tuesday in November. Be sure to find out the date in your district if it differs from the state's filing deadline. In this instance DEADLINE is a term that serves to remind the potential candidate that her candidacy is just as dead as it could be if the date is missed.
- WHY - File and run to win, that's why we're all in this thing called politics, isn't it?

### Nominations

In addition to filing for office yourself, certain officials and organizations are likely choices for nominating you to run for office. Find out what the tradition is in your community and then talk to representatives of groups or people who have supported participants in the past. Some of the possible areas you may wish to consider are:

The Academic World  
Conservation Groups  
Professional Societies and Associations  
Business and Industry  
Labor  
Health

Government and Quasi-Government  
 Civic and Service Organizations  
 Special Interest Groups  
 Media Groups or Representatives  
 Political Parties

STATE	PRIMARY	REG. DEADLINE	FILING DATE
Alabama*	May 7	July 28	March 1
Alaska	Aug. 27	July 28	June 1
Arizona	Sept. 10	July 22	July 12
Arkansas*	May 28	May 7	Mar.12 - Apr. 2
Calif.	June 4	May 5	Mar. 8
Colo.	Sept. 10	Aug. 9	July 26
Conn.	**		
Dela.	Sept. 7	Aug. 17	
Fla. *	Sept. 10	Aug. 10	July 23
Georgia*	Aug. 13	June 21	June 22
Hawaii	Oct. 3	Sept. 5	Aug. 21
Idaho	Aug. 6	Aug. 3	June 7
Ill.	Mar. 19	Feb. 18	--
Ind.	May 7	Apr. 8	March 28
Iowa	June 4	Apr. 25	March 29
Kans.	Aug. 6	July 16	June 20
Kty.	May 28	Apr. 27	Apr. 3
La. *	Aug. 17	July 17	June 21
Maine	June 11	--	Apr. 1
Md.	Sept. 10	Aug. 12	July 1
Mass.	Sept. 17	Aug. 17	July 9
Mich.	Aug. 6	July 5	June 18
Minn.	Sept. 10	Aug. 20	July 16
Miss. *	June 4	May 4	Apr. 5
Mo.	Aug. 6	July 10	Apr. 30
Mont.	June 4	May 5	Apr. 25
Neb.	May 14	May 3	March 15
Nev.	Sept. 3	Aug. 3	July 17
N. Hamp.	Sept. 10	Aug. 31 & Sept. 4	July 11
N.J.	June 4	Apr. 25	Apr. 25
N. Mex.	June 4	May 6	Apr. 2
N.Y.	Sept. 10	July 1	July 15
N.C.	May 7	April 8	Feb. 25
N. Dak.	Sept. 3	--	July 25
Ohio	May 7	April 8	Feb. 6
Okla.*	Aug. 27	Aug. 17 & 19	July 10

\* indicates runoff primary

STATE	PRIMARY	REG. DEADLINE	FILING DATE
Ore.	May 28	April 27	March 19
Penn.	May 21	April 22	March 12
R.I.	Sept. 10	Aug. 10	June 29
S.C.*	June 11	May 11	--
S. Dak.	June 4	May 20	April 19
Tennessee	Aug. 1	July 1	June 6
Texas	May 4	April 3	Feb. 4
Utah	Sept. 10	Aug. 31	May 10
Vermont	Sept. 10	Sept. 7	July 31
Va.	June 11	May 11	April 12
Wash.	Sept. 17	Aug. 17	Aug. 2
W. Va.	May 14	April 13	Feb. 2
Wisc.	Sept. 10	Aug. 21 & 28	July 9
Wyo.	Aug. 20	July 20	July 5
Dist. of Col.	May 7	April 6	March 23

\* indicates runoff primary

\*\* The date of the Republican primary is Sept. 12, the date of the Democratic primary is Sept. 10. Candidates for public office are selected at party conventions: Democratic convention is July 18-25, Republican convention is July 20-27. Persons who also wish to run for office in Conn. (but were not nominated by either party) must file a "Challenge suit" by Aug. 9 for Dems. and by Aug. 12 for Repbs.



## CAMPAIGN ORGANIZATION

### Campaign Headquarters

Most women's campaign headquarters are set up in basements, garages, or in the low-budget office of a sympathetic organization or supporter. The best headquarters is a free one, but if you have raised funds that will allow renting space, then discuss your plans with a competent real estate agent whose reputation is known to you or who is a friend.

If we all lived in a perfect world, the campaign would be able to choose an efficient headquarters and one that would need to fill as many of the following requirements as possible. We are listing all these requirements in spite of the fact that we know that conditions for most women's campaigns will be less than perfect. The requirements are as follows:

1. Central location to your electorate.
2. Suitable for office space, including good lighting, heat and air conditioning, rest rooms, cables for telephone banks, enough electrical outlets.
3. Good visibility from street for large sign.
4. Enough parking areas that are well-lighted.
5. Close to public transportation and eating facilities.
6. Easy access to post office for bulk mailing.
7. Enough floor space for a reception area out front and work areas in the rear.
8. Located on main thoroughfare.
9. FREE or \$1.00 per week in rent!

### Equipment

The equipment required for a campaign headquarters may be found in most business offices. Beg for equipment,

borrow it, then have an "office warming party" to get as much as you can, and finally rent whatever else you need. In addition, you may wish to check your local Goodwill Industries or Salvation Army for old and very used equipment that can be purchased for as little as possible. Again, try to find an angel who will purchase these things for you. We will list the maximum equipment and supplies you will need and stress how essential it is for you to acquire all these things by spending as little as possible on them.

- Desks for full-time staff people
- Large folding tables
- Folding chairs (these may be borrowed from a local church)
- Typewriters, paper, ribbons, pens, pencils, felt-tip markers, etc.
- Mimeograph machine or copying machine and paper
- Postage meter and scale.
- Bulletin board
- File cabinets, folders, file cards and holders
- Wastebaskets, garbage bags
- Coffee urn
- Refrigerator
- Detailed maps of your district

### Telephones

The first problem with having telephones installed is that you must be prepared to pay a handsome deposit before having the phones installed. The telephone company has a special representative to work with political campaigns. Deal with this person, but try to negotiate so that you will pay the smallest deposit possible. Meet with the phone company early on and establish a working relationship with them so that installation of your phones will not be delayed.

In addition, any woman who is in politics should have own name listed in information (if not in the telephone book) so that when campaign time comes around, people do not spend frustrating hours trying to locate the woman candidate. Also, if you are campaigning door-to-door or on a very low budget, you may wish to have additional lines installed in your home.

## MEDIA AND PUBLIC RELATIONS

The woman candidate running for the first time probably will not be running a Madison Avenue media campaign, but there is certainly room for imaginative public relations, advertising, and radio (and creative low-budget television) coverage. Always, however, remember that you shouldn't spend when you can get help for free. There are many talented people at universities and at home in all communities. Try to get free assistance. If you cannot get good help free, then consider paying. But even if you do get free help, don't use it if it does not meet your standards, that is if it is really bad. Just tell the person you have decided on an alternative plan for the time being.

The object is to reach as many voters as possible in a short period of time--getting your message across as best you can. Regarding campaign consultants and pollsters, you must ask yourself what kinds of services you need and can afford. You must assess your district, determining what approach will reach the largest number of voters.

To help you deal with media representatives, the NWPC has prepared a "How To" press and public relations handbook that is available for \$1.00 per copy from the national office. In addition to the Caucus guide, you may wish to order Alan F. Gordon's An Informal Guide to Campaign Press Work, from the author at 58 Gerry Road, Chestnut Hill, Massachusetts 02167.

For listings of campaign and media consultants check the "Planning" section of this catalogue.

### Public Relations Alternatives

With the advent of the video tape pack, so-called underground television projects have made an impact on television coverage and accessibility of television for

those who are not necessarily part of the establishment. Top Value Television of San Francisco produced a video tape of the Democratic Convention and proved that creativity and expensive television productions do not necessarily go hand and hand.

Along these lines, a group called The Committee for Effective Television has been set up to show by example how television can be used by political candidates who cannot afford to purchase commercial TV time. This non-profit group will act as a consultant on the use of cable and closed circuit systems and show how these alternatives can be highly effective in highlighting issues and reaching specific audiences at the local level. They will also train one campaign person to operate video equipment for on-going campaign use.

To find out more about this operation, please contact:

Committee for Effective Television  
454 Broome Street  
New York, New York 10012  
212 966-7526 (John Reilly)  
202 686-0345 (Bruce Johnson - Washington)

On the West Coast, you may wish to contact:

Video Free America  
San Francisco,  
California  
415 648-9040

Although we list and discuss alternatives such as these, we are not suggesting that you waste a lot of time and money in a small local race unless you have adequate volunteer support and expertise to make it work for you.

A sloppy job does more harm than good....

#### Campaign Materials and Services

The woman candidate's budget will determine which of the myriad of campaign materials or gimmicks she will use. Don't go overboard when ordering campaign materials. Observe the customs in your town and make sure that you are not over-spending for the type of office you are seeking.

For example, bumper stickers, buttons, and posters probably are not necessary if you are running for a local

or statewide office. More important is one good piece of literature--possibly with a picture. It should be well laid out, with lots of "white space." Cover your issues and provide important facts that make you the special person to win the race. If you are planning to do any mailings, always mention that you need money and volunteers, to say nothing of their vote. (If you don't ask, you won't get...)

A self-mailing brochure is usually used, but one Texas woman in 1972 used a very attractive 7" x 9" postcard with her picture--a technique that told the whole story very effectively.

It's easy to be talked into a big order by an eager printer or vendor--beware--you can always order more.

Despite all of our warnings, we are listing the kinds of services and materials available so that you will know what you are up against.

### Printers

Every campaign needs printed matter. Tailor your printed matter to your candidate, your constituency, your budget, your victory. The woman candidate should avoid pretty or flowery printed materials and should perhaps emphasize civic contributions and human concerns. The feminine approach is something of the past and not particularly effective. In one woman's campaign only her first name was used, providing a warm and friendly tone to her campaign; a young man who managed to unseat an aging incumbent used strong, dark colors to signify strength and maturity.

Choosing a good printer can be a time consuming and frustrating process, so it is a good idea to have someone on your staff or consulting who has dealt with printers in your district in the past. Speed and accuracy are two elements to consider when choosing, plus--and this is a very important plus--whether or not the printer is a member of one of the printers unions

### Labor Unions

It is good pragmatic politics to use a union printer because it is very difficult for women and minority candidates to win elections without union support. Even if you are not actively soliciting labor support, failure to recognize the

political power of unions by not using union services could inject a hostile element into your campaign. To put it more positively, there is no better way to persuade an uncommitted union to support your candidate than to use a union bug on your printed materials.

If you have difficulty finding a printer, look in the yellow pages or call a local printers' union or association and ask for someone who has done political work in the past.

### Brochures

Cleverly done handouts are essential to the woman candidate's campaign. Make them pocket-sized and colorful. Give concise information, but don't put in so much printing that people fail to read your message. Use your imaginations; one woman did a small coloring book outlining her platform and the needs of her community. The most important outcome to that sort of approach is that she won.

### Posters

Posters can be supplied by your printer and can be a very attractive way of reaching people and making money if they are done creatively. Use posters in your headquarters, at rallies, on public bulletin boards, in windows of business supporters. It is good to remember to order fewer poster than bumper strips or buttons as potential placement possibilities are fewer.

### Bumper Strips

Bumper stickers can be an effective medium. However, in a small race, they usually are not worth the investment. Before purchasing any quantity, make sure they will be used wisely and that you have enough supporters to put them on their cars and distribute them.

Also remember to limit the colors to two, black and red are the cheapest. Make sure your last name is the most prominent word on the strip. Quality is important -- but you don't need extra durable ones if the race will be over in a short time.

### Yard Signs

Yard and house signs are a good project for young volunteers if they are legal and the local custom in your area.

Students who have access to silkscreen\* equipment can be especially useful. The signs should be simple and large enough to see. Some candidates have their name and office for which they are running stenciled, others who are better known only put the name on the sign. Wooden stakes can support the sign that is attached with a heavy-duty staple. In some communities, signs are stapled to houses or attached to balconies. The cost of signs such as these is low if the labor is donated. This process can be very effective if used in mass. The impact of several hundred signs throughout your district just before the election can be very impressive. Saturate an entire block, don't just put up scattered signs. Being on private property, they become personal signs of support. If you do it, do it well.

### Buttons

Two kinds of campaign buttons may be ordered-- the celluloid button and the lithograph button. The litho button is the cheaper of the two and if ordered in large quantities, the cost of your litho buttons should be under two cents each. A small donation cup close to your button display in the headquarters or at a rally can help to defray the cost of these campaign materials.

A cheaper alternative to buttons is to have stick-on tags printed up with the candidate's name or slogan on them. Although, buttons are the more durable of the two.

### Shopping Bags

People who sell shopping bags with the candidate's name stenciled on them like to refer to the bags as "walking billboards." If the bag is attractive and used by many people, it can provide good exposure and name recognition. If you can afford plastic bags, these are the most durable and should be ordered early on so that they will be visible throughout the campaign.

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\* See MS Magazine, January 1974. Reprints available at \$1.00 per copy from Ms. Magazine, 370 Lexington Avenue, New York 10017.

If anyone in your campaign staff owns a small store, using one of Barbara Mikulski's winning techniques could be great fun and very effective. Ms. Mikulski's parents own a small grocery store in Baltimore and they stenciled Barbara's name on their grocery bags during her campaign for the City Council.

### Campaign Materials Vendors

We are listing a cross section of firms throughout the country. Recently a number of women's firms have been established and provide a good number of the materials and services needed for a woman's candidacy. You may also wish to check the classified advertising section in some of the women's magazines and public service magazines for firms not listed here. Be sure you approach these vendors with a carefully prepared checklist and budget.

<u>FIRM</u>	<u>SPECIALIZES IN</u>
Era Enterprises Box 1301, Capital Hill Station Seattle, Washington 98112	-- graphics, brochures, posters, bumper strips  Delivery time: 1 month
Liberation Enterprises Box 1888 G.P.O. Brooklyn, New York 11202	-- graphics, t-shirts, printed matter
Duro Paper Bag Co. Davies & Oak Streets Ludlow, Kentucky 41016 606 581-8200 (John V. Di'Orio)	-- shopping bags
Merchandising Concepts, Inc. 1019 E. 46th Street Brooklyn, New York 11203 212 469-1300 (Martin Brownstein)	-- shopping bags
Miller-Zell, Inc. 4750 Frederick Drive, S.W. Atlanta, Georgia 30336 404 691-7400 (E. Weatherhead)	-- bumper strips, posters, miscellaneous
A. T. Nowicki & Co. 8537 Second Avenue Silver Spring, Maryland 20910 301 589-7950 (A. T. Nowicki)	-- bumper strips, miscellaneous



FIRM

SPECIALIZES IN

N. G. Stater Corp.  
220 West 19th Street  
New York, New York  
212 924-3133  
(N. G. Stater)

-- buttons, bumper strips,  
miscellaneous

Varis Advertising Items  
1324 River Road  
Fairlawn, New Jersey 07410  
201 796-3015  
(Al Van Handel)

-- buttons, bumper strips,  
miscellaneous

A. Dean Watkins Co.  
1209 E. Saginaw Street  
Lansing, Michigan 48903  
517 489-5763  
(A. Dean Watkins)

-- buttons, bumper strips,  
posters, shopping bags,  
miscellaneous

The NWPC does not endorse these firms. This is merely  
a listing.

## VOLUNTEERS AND TELEPHONING

Volunteer, the word is synonymous with women in politics. But now that you're a candidate it will mean a very different thing to you.

Even the most heavily financed campaign needs volunteers, and women, who traditionally have had a more difficult time raising money, need volunteers to fill the gaps that would normally be filled with money. In this day of government distrust and questionable campaign practices, it may in fact be to the candidate's advantage to run a low budget -- highly volunteer campaign.

Volunteers come in all sizes and shapes, and of varying interests and abilities. Some want to run the whole show, while others are content to stuff envelopes and lick stamps. Every campaign, even the smallest, needs someone to think about the volunteers, how to best use their time and enthusiasm, and how to keep them.

### Select a Coordinator

Your first step, then, is to select a Volunteer Coordinator. Make sure that the coordinator has some understanding of the volunteer process. And make sure that she likes people and is not easily discouraged. This can be one of the most demanding and difficult jobs in the campaign, so choose carefully.

### Recruitment

Unfortunately, there is no magic trick that fills a headquarters with volunteers on a practical schedule. Each district--whether urban or rural--seems to possess its own barriers to volunteer recruitment.

However, experience points to several requirements for successful recruiting:

Rule # 1 -- Ask for help from every probable and improbable source, and make everyone in the campaign from candidate to receptionist aware they must also ask for help.

No campaign ever reaches Election Day without someone, and often many people, declaring, "But if someone had only asked me to help, I would have gladly done so." Many may say, "Yes, I'll help," and then not do so; but unless you ask two to three times as many prospects as required, you will not have a sufficient number of volunteers.

Rule # 2 -- Adopt a detailed system (and follow it) for:

- searching for untapped sources of volunteers
- keeping records on volunteer prospect contacts
- assignment and training
- recognition

### Sources of Volunteers

The first task is development of a card file of volunteer prospects. A natural base for a recruitment drive is a list of the names of people who volunteered to help the candidate in the past. Family, friends, and associates of the candidate and the campaign executive staff are another initial starting point. Then get all the Christmas card lists that you can.

Group and group membership lists will help develop other sources for the candidate. Not only will this effort produce the names of individuals interested in helping, but it will also yield source lists of prospective volunteers. Use lists of organized groups such as the following:

- Citizens' organization members
- Labor unions, locals, and/or central councils and businessmen's associations
- Women's groups
  - WEAL
  - NWPC
  - NOW
  - League of Women Voters
  - Garden Clubs
  - Garden Clubs
  - Junior League
  - BPW

- Issues interest groups
  - Senior Citizens
  - Association of Retired Persons
  - P.T.A.
  - Environmentalists
- Youth groups
  - College Political Groups
  - High School Civics Clubs
- Religious groups
  - Altar Societies
  - Temple Brotherhoods and Sisterhoods
  - Guilds

An organized group can be contacted in any of a number of ways, depending upon the nature of the organization:

- 1) Speak before the membership at one of their meetings
- 2) Telephone the membership, using a recruitment message
- 3) Mail a position paper or issue statement with a "I thought you'd like to know" cover letter from the candidate and then follow up with a recruitment phone call.

When you prepare to approach a group for recruiting, it is advisable to check first to see if the group leadership and/or membership has been contacted already. The advantage of this coordination is that it enables us to:

- 1) Utilize information received in the initial call
- 2) Contact prospective volunteers with requests for appropriate tasks (executive vs. clerical volunteer tasks)
- 3) Capitalize on support of leadership when contacting the membership

Another idea is to check letters to the editor in newspapers for obvious or likely supporters. These people are good contacts for volunteer help and always bear in mind that the only limits to locating sources are your imagination, your energy and your commitment.

(Special thanks to Rosalie Whelan of Reese, Whelan, Nace and Murphine for providing most of the information for this section.)

## The Volunteer as a Person

Next to the candidate, volunteers are just about the most important commodity in the campaign. They should be thanked by the candidate, and campaign staff, and told regularly how important their part in the process is.

In other words -- treat them the way you always wanted to be treated in the dozens of other campaigns that you've worked in in the past.

## The Telephone as a Campaign Tool

Efficient and effective use of the telephone can be one of the most important elements in a campaign. As one of the principal channels of voter contact, the telephone is used for two important purposes: to recruit volunteers and to identify, cultivate and persuade voters.

If you are using the telephone as a campaign tool, it should be used in accord with three characteristics that help to make an effective campaign.

- 1) Selectivity (Whom do we call? When? With what message?)
- 2) System (Instructions, training, supervision and recording of data)
- 3) Measurement (Reporting and analysis of results)

## Effective Political Telephone Messages

Ordinarily, the most casual political decision in a campaign is the content and the language of the message used by a political telephone bank. Candidates who agonize over, or even second guess, the work of the best television film-makers, often let volunteers who have practically wandered in off the streets determine the content of a telephone message that will reach thousands of people.

Message Rule #1 -- Take time to write a message that is in tune with the theme and content of the campaign that is being directed at the voters.

Message Rule #2 -- Always write a message and give the written message to every telephoner as he or she are briefed for the first time. All telephoners will adapt messages to their own style of speaking; the job is to get the content and style of the candidate and campaign into the telephoner's head before he adapts the message.

Message Rule # 3 -- Keep the message -- not short, not long -- but just the length required to do the job you intend to do. If you are recruiting volunteers, it's essential to say something affirmative and persuasive about the candidate as well as to explain the job to be done. We can't change people's minds on the telephone -- the contact isn't long enough or strong enough -- but we can leave the voter with the thought that Candidate X has an organization of sensible, pleasant volunteers who know what they're doing.

Message Rule #4 -- Be sure the language of the message is informal and conversational -- short sentences, contractions and so forth.

Message Rule # 5 -- Do ask for help; that is, recruit volunteers while making voter identification calls. No one knows scientifically why, one consulting firm with extensive phoning experience has determined statistically that more volunteers are recruited if they are asked on the initial call than if a second round of calls is made to favorables who have been identified to ask them to work. \*

Whatever the content of the message decided upon, the message must be written by a person conversant with the state or local political scene, the issues, the candidate, and telephone operations. And then, the message must be tested on the telephone and revised, if necessary, on the basis of the test calls; then, as the campaign continues, it should be reviewed and revised regularly on the basis of statistical analysis of responses. \*

The same should be true of all letters or other printed material sent to voters. The content must be consistent with campaign themes and strategy, should take into account poll data, and other research, and be critically tested and periodically reviewed whenever possible.

All telephoners -- paid or volunteer -- need a set of specific written instructions, clearly readable lists of people to be called, a form related to the lists for recording responses, a tally on which to count numbers of responses (for later statistical analysis), and forms on which to note special responses, such as names of volunteers or questions that the telephoner could not answer. Such forms, however, must be developed and reviewed every time a call that differs in purpose from the initial call is assigned to the telephone bank.

There must be adequate, full-time, enthusiastic supervision and detailed training at the start of the telephone program. The supervisor's responsibilities should include taking charge, motivating and encouraging the telephoners, keeping records and evaluating progress. If telephoners are paid, careful supervision of the sign in and out process is important.

(Special thanks to Rosalie Whelan of Reese, Whelan, Nace and Murphine for providing this section on Telephoning.)

## LEGAL PROBLEMS

One of the thorniest parts of any campaign is learning the laws and regulations by which you as a candidate are bound. The Women's Movement and the Equal Rights Amendment have added additional elements to everyone's campaign and have given all candidates extra homework to do.

The following questions were compiled by Shawn Grogan and Diane Reynolds of the National Committee for an Effective Congress. They are reprinted with their approval.

### A. LEGAL RIGHTS

#### 1. Rallies: Mobile and stationary

Are permits necessary? How and from whom does one obtain them? May money be solicited without a special permit?

How soon in advance must permits be obtained, and for how long are they good?

Are separate permits necessary for parades to the rally and for the rally itself? What is the legal difference between a parade and a rally?

Are public places available to organization for rallies?

What are the specific regulations governing rallies? Curfew time?

Police or civilian monitors?

Use of sound equipment, platforms, et al.

Sanitary provisions, clean-up?

Is insurance necessary? (liability, or other)

What is the best location to hold a rally--i.e., tax-exempt land? private or public property?



What are the laws regarding the posting or distribution of promotional material for the rally?

2. Leafletting and Handbilling

What are the local regulations concerning leafletting in public places? In shopping centers, entrances, supermarkets, parking lots, airports, railway stations, bus terminals?

Are permits necessary? How and from whom does one obtain them?

What restrictions are there on the procedure of leafletting? Time, place, manner of approach? (in public, private places? etc.) Number of people handing out materials in a given area? Who may hand out the materials (age or voting restrictions)? Number of leaflets themselves? Clean-up (i.e. littering restrictions)?

How long may information remain posted?

For how long is the permit good?

How close to polling places can one leaflet or post handbills? Is this actually permissible on election day?

3. Door-To-Door Canvassing

What are the local regulations governing door-to-door canvassing? O.K. to leave material under doors/in mailboxes, etc?

Is a permit required? How and from whom can it be obtained?

Is a license necessary for each individual canvassing or for the organization as a whole ?

During what hours can one canvass? In which public and private places?

What sorts of information can be distributed?

Is telephone soliciting permitted?

Is there a limit on the number of people who can canvass for a particular organization?

What happens if a resident is annoyed and calls the police to make a complaint?

Can you solicit funds?

4. Card Table Set-Up

Where can tables be set up to distribute political information?

Must local officials be notified?

How many can be set-up within a given area? Size limitation? Between what times?

Are permits necessary? How and from whom does one obtain them?

Can donations be solicited from them?

5. Petitions

Informal petitions:

- a. How may one legally petition? In what areas, between what times?
- b. What sorts of petitions are allowed (political opinions, etc.)
- c. What are the responsibilities of the signer? (can he subsequently get into trouble? If the petition indicates partisan leanings, will signing affect his party registration?)
- d. What are the qualifications to be a legal, effective signer? (must signer be a resident, registered voter, etc.)
- e. What is the legal format of a petition?

Formal petitions:

- a. What constitutes a referendum, initiative, recall, etc?
- b. What are the procedures for gathering signatures?
- c. What is the legal format and content?
- d. Who may sign? (qualifications) What information must be included concerning the signer (name, address, phone number, etc.)
- e. What is the procedure for filing the petition?
- f. What are the penalties for abusing this procedure of obtaining legal signatures (what if a person signs twice?)
- g. Are there deadlines (so many days before an election, etc.)?

6. Mobile Units

Are permits necessary? How and from whom can they be obtained?

How long are permits good for? Between what hours?

What are the regulations concerning the vehicle used (size, type, number)

How loud may the sound unit be? Who can speak through it? What may he say? Does he need a permit as well?

Are there any specific traffic regulations that apply?

May handbills be distributed from the vehicle?

Where can the unit be parked? For how long?

Can the units solicit donations?

Is insurance necessary?

B. RESTRICTIONS ON POLITICAL ACTIVITY

1. Private employees

- a. What legal protection is there for a private employee involved in such activity? (contracts, rights & obligations, effective only during business hours, what recourses open if employee is fired for activity?)
- b. What are the state and local laws applying to private contracts? What constitutes a breach of contract?
- c. What are union regulations concerning political activity of members? What protections are guaranteed against employers?
- d. Are private employees protected by state laws? What are these laws?

2. Public Employees

a. Federal Civil Service

Federal Civil Service: Hatch Act (5 USC 7321 et seq)  
Conflict: Are federal employees allowed to

participate in partisan campaigns, etc., outside working time? Why not? Does this conflict with freedom of speech, etc.?

How does this restrict you in making and expressing opinions?

HATCH ACT: Forbids one to solicit among federal employees for political purposes, to use official authority or influence, to actively participate in political management OR campaign. Employee may vote as he chooses, express opinions (including writing letters to newspapers), participate in non-partisan political activities. How does this affect the active functioning of an individual? Do different agencies have different interpretations of behavior judged to lie outside the jurisdictions of the Hatch Act?

Punishment for violation of the Hatch Act: dismissal, 30-day suspension without pay. Employee cannot interfere with the orderly functioning of the agency: What constitutes an interruption of "orderly functioning?"

b. State and Local Civil Service

How is an employee's political activity regulated? State codes? Job status? What activities are permitted? What are not? What are the statutes outlining disciplinary procedure? Repeal?

What are causes for discipline? (State and local government employees are subject to the Hatch Act if they are paid by federal funds.) How are office and private hours regulated? What recourse does a convicted or discharged employee have?

3. Educational Institutions

a. Basic Questions

What are the University rules and regulations governing on-campus political activity? Is the school considered public land? How may university facilities be used? ground, buildings, etc.? Time? Place? Way? Can there be dorm solicitation offices? Can materials such as paper and mimeos be used?

Can money be solicited? Regulations? May tables be set up? Regulations? Is leafletting permitted? Handbilling? Posters? When? How? By whom? What are police regulations for using grounds? Are permits for on-campus political activity needed?

What kinds of material may be distributed? What are regulations concerning specific activities, i.e. rallies, surveys, canvassing? Rules concerning use of facilities by community members?

Is insurance needed? Can administration impose "emergencies" regulations superceding the regular rules? What kinds of emergencies are possible? Under what circumstances can these be imposed?

b. Academic and Non-academic Employees

Is freedom to express oneself in the classroom regulated in any way? If so, how? What are the regulations concerning behavior of employees during working hours?

What kinds of disciplinary measures can be imposed? How may they be avoided?

Is there a conflict inherent in the "need to protect" the minds of students?

What kinds of complaints can be filled? What is the procedure?

What are the rules about political activity outside of work?

How may an employee use the facilities of the institution?

What is the procedure for appeal against discipline?

May employees organize within the institution? What are the rules governing organizations? How are they implemented?

How do the rules effect the constitutional rights of the individual?

What kinds of material may be distributed in/out of classroom by employees? What are the contractual agreements between institution and employee?

What state/city/federal codes have jurisdiction on school employees? What are laws surrounding revocation of credentials?

Private Institutions  
State Colleges  
Junior Colleges

Questions are applicable as enumerated above.

c. Students

(1st Amendment rights of freedom of speech cannot be abridged merely by being on a University or college campus.)

RIGHTS AND REGULATIONS: What are the state laws regarding on-campus political activity?

Is there a document which enumerates a student's rights and responsibilities?

What are the rules regarding the use of student publications, facilities, radio stations?

What rules apply to the distribution and posting of political materials for on and off-campus events? (Where, for how long, by whom and for what purpose may they be posted.)

May tables be set up? Where and during what hours? May political buttons, stickers, et al, be sold or donations solicited?

Can a student be penalized for participating in off-campus political activity?

What is the policy regarding bringing a speaker on campus?

Who may invite a speaker on campus?

STUDENT ORGANIZATIONS: How is a student organization formed? (i.e. is a charter and/or faculty sponsor needed, et al?)

What special rights (beyond those of individual students does a student organization have? Any special restrictions?

d. Non-Students on Campus

STATE UNIVERSITIES

Are the campuses CLOSED to non-students?

What are the regulations concerning non-students?  
What are their rights? is there a published document outlining these rights?

What facilities may non-students use? Student union? Where are the campus boundaries? University grounds?

Is there a specific administration office concerned with student vs. non-student matters? How severe has the administration been in dealing with non-student activities on campus? What state laws are there governing non-students on campus?

How sympathetic is the student government to non-students participating in activities? What specifically can non-students do on campus? Speak? Set up tables? Circulate petitions? Leaflet? Do they need to be registered with the administration? Must they be members of an "approved" off-campus group? Approved by what office? Officer in charge?

Are non-students subject to a different set of regulations when on campus? Must they state certain information when on campus?

Can they be thrown off campus for any reason? What are the reasons?

--STATE COLLEGES (see also above)

What are the rules and guidelines set down by the trustees?

Can campuses be closed to non-students?

How severe has the administration been in dealings with non-students?

What state, city or county laws affect non-students?

--COMMUNITY & JUNIOR COLLEGES (see also above)

Are there any community laws that would apply in addition to state and campus laws?

What sort of identification do students have?

What specific guidelines does the junior college district have?

How does it differ from university and state college guidelines?

--HIGH SCHOOLS (see also above)

What are the specific codes of regulations of the particular school?

How do individual school boards view non-student activities?

What is the policy concerning circulation of petitions, leaflets, propaganda by non-students?

Which officer is in charge of individual school administration? Board policy making? On campus activities, etc.?

e. Aliens

-- FOREIGN STUDENTS

Can foreign students participate in political activities (including canvassing, marching, petitioning) without fear of repercussions from immigration and naturalization services? What are the regulations?

Can foreign students participate in said activities if they lose their student status? What political activities (advocation and/or action) can foreign students be deported for? What are the regulations of the foreign student's home country concerning his political activities in the US? What activities (if any) are prosecuted in home country and not in the US?

Are there any special regulations concerning the utilization of institutional facilities by foreign students?

-- OTHER NON-IMMIGRANTS

Can non-student aliens be deported etc. for political activities?

What are the regulations concerning such activity?

What are regulations concerning use of public facilities by aliens?



What are regulations of home country concerning political activity in US?

Are these aliens likely to come to attention of immigration and naturalization services?

-- TAX-EXEMPT ORGANIZATIONS

Can these organizations participate in ANY political activities?

What are the restrictions?

What constitutes an organization?

How can they lose their tax-exempt status?

Can they collect funds for political campaigns?

-- MILITARY PERSONNEL

Can military personnel participate in any political activities?

What are the penalties? Procedure for appeal?  
What are the regulations concerning political activities? Are bases "public land?" Are rallies (etc.) permitted? Are permits needed; Handbills, leafletting?

What are regulations concerning non-military personnel on base?

Can they organize rallies, distribute materials, etc.?

Can personnel encourage others on base to participate?

Can personnel wear armbands, buttons, etc. on uniforms? Can they solicit funds?

f. High Schools

-- PUBLIC HIGH SCHOOLS - academic & non-academic

May teachers participate freely on off-duty hours?

Can school districts request that teachers not participate in certain activities while off duty?

When can school districts and legislatures regulate private?

What are the general rights of US teachers?

What special characteristics of school environment justify restrictions?

When can state restrict freedom of speech? (teachers and staff)

How may schools restrict rights?

How can one appeal any disciplinary measures?

What actions require discipline? Rights of redress? How protected? State and local codes governing behavior? What are federal codes? What activities are permitted? Wearing armbands, buttons? Letters to papers critical of school, policy, etc.? Circulation of petition among teachers? Off duty activities--range of activities permissible?

Supporting particular candidates in the classroom?

What is "unprofessional conduct?"

Can a teacher solicit funds or memberships for organizations?

Can he or she circulate a petition among students?

What is the code of ethics in particular area?

-- PRIVATE HIGH SCHOOLS (see above)

-- NON-ACADEMIC  
Codes governing behavior -- state, federal, local (see above)

C. DEFINITIONS

1. Public Property

The key United States Supreme Court authorities relating to rights to political expression in public (city-owned) places are:

Lovell v. City of Griffin, 303 U.S. 444 (1938), and Schneider v. Irvington, 308 U.S. 147 (1939), holding that a city's desire to keep streets litter free cannot justify an absolute prohibition against handbilling or pamphletting.

Cantwell v. Connecticut, 310 U.S. 296 (1940), Largent v. Texas, 318 U.S. 418 (1943), and Martin v. Struthers, 319 U.S. 141 (1943), holding that a city cannot absolutely prohibit door-to-door canvassing.

Cox v. New Hampshire, 312 U.S. 569 (1941), holding that narrowly drawn licensing statutes which give city officials no discretion to differentiate between persons according to the content of their speech are valid.

## 2. Quasi-public Property

The key cases on the rights to leaflet on the "public" areas of private property are: Amalgamated Food Employees v. Logan Valley Plaza, 391 U.S. 308 (1968), holding that state trespass laws cannot be invoked to prohibit peaceful union picketing in the parking lot of a shopping center.

In Re Lane, 71 Adv. Cal. 911 (1969), holding that state trespass laws cannot be invoked to prevent union picketing at or near the entrance to a single grocery store which is not part of a chain. (Although the case involves union picketing, the court dismissed the issue purely in free speech terms.) This is a very strong case.

In Re Hoffman, 67 Cal. 2d 845, 434 P.2d 353, 64 Cal. Rptr. 97 (1967) holding that the same rule applies to handing out anti-war leaflets inside Union R.R. station (privately-owned). The station had signs posted reserving to the management the right to refuse permission to pass over the property.

Wolin v. Port of N.Y. Authority, 392 F. 2d 83 (1968), holding that there is even a right to set up card tables inside an enclosed bus terminal building which covered a whole city block.

People v. St. Clair, 56 Misc. 2d 326, 288 N.Y.S. 2d 388 (1968), finding a right to leaflet inside subway stations.

Tanner v. Lloyd Corp, Ltds., Civ 69-127 (D. Ore., filed January 15, 1970) (unreported), finding leafletting rights inside a large enclosed shopping mall.

FOR LEGAL PROBLEMS IN YOUR CAMPAIGN, CONTACT THE FOLLOWING:

National Women's Political Caucus  
Legal Task Force  
NWPC National Office  
1921 Pennsylvania Avenue, N.W.  
Washington, D.C. 20006  
202 785-2911

NOW Task Force on the FCC  
1957 East 73rd Street  
Chicago, Illinois 60649

Office of Communication  
United Church of Christ  
289 Park Avenue South  
New York, New York 10010

Women's Legal Defense Fund  
Washington Area Women's Center  
1736 R Street, N.W.  
Washington, D.C. 20009

Center for Constitutional Rights  
853 Broadway  
New York, New York 10003

Citizens Communications Center  
1816 Jefferson Place  
Washington, D.C. 20036

Center for Law and Social Policy  
1600 20th Street, N.W.  
Washington, D.C.

Women's Rights Project, ACLU  
22 East 40th Street  
New York, New York 10016

Women's Law Fund  
17210 Parkland Drive  
Shaker Heights, Ohio 44120

(--See also the list of lawyers and legal groups in Ross,  
Susan C.: The Rights of Women, an ACLU Handbook, Avon,  
1973 -- \$1.25)

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The NWPC has developed a simple handbook on the broadcast rights of political candidates. It can be obtained by writing to the national office. Request: A Legal Handbook.

Publications available from the National Women's Political  
Caucus.

A Legal Handbook--Broadcast Rights of a Political  
Candidate

The How-to Press and P.R. Handbook

Preliminary Steps in a Political Campaign

Putting on a Convention

Fund Raising

Suggested Guidelines for Organizing a State  
or Local Caucus

ERA Fact Sheet

The National Women's Political Caucus, 1921 Pennsylvania  
Avenue, N.W., Washington, D.C. 20006 - (202) 785-2911.

Life is not easy for any of us. But what of that? We must have perserverance and, above all, confidence in ourselves. We must believe that we are gifted for something, and that this thing, at whatever cost, must be attained.

Marie S. Curie



**Win With Women**

**A Project of the National Womens Political Caucus**

# **The How-To Press and PR Handbook**

**or "I Like Your Song-and-Dance, But Is It News?"**

**by Barbara Fultz Martinez and Roberta Weiner**

THE HOW-TO PRESS AND PR HANDBOOK

OR

I Like Your Song-and-Dance, But Is It News?

Prepared By:

Barbara Fultz Martinez  
and  
Roberta Weiner

(With the help of Linda Loving,  
Anonymous, and Vivian Sansome)

Copies available from  
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Caucus, 1921 Penna. Ave., N.W.,  
Third Floor, Washington, D.C.  
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National Women's Political Caucus  
1302 18th Street, N.W.  
Suite 703  
Washington, D.C. 20036

## INTRODUCTION

What good does it do us to run the biggest, most active women's campaign ever if nobody but the candidates and us hears about it? Why should the voters support our candidates if the candidates can't demonstrate community outreach? Why should the electorate respond to our campaign if we never get our message across?

That's where PR comes in: press relations and public relations.

PR is putting your candidate before the public in the most favorable light, as often as possible. PR is getting the issues across clearly and vividly. And PR is using the media to do this.

PR is not advertising. You pay for advertising. You buy your time and hire a specialist to prepare your campaign--the way you want it.

PR is less direct. You can't write the script. You can only "package" your candidate and your message to be newsworthy. A newsworthy idea or event will get your campaign coverage. The press needs news. You, the PR coordinator or press aide, are the diplomat, the suggestor, sometimes the eminence gris.

You have to be honest. Credibility is crucial to your continued success.

You can take the campaign advertising theme and structure a PR event around it. "Rents We Can Afford" is a slogan; a tour of slum tenant cooperatives might be a news event.

The press and PR coordinator's job is to communicate the candidate's views and personality. It's someone else's job to decide campaign policy and strategy.

Here are the tools you will need to get your message across.

## THE PRESS RELEASE

The purposes of a press release are:

1. Background information, to be reprinted, or to supplement late-breaking news.
2. To announce an upcoming event, and to invite the press to cover.
3. To issue a statement, either at an event, to take a stand on a news development or issue.

### Form

Neatness counts. Thousands of releases cross the desks of editors and assignment desks, and a simple method of elimination releases is to discard those that do not look professional. No typos, misspellings, or crossouts!

---

(A) logo

(B) March 5, 1974

(C) FOR IMMEDIATE RELEASE

(D) For further information, contact:

Jane Smith  
555-1212, home - 777-6767

(E) MARY SMITH ANNOUNCES FOR CONGRESS

(H) (F) Mary Smith, Legislative Assistant to Rep. John Doe, announced  
(G) today (March 5th), that she would run for the seat being given  
up by the retiring Democratic Representative from the 5th C.D.

(I) 2-2-2 Smith Announces for Congress

(J) -more-

(K) -30- or # # # # #

---

- A. Logo, preferably letterhead, or typed heading
- B. Date of issue
- C. Release date (Immediate, or AM's and PM's Tuesday, March 6th)
- D. Contact name and phone number -- always office and home
- E. Headline -- succinct and informative
- F. Indent paragraphs 5 spaces
- G. Double space
- H. 1½" margin
- I. When a release runs more than one page, head each page with a shortened version of the headline.
- J. For a release running more than one page, use the word "more" at bottom of each page
- K. Two ways to mark the end of release

Content: Who, What, Where, When, Why

- The lead (first) paragraph must single out the answer to at least two of the five W's.
- The second paragraph should answer the other three.
- Short sentences, succinct sentences, active verbs.
- It helps to have a quotable first paragraph. Pick your priorities carefully. Your lead should tell the reporter what he/she needs to know in order to convince him/her and the editor that the story should be covered. If they aren't hooked in by the lead, they won't read your release.
- Releases can be long if you have a long story to tell. But follow the law of diminishing importance, so that the editor can cut from the tail up.
- Always include the title or description of the person you are writing about (Mary Smith, legislative assistant to Rep. John Doe). Include the names of all noteworthy participants, and if for local press, include the addresses

of local residents.

- Statements of opinion must be enclosed in quotation marks and attributed to a person (In making the announcement, candidate X stated: " ). NEVER EDITORIALIZE IN A NEWS RELEASE.
  
- Closing: Have a standard closing paragraph, stating succinctly the purpose of your group or campaign:  
"Win With Women '74 is the first comprehensive campaign ever launched to insure the election of women to public office on every level of government. A project of the (no.) member National Women's Political Caucus, Win With Women is involved in the campaigns of (no.) women across the United States who are committed to the Caucus goals of.....," etc.

#### The Backgrounder

- Backgrounders are long releases that have all the information anyone could possibly want on your particular campaign or candidate. (Backgrounders on Win With Women and on the National Caucus are included in this kit.)
  
- If you are working for a candidate, a comprehensive biography should be prepared, including all political, educational, professional and personal information the media may require at any point during the campaign. A biographical backgrounder will be included, for example, in the press kit when your candidate announces her candidacy.

#### Candidates' Schedule

- During a campaign, the candidate's daily schedule should be sent to all media so that she is available to the press during the day. These should be sent out at least 24 hours in advance.
  
- The schedule should be given to the press aide by the scheduler who has planned every moment of the candidate's day. The schedule should be discussed with the campaign manager and the advance person as well, as to what events warrant coverage, which should not be mentioned (private meetings, hairdresser appointments, etc.), and what personalities and celebrities will be accompanying the candidate during the day.

- The schedule (sample enclosed) should list such things as photo possibilities, statements to be made, places for reporters to catch up with the candidate, etc.
- The only follow-ups on schedules that need to be made are to the daybooks (see below). Usually, if something catches a reporter's eye on the daily schedule, he/she will call you.

### GETTING THE RELEASE TO THE MEDIA

#### Mailing Lists

- The key to good media coverage is a good mailing list. It should be extensive, covering all media and relevant reporters in the area.
- Address press releases to the person most interested, or to a person with whom you have personal contact.
- Read the newspapers and follow radio and TV news to decide who would be the most logical person to contact. Call the various media, say who you are and what your campaign is about, and find out who should be receiving your releases.
- It is important to develop personal contacts with sympathetic reporters (feminists, journalists who specialize in women's movement news, etc.). They will appreciate your keeping them posted, and may be responsible for getting you coverage even when they cannot cover an event themselves. If you are working for a candidate, she may have personal contacts of her own among the press. But these are all in addition to your basic mailing list.
- Basic mailing lists. This is how the first line on your mailing label should read: --for each media

City Desk -- newspapers (dailies)  
 News Assignment Desk -- Radio and TV  
 Local News Desk -- wire services and periodicals  
 Political Desk -- newspapers and TV  
 Women's, Labor, Finance, etc. editors -- where relevant  
 Photo Desk -- newspapers, wire services, periodicals  
 Editors -- weeklies

College, PTA, club, church and community group newspapers and newsletters provide another useful source for publicity. Many unions also publish newspapers and newsletters.

- Lists should be typed on carbon copy labels, or Xerox labels, as many sets as possible at one time. It can be a real crisis to have an emergency release to send and be out of labels.

- Lists should be broken down into groupings -- dailies, TV and radio, weeklies, labor press, etc. Very often releases are earmarked for a particular audience.

### The Daybook

- All press and publicity owes a debt to the Associated Press and United Press International wire services. In many major cities AP and UPI put out a complete teletype listing of upcoming events which all TV, radio and print media receive and use. If you have a solid story you can telephone it in to the Daybook without mailing a release, although it is preferable to send a written notice.
- If you are phoning in a story, do it at least 12 hours before the event.
- IF YOU TELEPHONE NO ONE ELSE ON RELEASE FOLLOW-UP (see below) CALL THE DAYBOOK. (Hello, I want to make sure you have a -- event -- for noon tomorrow.)
- In many cities, there are private wire services, like the PR New York News Service, that offer the same service for about \$25, or free to members. When you pay, you are sure that the story will go out, but it doesn't make it any more newsworthy. Pol. Party leadership or the press office of your congressperson would know if this is available in your area.

### Timing

- Mailing a press release too early is worse than mailing it too late. If it comes too much in advance, it will be shunted aside and forgotten. On the other hand, if you have a hot last minute story you can always dispense with a release and phone it in.
- Mail releases to arrive three to five days before an event. This will enable assignment editors to put someone on to your story.
- Weekly newspapers have earlier deadlines -- so check with them on proper timing.

### Telephone Follow-Up

- Call news desks and city desks, the Daybook, and call special reporters and those you have sent the release to by name.
- Call personal contacts in advance, when you are sure that they have received the release or will receive it eminently. Be sure to follow up with people who have been assigned to you in the past. A good contact, or someone interested in your campaign or candidate may need more lead time in order

to be free to cover you personally.

-- When you call a reporter, it is your job to let them know what is going on, and their job to decide whether it is important, relevant, etc.

-- There's a wrong and a right way to do it.

WRONG: I just wanted to call and tell you that Candidate X is having a news conference today, and since she has such a terrific position on child care, and it's so relevant, etc.....

RIGHT: This is \_\_\_\_\_ from Candidate X's press staff.  
(Who/What) I'm calling to tell you that Candidate X will tour  
(Where/When) the Morningside Day Care Center on Tuesday, March  
(Why) 6th, and will have something to say about its funding.  
(Special Fact) This will be her first statement on day care since  
(Easy Access To You) the Mayor cut day care funding.  
If you need to reach me, my name is \_\_\_\_\_. The  
number here is \_\_\_\_\_, and at home, it's \_\_\_\_\_.  
Do you have any questions? I look forward to seeing  
you.

-- You should try to be as fast and succinct as possible. They may interrupt to say they have the story, or to ask you to slow down so they can take the information down. The longer they listen, the better.

-- Add any last minute facts that might not be in the release, e.g. the special fact above, or "Celebrity will be joining Candidate X." Try to give them a hook -- why it's a hot story, personalities, photo possibilities, etc.

-- Don't browbeat the reporter or editor you talk to. Just make him feel that it's a good story, that will be handled professionally, and that it will come off on time.

-- This is when you should call:

Event 10:00 a.m. to noon - noon to 4:30 p.m. the previous day

Event noon to 2:00 p.m. - 8:00-9:00 a.m. that day, or 3:30-  
5:30 the previous day

Event 3:00 to 5:00 p.m. - call 8:00 a.m. - 10:00 a.m. same day.

#### OTHER WAYS TO REACH MEDIA IN WRITING

##### Feature Stories

-- Feature stories are stories about your candidate, campaign or some aspect that will help project that favorable image to the public, and increase awareness, but are not hard news. In doing a feature, forget about self-interest. Think about what will be of interest to the public -- the self-interest will be a by-product.



- Two approaches to feature stories: work with a particular reporter to place a story, or write an article and try to place that.
- Interesting a newspaper in a feature is difficult. It requires a basically good idea, and a persuasive approach. The Win With Women campaign provides a good handle for feature stories -- the first campaign to promote the election of women, nation-wide, but focusing on local campaigns, etc.
- A good approach to a feature story is a letter (sample enclosed) to the reporter you have pinpointed -- someone who has been assigned to you in the past, womens' editors, reporters who have expressed interest in women's issues, etc. The letter should be fact-filled, and can be long. It should be interesting and to the point. Remember to follow the law of diminishing importance with the information you include.
- The letter should close with your intention to follow up by phone. (I shall call within the next few days to explore the possibility of doing a story on \_\_\_\_\_.)
- When you telephone be courteous and helpful. The reporter is intelligent and capable of seeing the value of your story. Point up the highlights, explore different angles, BUT DON'T PUSH. If the idea is rejected, you can indicate that perhaps it will be more relevant later in the campaign, or that it can be tied into a specific issue or event. Always thank the reporter for taking the time to read your letter.
- It is also helpful to include additional material with your letter -- backgrounders, brochures, campaign materials. But be selective -- don't overwhelm the reporter.
- The other approach to features is to try and place an article. If you have a "name" writer who can do it, that can be helpful. Or, you can try, through the methods above, to interest a staff writer on a periodical in an idea which they would then develop themselves.
- The quality of the writing must be good and professional. Only if the material itself is exceptionally interesting will a publication take the time to do a total re-write on your ideas.
- Aim for a particular publication. Different publications have different styles and newspapers use different material than magazines, etc.
- Facts must be facts. Be sure all dates, names, statistics, etc. are accurate. Check and double check your research. If you are unsure of your fact, forget it.

- Making it into print takes skill and luck. One thing to remember is that publications have to fill a certain number of columns every issue, and they are always looking for good copy. It's obviously easier to make the local press than The New York Times. But reporters are always looking for a good feature idea, particularly if most of the work is done for them, and it can be developed by them as their own story.

### Photo Story

When a picture is worth a thousand words, USE IT.

- Set up events that lend themselves to a picture story. Notify picture editors as well as news editors ahead of time. Put a note on the press release "Photos available."
- Do not send unsolicited photos to most publications. They will be thrown away 99% of the time.
- If you have a picture story, send your own photographer and let editors look at your contact sheets. Particularly when you have established a personal working relationship with the editor. This is particularly good for local press and weeklies.
- Supply prints (always glossy 5" x 7", or preferably, 8" x 10") on a selective basis to local editors who have already requested prints and sometimes to special interest editors and publications that have an unusual interest in the topic and personality pictured.
- Suggested form for story release:  
  
TO: Photo Editors, TV or News Assignment Editor  
  
FROM: Name, Organization, Telephone Number  
  
WHAT: Type of Event  
WHO: People Involved and Participants  
WHERE: Location  
WHEN: Day, Date, Time  
  
PHOTO POSSIBILITIES: List things that will lend themselves to a good photograph (e.g. Ms. Steinem will lead a torchlight rally; Ally Smith and Joan Weeks, of Freeport, will re-enact a scene from ....)
- Use action shots, not group portraits. Attach the caption to the photograph; do not write on picture. Study captions in the publication in question to decide on best form. Identify all the people in the photo (l. to r.) in the caption. Include a press information name and number on the caption release. Use a headline.

- Double check photo deadlines. They vary from copy deadlines.

### Letters to the Editor

- Follow the local press assiduously, including the letters columns.
- Send well-written, short, to-the-point letters to the attention of the Editor. Do not deal on a petty or personality level and do not use a hysterical or parochial approach.
- Good letters will reflect the personality of the author.
- You can send as many letters to the editor as you have individual allies to sign them and time to write them.
- The letters are useful because they enlarge the number of voices in a campaign. Some of the most effective letters are those written by identifiable community leaders (however-- all well-written letters are an asset to a campaign).

### TALKING TO REPORTERS

- Reporters will often call with a question, to clear a fact, to clarify a position, to get an opinion.
- The first thing is to be sure that your phone number, or that of someone reliable is readily available to the press -- not only on every press release, but offered on every phone contact.
- Be sure that you are informed. Know the topics the campaign is dealing with, and make sure that press calls are taken only by people who know what's up, and have the candidate's answer, or the official "party line."
- When you are called, give an accurate answer even if it puts you temporarily in a not-so-favorable light. ALWAYS BE COMPLETELY FACTUAL.
- If you don't know the answer, DON'T FUDGE! Just say, "I don't know, but I'll find out for you. How soon do you need an answer?" This is vital, as different media have different deadlines, anywhere from five minutes to a day or two away from the call you've received. ALWAYS CALL BACK. You will add immeasurably to your reliability as a news source if calls are returned, complete with answers.
- If the reporter asks you something you don't want to answer, you can handle it honestly -- "The candidate will be having something to say about that in a few days." "We haven't come to a conclusion about that yet." Or simply, "I can't answer that right now." Don't say you'll get an answer if

you won't, or can't, and don't put the onus on the candidate to reply at a later date if you know she has no intention of doing so.

- Be wary of using "Off the Record." The more openly you treat reporters, the more they will like and listen to you. Off-the-record stories shackle the reporter, and should only be used by the most skilled press aides in the most touchy situations.
- In dealing with reporters, always remember 1) What the reporter needs -- logistically and editorially; 2) What the reporter wants to know -- the facts, as briefly and eloquently as possible (if you are being recorded for radio or TV, speak in 20- or 30-second cuts that can be used on the air).
- Most important, remember how reporters see themselves -- professionals with wry senses of humor and much cynicism (usually only skin deep)--they are the real idealists of the profession). Always treat them as professionals -- not simply a friend or enemy. This doesn't mean you can't have a drink with a reporter -- just don't tell any reporter anything you don't want known by the world, no matter how friendly the reporter may seem. The reporter's job is report the news, and his story is what he sees, not what you've told him!
- If a reporter has treated you unfairly, don't complain. Male reporters will continue to treat women as anomalies for a while. They will sometimes take quotes out of context to make a point, or exaggerate a minor point of the story you were trying to tell. Ignore unfair coverage unless it is a pattern by one reporter or news outlet -- you will call more attention to yourself.
- If, however, the reporter is influential enough, it may be worth setting up an appointment or clear the air. But ask yourself these questions first -- is the reporter influential enough to make a serious difference to your chances? Are the charges he is making completely unfounded? Often, an influential friend of the campaign who has contacts with the media/reporter can be helpful in finding out what's up. You can also try to see that your detractor's competitors get a couple of good competitive stories.

#### Talking to Editors and Editorial Boards

- There are many times you will want to deal with editors and editorial boards (this includes station managers and TV-radio editorial departments and editors of weekly newspapers). These are the people who you want on your side -- to have a good understanding of your issues, candidate or campaign, and to be sympathetic with your goals.

- The best approach is a letter outlining what you are doing and why you feel it would be valuable to have an appointment with the person or board to discuss your candidate/campaign/project. Again, don't be strident. These are people who are aware of their power, and they should be reasonable to deal with. Telephone when you are sure your letter has been received to set up the appointment.
- At the meeting, come armed with facts, put your best foot forward, and be open and honest. The candidate/campaign leadership/spokesperson should be present. If the meeting has been generated because the media has been treating you unfairly, don't come on strident and angry -- put things in a positive light.
- The letter approach is also good when you would like an editorial on a particular subject (your candidate, for example, has introduced a landmark child care bill in Congress that deserves support). Arm yourself with research, facts, statistics -- the editorial staff will do their own research but your information is helpful.

#### The Weekly Newspaper

Often overlooked, but certainly important to the average candidate are the nation's weekly newspapers. These papers, which are often family owned, are major sources of information to voters outside of the major metropolitan areas. Often the owner is also the editor--and sometimes a reporter and advertising manager as well.

Make a point of visiting every weekly and local paper in your district--shake hands, be friendly, tell the editor a little about your candidacy, and ask his opinion on the major issues in the community. Find out about deadlines, circulation, advertising rates, and picture policies. For many, almost any picture you submit will be an added incentive to run a story about your campaign. If your reception is not good -- ask about advertising rates, so that you can add it to your advertising budgets.

- Don't forget to get a number of back issues so that you can access editorial policy and regular handling of political campaigns.
- Weekly newspapers have one hectic day each week when they go to press -- find out which day it is and stay away.
- Weekly newspapers, like major dailies, may belong to press associations. Check to see if all or any of the weeklies in your area are in this kind of organization -- if so discuss the sharing of news.

## STAGING AN EVENT

### Schedule

- A 10:00 a.m. event will get coverage in the afternoon newspapers, the six and eleven evening news, and the next day's morning papers. 10:00 a.m. to 1:00 p.m. is cutting it close, but can deliver all the above on a good story, except the afternoon papers.
- A 2:00 p.m. event can get you on the 6:00 p.m. evening news, most often without film; it can also deliver the 11:00 p.m. evening news and the next day's papers.
- A 6:00 p.m. story may get you the evening 11:00 p.m. news; but unless it's more feature than event, it may cost you coverage for anything else the next day.
- Monday, 5:00 p.m. is the most common deadline for local weeklies.
- The weekly deadline for Time and Newsweek in New York is Wednesday afternoon.

### On Location

- Coordinator: -- Press contact person. Have one person designated in charge of press at the event, preferably the person whose name appears on the press release. The coordinator should not be the spokesperson at the event. All the following are duties of the coordinator and assistants.
- Arrive early.
- Have plenty of press kits.
- If the event is indoors, know where the electrical outlets and fuses are.
- Position the cameras so they do not obstruct the audience's view.
- Have a working microphone, particularly if you have to address a crowd and not just offer individual interviews.
- Greet the press. Either take the name and affiliation of each reporter and crew member, and know the difference, have them sign in at a special table.
- Know the difference between being firm about controlling your event and bossing the press around.
- Give each reporter a press kit; extras if they request them.

- Have a list of participants and grassroots supporters who will be available to the press above and beyond the scheduled event for reactions and comments or for in-depth interviews. Make sure every person on that list is prepared and willing, and help them well before the event to think of making short, pertinent, quotable statements. Even the most willing reporter cannot escape the editor's good judgement in scrapping a long, rambling, unfocused interview. If you are trying to get a particular line across, make sure your grassroots representatives are prepared to give their individual versions of the "party line" or group message.
- Make sure the media representatives know who the coordinator is and that the coordinator is the person to find if they need more information or technical help.
- Be helpful. Promise the press anything you can Xerox and deliver within two hours that you don't have with you, e.g. an unduplicated speech, or background statistics.
- Keep your eyes and ears open and make sure every reporter is getting a story.
- Have at least one volunteer on stand-by to be a "go-fer" - to get tape, get a repairman, make a phone call, pass coffee, etc.
- Coordinators should be open for input from everyone there, the press, or whoever is staging the event.
- Coordinators should not abandon their posts. Get someone else to do what has to be done, but either make sure they are prepared to pitch in, or be very diplomatic about giving orders.
- Coordinators should help crews and photographers identify whoever is on camera. They should have your list, but they will need help putting faces with names.
- Make sure the star or spokesperson of the event knows where to go and what to do; and change plans on the spot if need be, with the cooperation of the star or spokesperson.

#### The Press Kit

- The Press Kit is packaged in one large manila envelope or folder with pockets. It contains the following, in the following order. (Put your group name and telephone number on every piece.).
- Agenda for the day.....

- List of participants, with titles and identification, detailed biographies where needed. Make sure all names are spelled correctly - check, don't guess.
- Original press release (coverage invitation, etc.)
- Copies of formal statements and speeches by participants
- Background information - a brochure, one or two clippings, the organization's standard mailing piece. Be selective in materials and know why each piece is included.

### Supplies

- Have on hand in case of emergency: Masking or gaffer's tape, extra pens and pads, 2 or 3 dimes for telephones.

### The Press Conference

- The press conference is a particular kind of event. Make sure your constituency is present in adequate numbers.
- Cast of characters: Remember -- the name of the game is the name!
- If you have the "name", you don't need more than one or two speakers.
- If you don't have the "name", you need a package: a grassroots cross-section; specialists you have identified, a variety of points of view -- any or all of these can make a package.
- Lead into the name speaker with one or two minor speakers. The agenda should make the program clear.
- Start on Time -- and make sure you are never more than 15 minutes late (if you must be late). If most of the media is there, start it rolling, assuming anyone else who is interested will show by the time you get to your headliner. You'll get a good reputation by keeping control of your schedule.
- Speakers who follow the headliner or main speaker can add a one-two punch to the message; but they risk being lost in the coverage, or simply not being covered. It's a great spot to "waste" a potentially unfriendly friend, or to steal the show if you know how.



### Location

- Choose a symbolic place for a campaign.
- Choose a geographically practical place, easily accessible to the press.
- Beg or borrow good rooms from other organizations or corporations. Hotels are in the business of renting rooms, and won't lend them.
- Pick a room to go with the size of your crowd. Better too small than too big.
- Make sure room can accommodate lighting and sound equipment.
- Decide ahead if you are going to cater coffee, tea, sandwiches, liquor, etc. For hard news<sup>1</sup>, it's usually not necessary; for features<sup>2</sup> it may well be.

### Coordinator

- Same as for event.

### Press Kit

- Same as for event.

### Purpose

- Announcements and statements.
- To introduce to the press personalities or specialists with a story.
- To call new facts and figures to the attention of the public.
- To launch campaigns and drives.
- To protest or react. To praise or damn.

\*\*

- (1) Hard news is immediate and will be recognized by the press as a "hot item" -- like ratification of the ERA...
- (2) Feature is a soft story (or magazine type story) without the immediacy of a hard news story, i.e., student interns working for college credits in a woman's campaign--something that could be used tomorrow as well as today.

## Timing

- Either time it right for the news story or don't have a press conference. You can't fake it.
- If you can't time a conference, maybe you can create a real, honest-to-goodness news event.

Prima donnas can turn off the press. If you are dealing with a supporter who is a prima donna, make sure you are using her, as well as her using you.

## DEALING WITH THE "ONE-EYED MONSTER"

How do you place someone on a TV or radio show? It's easy to explain and rather more difficult to accomplish.

- Your biggest asset is credibility. If you've been getting good coverage, chances are that the editors on the show will know what you're about.
- The best lead-in is a succinct letter of introduction containing background information plus a clipping or two and suggesting a good news angle for the show in question.
- Telephone ahead to find out who screens guests, and mark the envelope to that person's attention.

Ms/Mr. Hostess/Host  
Name of Show  
Station  
Address

ATT: Name of contact/assistant

- Follow with a telephone call to the assistant. In most cases the assistant does the screening, and you should establish a good rapport with that person immediately.
- Probe during this conversation and listen for a focus that will satisfy both your candidate and the hostess/host - perhaps a joint appearance, perhaps a well-timed exclusive, perhaps your candidate can be one of a well-selected group. And listen for ideas for further material you can submit to bolster your image of newsworthiness.
- Be patient. Let the show have time to call you. If this begins to seem like never, make a straightforward inquiry to see if a new angle should be developed. Present your case strongly, but don't argue - you'll lose even if you win.

- If and when your candidate is set to appear on a TV or radio show, make sure she understands the angle you have agreed on with the producers. Follow this format within reason, but recognize there can be times when the only way to get the message across is for the candidate to shift gears in mid-interview. If the format is irrevocably incompatible to the candidate, she probably shouldn't accept to appear in the first place.

Format examples:

A flexible format would be a general individual interview, or panel-type program -- with other candidates or a group of journalists...

A more inflexible format would be a pre-filmed show where cutting is done ahead of time and doesn't truly reflect your views -- or a show on a subject in which you have little or no interest.

(All should be analyzed carefully -- because there is a "name recognition factor" valuable to any candidate in any appearance.)

Equal Time Regulations

- Know your candidate's rights. (See legal memo enclosed.)
- If your campaign is not being treated fairly, call the highest administrative official at the station or paper (editor, program director, vice president...) and set up an appointment (see above).
- If you get no redress, get legal help on what you can demand.

Editorial Reply Time

- It's always available - if someone is monitoring broadcasts enough to know when and on what issues. The networks will send you their editorials if you call and ask to be put on the mailing lists. But these are mailed weekly in most instances, so that it is still good to watch in order to be up-to-the-minute.
- Telephone the program manager, identifying yourself and your position on the issue. Ask for a slot in answer to a specific stand, given on a specific day. Follow with an appropriate letter and background information.

- Try to make the call an inquiry and the letter the clincher.
- Use your allies. It frequently had best not be the candidate or her staff who does an editorial reply. Use Caucus members, club members, League of Women Voters, ACLU, community service organizations, etc -all legitimate spokespeople who have a real stake in the issue and agree with your candidate.

#### PLUGGING IN TO THE RESET OF THE CAMPAIGN

- People will be feeding you information at all times - the campaign manager, the scheduling personnel, the research staff, the candidate herself. You will be expected to translate this raw information into invitations to cover events, press statements and candidate schedules.
- You, for your part, should have people monitoring the media - reading all the papers, watching and listening to all the major news shows. You will see not only how you are being reported, but what other people may be saying and doing that you can use. (Has the opposing candidate been on the street every day? Has important legislation been introduced that day? Has there been another mugging in the district?) This information should be fed to the campaign manager, the issues people, etc., so that the candidate can act on it if she wants. Your opinion of how the candidate is being reported is very important, but don't ever take unilateral action without checking it out first.
- The volunteer is an invaluable adjunct to your press staff. Journalism students, out-of-work P.R. people, make terrific press aides, even part time. They can knock out basic releases, schedules, do follow-up telephoning, etc. Other volunteers are always needed - get ahead on labelling envelopes, typing labels, collating, stapling and stuffing releases into envelopes, getting releases to the main post office for fast delivery, or delivering them by hand for immediate use. There is ALWAYS a job for a volunteer!

#### TEN DO'S AND DON'TS FOR GOOD PR

1. Have a real story. Don't get a reputation for puff-balling. Don't cry wolf!
2. Study your local newspapers and news media as a guideline to what your local editors consider newsworthy.

3. Know what's happening in your area. Be informed and know names and positions.
4. Be up-to-the-minute, not just up-to-date. If the news breaks in your favor, use it.
5. Define your message.
6. Define your goal.
7. Define your target audience.
8. Be professional. Only you should know it's your first press conference. Only amateurs get hysterical - it's okay if you panic - as long as no one, particularly the press - knows it.
9. Watch or read your favorite reporter. See how he or she presents the news, and pretend you are addressing your news stories to him/her.
10. Ignore all the above. Use your imagination, common sense and chutzbah.\*

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\* Pronounced hutt-zz-pah -- nerve, gall, pizazz. The classic definition includes a story about a man who murdered his parents, then appealed at the Bar of Justice for mercy as an orphan.

## A WEEKLY NEWSPAPER AND ONE WOMAN'S EXPERIENCE

The Alpine Avalanche is located in Alpine, Brewster County, Texas. That's 180 miles from the home of Susan McBee-- but in the legislative district where she is running for office. Susan stopped by to meet the editor of the Avalanche shortly after she announced her candidacy. With her she took a picture-- as well as a press release. (Note the difference in coverage on the three county commissioners' races and McBee's because of the release and the picture.)

All of the Daily newspapers read in McBee's district are printed outside of the district. Only one would give her regular news coverage and it had the smallest circulation in the district. She must get coverage in the weeklies to reach the voters. (And she'll have to buy advertising space so they keep up their interest.)

The next time McBee goes to Alpine she'll take along a polaroid--for pictures campaigning with some of the local folks-- and drop them off with the editor--who will almost always have room for another picture. (Pictures fill more space, with less work than copy and are visually appealing to the reader.)

(see next page)

# City may be forced to hold election

## the ALPINE AVALANCHE

VOL. 83, NO. 12

ALPINE, BREWSTER COUNTY, TEXAS, JAN. 24, 1974

22 PAGES

### Susan McBee files for 70th legislative post

← Story with release and picture.

Susan Gurley McBee of Del Rio has announced that she has filed Friday, Jan. 18, her candidacy with State Democratic Chairman Calvin Guest for the office of state representative of the 70th Legislative District.

Mrs. McBee seeks to follow in the footsteps of her mother, Dorothy Gillis Gurley, who served two terms from 1950-1954 in the Legislature representing this district, which includes Brewster and 8 other counties.

"I am the mother of a 7-year-old son, and I look forward to his growing up and living in this district," she pointed out.

Mrs. McBee is 27 years old, and is the wife of Larry McBee, who is engaged in the ranching business.

She taught 2 years in the former San Felipe Independent School District, and has for the past 3 years taught part-time in the San Felipe Del Rio Consolidated Independent School District.

She has served 4 years as Democratic precinct chairman, and has been a delegate to 2 State Democratic Conventions.



The family's roots are deeply embedded in this district, where they have lived and worked for more than 90 years—almost a century.

Mrs. McBee said she will conduct a vigorous campaign, visiting every section of the district. She plans to return to Alpine within the next month.

### Three file for county positions

Three more candidates have filed for county spots with Democratic Executive Chairman Hugh S. White. For the seat of Brewster County Commissioner, Pct. 4, W. R. Schoenfeldt has filed and paid the fee. That brings the total number of people running for that post to three. The other two are H.C. Hernandez and C. W. Davis.

Joe W. Baxter has filed for Constable of Brewster County, Pct. 1. The other post filed for is that of Brewster County Surveyor by James F. Benton.

When editor has to  
do the pickings. →

## Marathon News

BY MT. CHRP.

Mrs. Melva Adams spent several days in Olney, Texas, visiting her father, Mr. Brock, who has been ill.

Mr. and Mrs. J. W. Hofacket have returned home after spending the last several months in Levelland to be with his parents who have been sick. They are a lot better now so Wood and Dolly will be home for a while.

Elba Adams and son Junior were here recently from Sonora to see about their ranch.

Mrs. Sam Cavness and Toby and Leo visited on the ranch with Mr. and Mrs. Sammy Cavness and children Sunday.

Mr. and Mrs. Cruz Cordova and Cata have returned home after visiting in San Antonio for several weeks.

Instead of raising the price of postage, why don't they just use smaller stamps?

Mr. and Mrs. Kennard Windham and children of Midland visited several days here with her parents Mr. and Mrs. Arthur Cavness.

Mr. and Mrs. Geo. Hargus spent Sunday, Jan. 20, in Fort Stockton with their son Mr. and Mrs. Bill Hargus and grand-daughter and husband Mr. and Mrs. Mike Yates and daughter Dawn. Dawn is the first grandchild of Mr. and Mrs. Bill Hargus, and the first great-granddaughter of the Geo. Hargus'. The Yates were on their way to Dayton, Ohio, to make their home.

Mr. and Mrs. Don Martin are moving into the house where the Fredrick Rice's lived. Don will be employed with the Paisano Cattle Co.

Mr. and Mrs. Ronnie Henderson and baby and Pat T. Henderson are visiting with their mother, Mrs. Midge Henderson, in Del Rio.

Mrs. Mildred Adams and daughter, Mrs. Eula Mae Colmenero of Sierra Blanca made a trip last week to Del Rio to attend the funeral of Mrs. Rosa Stapp. Then they went on to Uvalde to visit the Richard Rainey's. Mildred returned home while Eula Mae stayed for a longer visit.

The American Legion Auxiliary Post #324 met in the home of Mrs. Frank Wedin on Tuesday, Jan. 15. After the Pledge of Allegiance and prayer, by the Chaplain, the business meeting started. Because of lack of funds the group voted not to send a girl to Girl's State this year. Refreshments were served.

Mr. and Mrs. Florencio Uranga are the parents of a boy born Jan. 15 in Big Bend Memorial Hospital. His name is Jesus Manuel.

Mrs. Frances Taylor and daughters spent the weekend in El Paso.

The Marathon PTA held its regular meeting Monday, Jan. 21,

(Continued to Page 22)

When you're campaigning in a local area remember to meet the correspondents for all the weekly and daily newspapers. They have a column to write each week--and like a good personal story for their neighbors.



## DEALING WITH THE PRESS AS A WOMAN CANDIDATE

By

Diane Gore,  
Campaign Coordinator for the Flora Crater Campaign

Idealistically, the fact that you are a woman candidate should have no bearing on your relations with the press. Realistically, in the foreseeable future, it will, and you will be one step ahead if you are mentally prepared for some of the attitudes and questions you are likely to encounter.

First, decide how you want to handle the factor of being female. Some considerations are how you and others already view you, your stands and emphasis on various issues, your short and long term political goals, and what you feel is politically advantageous. Alternative approaches include:

1. Playing down your femaleness. This alternative is more viable if you are already known politically and/or in business for supporting issues not known as women's issues.
2. Utilizing the traditional female role to establish yourself as a representative and spokesperson for the housewife, consumer, parent, etc.
3. Utilizing feminist issues to point out the political inequities of under-representation and unequal treatment. A feminist stance is also a logical lead-in to forming coalitions with other disadvantaged groups, e.g., the poor, blacks, elderly, young, handicapped.

Each of the above approaches has been tried both successfully and unsuccessfully by women candidates. Each, as well as other eclectic approaches not mentioned, has specific advantages as well as specific problems in dealing with the voters as well as with the press.

The first approach is possibly the least controversial but may also be the hardest to "pull off" with today's awareness of and focus on the women's movement. If accomplished, however, it is liable to be the one to draw the least attention to your candidacy.

The second approach will make you the candidate the majority of American women can most readily identify with, but it is also liable to put your candidacy in the middle of the women's pages. Furthermore, given our society's slow-to-change attitudes, you are liable to be treated by the press as a tradition female, i.e., with deference but not as a serious, viable candidate.

The third option is likely to give you the active support of feminists and other disadvantaged groups, if they are well organized, and at least surfacely serious and respectful treatment by the press. However, deep-lying resentment by the almost exclusively male press can be expressed in nebulous and hard-to-attack but harmful ways and you are sure to be challenged as a one-issue candidate with appeal to a narrow constituency.

Regardless of how you choose to approach your femaleness, there are a number of questions you will almost inevitably have to deal with.

1. Your title. Whether you choose Ms. or Mrs./Miss for your press releases, etc. is a matter of personal preference, but it is imperative that you use your own first name. (Mrs. John Smith must be avoided.) Also, there is no guarantee the press will honor your choice of title, especially if it is Ms. Although the use of Mrs./Miss by the press may be irritating when you prefer Ms., Mrs. Jane Smith may be tolerable (although Mrs. John Smith is not) when you consider how deadly an enemy the press can be when antagonized.
2. Your husband and children. This is applicable whether you have them or not, because if you don't, you're liable to be asked why not. If you are married and have children, be prepared for the following types of questions: How do your husband and children feel about your candidacy? How is your home being managed while you're out campaigning and how will it be if you are elected? Doesn't your family suffer emotionally because of your absense? In deciding how to deal with such questions, first get your family's reactions to them (hopefully their reactions will be positive ) and then answer the press honestly. It would be embarassing and damaging for you to say one thing and your family, when asked by the press, another. Also, forewarn your husband of the possibility of feature articles being done on him and the other candidates' wives - it has happened!
3. Your emotional and physical strength and endurance. Although these are attributes' desirable in any candidate, they are more likely to be questioned in a woman because of stereotype myths. It is best to dispel such myths coolly and logically for angry denials (though justified) will simply add fuel to the reporter's fire. ("In a loud, angry outburst, Mrs. Smith denied that women are more emotional than men and therefore less able to withstand the pressures of public office.")
4. Your knowledge of and effectiveness in handling issues. "Women's experience has been with children and the home; what do they know about the problems of transportation,

the military, commercial development or taxes?" First, this is the ideal opportunity to point out that the so-called female spheres deserve a more prominent place in politics and legislation. The issues of child care, education and juvenile delinquency deserve higher priority in terms of attention and funding given them. The woman's roles of homemaker and shopper make her input invaluable on questions of zoning, building codes, transportation and consumer rights. This is also the time to point out that denying women full participation and say in all realms of life in the past is no justification for continuing the inequity.

"I personally respect women, but, let's face it, many people don't, so how can a woman be an effective legislator and political leader?" This is a self-fulfilling prophecy and an affront to the questioner's intelligence. Obviously, people won't respect the leadership ability of women until women are put into leadership positions and given the opportunity to prove themselves.

These are examples of the types of questions and attitudes that you, as a woman candidate can expect to encounter. There will be others--some frivolous, some ignorant, some directly antagonistic, some serious. Regardless of your specific answers, remember:

1. Be prepared.
2. Be direct and candid.
3. Be pleasant, not defensive.
4. You cannot afford to make an enemy of the press.

**DEMOCRATIC**  
NATIONAL COMMITTEE

1625 Massachusetts Ave., N.W. Washington, D.C. 20036 (202) 797-5900

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September 23, 1974

Congratulations! You are part of a great group of concerned Democratic women who are running for public office this year.

I am sending this kit from our recent Campaign Conference for Democratic Women, with the hope that you may find some of the material useful.

Please let me know if the Office of Women's Activities can be of further assistance.

We send best wishes for a successful campaign.

Sincerely,

Harriet Cipriani  
Director of Women's Activities

HC:jv

"DEMOCRATIC WOMEN"  
WEAR YOUR BUTTON  
1974



3 for \$1.00  
\$4.00 per doz.  
1 doz. free each 5 doz. order  
OFFICE OF WOMEN'S ACTIVITIES  
Democratic National Committee  
1625 Massachusetts Ave., N.W.  
Washington, D.C. 20036

## The 1974 Campaign Manual

The Democratic National Committee's long-awaited 1974 Campaign Manual is now available. The new Manual addresses the many facets of campaigning which should not be overlooked if candidates are to conduct efficient and effective campaigns.

The Campaign Manual discusses many important areas of campaigning, including basic organization of the campaign, defining the electorate, communication techniques, and election day activities, as well as media communication, professional campaign management and campaign regulations.

All campaigns require thoughtful planning; and it is the purpose of the 1974 Campaign Manual to assist all candidates and their staffs in the development of well organized comprehensive campaign efforts.

If you would like to receive a copy of the Manual, please fill out the attached order form and send it with your payment of \$5 to the Democratic National Committee, Campaigns Division.

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### 1974 Campaign Manual Order Form

TO: Campaigns Division  
Democratic National Committee  
1625 Massachusetts Ave., N.W.  
Washington, D.C. 20036

Please send me a copy of the 1974 Campaign Manual. Enclosed is my check/  
money order for \$5.00.

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State \_\_\_\_\_ ZC \_\_\_\_\_

## SOURCEBOOK AVAILABLE NOW

The Democratic National Committee has recently published a Sourcebook for the 1974 Elections which is a must for all candidates for major office. For the first time anywhere an attempt has been made to survey and catalogue the broad range of political services which are available to candidates. Not only does this identify potential sources of support, but it tells the candidates what is available, who to contact and the basis on which support is provided.

Many candidates, and particularly non-incumbents, waste much of their time and energy in trying to identify and properly solicit the support of various organizations and associations. We believe that our Sourcebook will enable a candidate to take full advantage of the resources and services available by simply understanding the organization, its objectives and the services they have available.

In addition, the Sourcebook surveys the campaign programs which are being developed at the Democratic National Committee. Also, one section of the Sourcebook addresses itself to specific problems which confront a candidate for major office. What are the advantages of conducting a public opinion poll and the alternatives to hiring a professional pollster? What types of research are necessary to obtain a basic understanding of a given constituency, its composition and voting habits? Are political consultants useful and/or necessary; and if so, what are the criteria for their selection? How can a campaign staff be trained to take full advantage of the available political expertise and technology and translate this training into specific campaign skills?

The purchase of a 1974 Campaign Sourcebook for \$10.00 includes a subscription for various materials and campaign tools which are being developed and will be sent to Sourcebook subscribers. As the Sourcebook is supplemented regularly, we believe that the subscriber will have a resource document which has no equal in terms of its scope and quality and which focuses on every aspect of the successful political campaign.

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### SOURCEBOOK ORDER FORM

TO: Campaigns Division  
Democratic National Committee  
1625 Massachusetts Avenue, N.W.  
Washington, D.C. 20036

Please send me a copy of the 1974 Campaign Sourcebook and the supplements which will be sent out in the months ahead. Enclosed is my check/money order for \$10.00

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

## FUND RAISING GUIDELINES

1. Create Prospecting Force - People who know the candidate or issue fully, are articulate, and will never take no for an answer. These ought to be people who themselves have a record of giving to a similar candidate or cause and whose business and personal acquaintances are likely prospects for giving.
2. Present as fait accompli a rational, phased (that is a core of activities without which there can be no campaign or program with segments that can be added or strengthened or deepened with additional funding) budget. It's not the prospecting force's (sometimes called, unfortunately, the Finance Committee) job to determine how money is spent. Their job is to raise the money.

The budget should have specific projects or items within it that a big giver prospect might want to take on as a special project ... something to see and feel personally.

Be sure the budget with sufficient explanation of the programs and the rationale and strategy of the campaign or program is prepared in writing for distribution to key large prospects and prospecting force.

3. Develop list of prospects and sources of prospects. The central focus for developing this list is the prospect force, but be sure to think carefully about the constituency of community: who has given in the past to allied cause or candidates; who has lists of these people; what groups may have been tapped; who shares a common interest in the candidate or cause.
4. Determine the best method of contacting each prospect.
  - A. Personal visit - Large givers, both individuals and the leadership of groups with substantial treasuries need two kinds of personal contacts -- from the prospecting force and from the candidate -- just so the prospect feels wanted.

The candidate simply says "hello" socially or discusses issues either in a small party circumstance or office visit, while the prospector makes the appeal in detail and repeatedly if necessary.

Be sure to have a written package of background and budget to leave with every person visited.

Make appointments to visit "fat cats" by phone rather than letter whenever possible. It's harder to say no.

- B. Direct Mail - For reaching large groups of potential contributors, a mailing to all members of a past contributor's list, friends of the candidate, members of allied groups is an economical way to ask for money.

Direct mail, like TV ad production, is a technical business; but advice can often be gotten from a "volunteer" who is a professional.



Obviously, letters should be neat, attractive, and representative of the candidate, telling enough of the story in letter and enclosure to make the case for financial support of the candidate. A concrete example of how money will be used is always helpful: "The last week TV blitz will cost \$25,000. With \$5 from each supporter, we can mount that essential campaign."

Be sure to make it as convenient as possible to give. Enclose a return address postage-paid envelope. (You can suggest on the return that the person can save 12 cents for the campaign by putting on a stamp).

A letter can be long or short, more lavish in design or quite simple, stamped or metered. All have been known to draw. But any letter must clearly and as fully as necessary provide the reasons -- intellectual and emotional -- for giving at this time to this candidate.

- C. Telephone - Phoning is an essential adjunct to both the personal visit and direct mail. The mailing gives you an excuse to call to "follow-up" the letter, if a response is not received.

Phoning can be an initial contact, saving direct mail expense, if you have a list of established givers to a particular candidate or cause. The mail then is follow-up to the initial telephone pitch to give. (Be sure, of course, to provide telephoners with sufficient material to make their case effectively.)

- D. Special Events - A dinner, cocktail party, gala, entertainment event or rally all provide opportunities to ask for money by a specific deadline. This paces the prospecting according to a timetable: initial mail invitation, media publicity build-up, telephone follow-up, reminder mail, telephone, follow-up, personal visit.

An event, of course, has benefits in publicity, but it has drawbacks in overhead costs. The latter must be reduced to the barest minimum without turning a social occasion into a spartan bore. A prestige committee is helpful for letterhead, publicity and putting the arm on givers.

- E. Sales of Novelties - Particularly if the novelty is original, even hand-crafted, tied closely to the candidate (the Humphrey pharmacy boutiques), this can be a source of modest contributions. Further, the people who like this kind of activity often like just this kind of activity, so why not . . . .

Finally, ask for money in every letter, in every brochure, in every headquarters, at every event. Never pass up the opportunity to ask.

In Federal races, review the tax deductibility rules just enacted. In all races, know and follow the disclosure rules of Federal and state law. No candidate needs adverse publicity from trying to flout the law.

1625 Massachusetts Avenue, N.W., Washington, D.C. 20036  
202/483/9000

reese  
whelan  
nace &  
murphine

## WOMEN'S CAMPAIGN FUND

We thought you would like to know about a new organization in Washington which will be helping women candidates financially in this election.

The purpose of the Women's Campaign Fund is to raise money - primarily through a national direct mail campaign - for highly qualified, progressive women candidates for federal and state-wide office. Congresswomen Yvonne Burke (D-Calif), Margaret Heckler (R-Mass), and Patricia Schroeder (D-Colo) will be signing the solicitation letter for the bi-partisan fund.

Candidates will be endorsed according to the following criteria:

- a stand on issues affecting the quality of life and human needs which is substantially more progressive than that of her opponent;
- the ability to conduct a vigorous, professional campaign with a realistic chance of winning;
- a need for financial help.

The Women's Campaign Fund expects to concentrate on the November general election; in the case of an outstanding candidate in an important, close primary race, the fund will consider earlier assistance. The fund does not expect or wish to support every woman candidate. Only those meeting the above criteria will be endorsed.

The fund's focus is the 1974 elections. It complements existing women's organizations which are educating women politically, but which, for tax reasons, cannot contribute to campaigns. The fund will work in conjunction with both political parties, the National Women's Political Caucus, the National Committee for an Effective Congress, Ripon Society, and Democratic Study Group.

If you are interested in the Women's Campaign Fund, please contact Maureen Aspin, Executive Director, at 338-3685, or write her at 2721 "O" Street, N.W., Washington, D.C. 20007.

POLITICAL RESEARCH OUTLINE

I. Gather Figures On:

- A. Voting Age Population
- B. Number of Registered Voters
- C. Voting returns for elections back to 1968  
Break these down so that you have:
  - 1. Turnout figures: Total number voting
  - 2. Democratic percentage of the vote in each race covered

II. From this you can calculate several important things:

- 1. Percentage of voting Age Population that is registered. If this is low, a registration program might be in order.
- 2. Percentage of Registered Voters who vote. From this you can decide where to concentrate canvassing.
- 3. Democratic Performance. Average Democratic strength in a particular area. This allows you to concentrate on the areas where Democrats are located.
- 4. Amount of Switch and Split Voting. This highlights areas where people are voting for particular candidates, rather than supporting the straight ticket.

III. After doing this, you are better able to pinpoint and target particular programs.

Registration efforts in areas of strong Democratic performance with few registered voters;  
Turnout efforts where Democratic support is high but turnout is low;  
Persuasion efforts where there is a high percentage of switch and split voting.

IV. You should also figure out the contributions to the Democratic vote of a given area. If done for both winning and losing elections, it serves as a guide to how well you must do in each area in order to win.

V. 1974 is a non-Presidential election, so turnout is likely to be lower than 1972.

Estimate turnout using 1970 as a percentage of 1968.

Example: 100,000	total vote	1968	
80,000	total vote	1970	1970 is 80% of 1968
. . . . 130,000			in 1972
Estimate for 1974 is 80% of 130,000 or 101,000			

VI. With IV AND V you are in a position to assign reasonable quotas to your workers in every county or precinct.

VII. Demographics

1970 Census Figures

- 1. Income Figures: median family income, percentage of the families earning under the poverty line, percentage of families earning over \$15,000

(over)

VII. Demographics (continued)

2. Social Background Figures
3. Occupation
4. Education: median school years completed, number of children in public schools
5. Residential patterns: percentage of owner-occupied dwellings and their median value; percentage of families renting and the median monthly rental
6. Kind of Area.

Available in Congressional District Data Book for each state (series CDDB-93- ), different books on Population Characteristics (PC(1)-B) and Social and Economic Characteristics for each state, and by census tract for every metropolitan area.

VIII. Other figures are available from state and local agencies that add to the portrait of an area.

- A. Current unemployment figures from the State Department of Labor are likely to be important
- B. Current crime figures from local and state police agencies give a good indication of the concerns of the population.
- C. Some agency in each state is making regular estimates of population growth and change. These figures give good insight into the dynamics of an area.

IX. With these figures you should construct profiles of strong Democratic areas, strong Republican areas, and marginal areas. This will give you a picture of what your supporters are like, and what the voters you need to persuade are like. Together with poll data, these provide the basis for reasonable and systematic campaign planning.

X. Other research targets:

- A. Issues
- B. Opponents
- C. Media Markets
- D. Newspapers and their areas of distributions
- E. Roads and Airports in the district
- F. Other forms of transportation
- G. Places suitable for rallies and large events
- H. Names of members of special interest groups. . . . .

This list could go on forever. . . . .

## "HOW TO" MATERIALS AVAILABLE

The following are available for distribution in limited quantities from the Office of Women's Activities. Any of these items will be sent on request. Since these are mostly one or two page information sheets, we encourage the requesting organization to reproduce them in any form that best suits their needs.

### On Organization

Finding Democrats by Telephone -  
A Registration Program  
How to Build Precinct Strength  
What's in a Canvasser's Kit  
County Political Countdown  
How to Have Livelier Meetings  
Election Day Victory Plan

### On Volunteers

How to Get and Keep Volunteers  
How to Use Campaign Volunteers

### On Campaign Techniques

Tips for a Winning Campaign  
Women as Campaigners  
Put Your Campaign on Wheels  
Tips for a Candidate's Husband  
Tips for a Candidate's Wife

### On Social Events

Coffee Hours for Candidates  
Tips for the Coffee Hour Hostess  
How to Set Up a Conference  
How to Plan a Luncheon or Dinner

### On Fund Raising

Money Makers, Old and New  
Fund Raising with Gimmicks  
and Gadgets

### On Publicity and Public Relations

How to Draw a Crowd  
Tips for Speakers  
So You're Going to have a Speaker  
How to Get Out a Newsletter  
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How to Get Good Radio, TV and Press  
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### On Clubs

Democratic Women's Clubs  
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### Miscellaneous

Political Brainstorming  
From Fair Booth to Election Booth  
Home Headquarters - Something New  
for Your Candidate  
Tips on Running for Public Office  
Making the Most of Your Headquarters

We welcome your comments on any of this material and your suggestions about new material needed. If your group has worked up any literature that is especially useful, or developed a highly successful program that you would like to share with other Democrats across the country, be sure to let us know. The most useful ideas come from those who are working in the field.

Office of Women's Activities  
DEMOCRATIC NATIONAL COMMITTEE  
1625 Massachusetts Avenue, NW  
Washington, D.C. 20036

FUND RAISING WITH GIMMICKS AND GADGETS

In response to numerous requests, we are supplying a list of some of the sources of novelties and campaign materials. You may write to them for current prices and availability.

<u>ITEMS</u>	<u>COMPANY</u>
Jewelry: tie tacs, tie bars, pins . charms, bracelets, cuff links.	Green Duck Company Hernando, Mississippi 38632
Pens and pencils, litter bags, key cases, wallets, sewing kits, change purses. All with custom imprint as ordered.	Edward Horn Company 6738 Old York Road Philadelphia, Pa. 19126
Badges, balloons, pens, rulers and other novelties - with special imprint.	Monarch Novelty Company 1331 14th Street, N.W. Washington, D.C. 20005
Plastic bags, garden seed packets - with imprinted message. Boutique fund raising packages.	The Millennium Group, Inc. Donald Abrahams, President 1007 Filbert Street Philadelphia, Pa. 19107
Plastic shopping bags with imprint "My Bag is Electing Democrats".	Political Parties, Inc. 2914 Fessenden Street, N.W. Washington, D.C. 20008
Campaign buttons of all kinds.	Bastian Brothers Company 2233 Wisconsin Avenue, N.W. Washington, D.C. 20007
Cookbook - a collection of great recipes from Democratic leaders around the country.	Democratic Caucus Cookbook P.O. Box 366 Tallahassee, Florida 32303
Custom styled political jewelry - manufacturers of jewelry to specifications.	Art Craft Specialities, Inc. Ernie Neyhard, President 275 Bisset Lane Bloomsbury, Pa. 17815
Red, white and blue donkey needlepoint kits.	Americraft, Inc. Box 1776 Oakland, N.J. 07436
Handmade patchwork suffed donkeys.	Rural Arts & Crafts Ass'n P.O. Box 227 Parkersburg, W. Virginia 26101
Jewelry: Gold rings, earrings, key chains, necklaces, tie bars, lapel and tie pins.	Ole International, Inc. Mr. Donald Gist 7407 Dadeland Mall Miami, Florida 33156

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## TIPS ON RUNNING FOR PUBLIC OFFICE

This "How To" is designed to give you a few hints on how to succeed in politics by really trying hard. Although the emphasis is on running for the state legislature, with certain changes it can be applied to any public office. It's not a set of hard and fast rules. It's not the last word. It can best be called a set of guidelines to encourage you to make a try.

### STAGE ONE - PRELIMINARIES

1. Requirements: In order to comply with state election laws, find out what they are. Obtain a copy of the state requirements. Study the law and be sure you meet the qualifications for the office you want.
2. Filing: A candidate must file her intentions with the city or town clerk, and, where applicable, pay a filing fee. This must be done before a specific date and time. Check with the local election committee for rules applying to you.
3. Contact: If you have not done so already, notify the Democratic State Committee of your candidacy and when you would be available to appear with the major candidates when they are in your area. You may or may not seek the endorsement of your state committee, but in any case, you should notify them that you are a candidate.
4. Goal: As an official candidate of the Democratic Party, your goal is to win the election. That's easier said than done. Example: If you have 15,000 people in your district (varying from state to state - district to district) and half of them are registered voters, you will need about 4000 votes to win.
5. Approach: The direct approach to the voter is the best system for gaining the needed majority. Meet as many of the voters as possible, tell each of them of your candidacy and convince them that you can do the best job for them as their representative.

NOTE: The pre-campaign work is mostly preparation. You should have the letters written, cards and posters printed and the state committee notified as soon as possible. Choose the techniques that are most suited to your personality, district and position. The following are suggested materials to be used during the next stage.

Photographs: Have new photographs taken for use in publicity, on posters and literature.

Printed Cards: Have a post-card size card printed with your name, address, telephone number and biographical sketch on it; also a slogan about your campaign and the Democratic Party. You may want to have your picture on the card.

OVER

Posters: These could be about 15" x 24", suitable for placing in store windows, etc, and should have your name, address, telephone number and slogan - if you have one. This is a good place to use the new photo.

Mailings: If you use this method, you can state your position on key issues in the state. You should try to mail one to each voter in the district. You may want to have a new letterhead printed with your name, address and campaign slogan or simply, "Democratic Candidate for \_\_\_\_\_."

## STAGE TWO - THE CAMPAIGN

1. House to House: Visit every home in your district; preferably on evenings or weekends when you're sure most people are home. Tell the residents you're seeking election, that you need their votes and that you will be responsible to them to do whatever is possible to be their voice in government. Be pleasant, but avoid becoming involved in prolonged discussions. You have many other houses to visit. Here may be a time to use volunteers who enjoy house to house canvassing. Remind them to be pleasant, informative and leave a good impression of you, the candidate.
2. Get out the Vote: During these house calls ask if there is anyone in the house or neighborhood who needs an absentee ballot or ride to the polls on election day. Also, there may be some members of the household who are not registered voters. Now would be a good time to explain the voting requirements for your community and to offer help in any way to get their names on the voting lists. Don't forget to keep a record of this information for later use.
3. Circulation: Attend or initiate political rallies or social events in your town and attend statewide events when possible. Go to meetings of clubs and civic organizations to promote your candidacy.
4. Innovations: In one small town, a successful Democratic candidate spent Saturday morning at the supermarket giving away coffee and literature on her campaign. She found scores of voters there only too happy to drink coffee, chat and vote for her on election day.

In your town or district there may be a popular meeting place where you could appear regularly to campaign. Station yourself at employees' entrances to large stores or factories as people are going to work or at quitting time. Don't neglect the shut-in vote; visit convalescent and nursing homes, homes for the aged and other institutions where you can win friends and offer voting assistance.

5. News Coverage: Prepare a press release announcing your candidacy and send it to the papers as soon as you file (see model press release). When sending the release to a newspaper, be sure you enclose a recent picture of yourself - a glossy print, head-and-shoulders type, any size.

If you write your own press releases during the campaign, be sure you include your name, address, and name of the office you are seeking on each one. You should be sure the releases have some news value, too. For instance, tell in



the release that you spoke to a club or group of supporters and explained your position on an issue. Also, try to have some pictures taken of you meeting some voters, performing some civic service, opening campaign headquarters, etc., and send it to the newspaper editor in your area.

MODEL PRESS RELEASE

For release 10 A.M.  
Monday, January 10, 1972

Mary Jones of 1715 Elm Street, Goodloe Heights, said today she will seek election to the State Legislature as a Democrat. She will run in the 7th District. Ms. Jones filed her intentions this week with the Goodloe Heights town clerk.

(Here give three or four sentences of biographical data, clubs of which you are a member, any offices you have held, and any other information to help people recognize your talents for the office.

In the last paragraph, list schools you attended, your birthplace, occupation and hobbies, if any. List names of your parents, spouse, children and grandchildren if any.)

For further information call:  
Mary Jones  
363-3341

(Releases should be typewritten, double-spaced, on one side of the paper.)

6. Advertising: Weekly newspapers and local radio stations are the best and least expensive media for candidates to use. Local papers and radio-tv stations search for newsworthy items and appreciate your letting them know of future events. Remember that to the press future news is the best kind. Let the press know in plenty of time of your future activities and get free coverage.

Your mailings, hand cards, posters and house calls are, in effect, advertising techniques; but now and then it's necessary to place an ad in a newspaper, particularly if your opponent is doing it.

The important thing to remember about ads is that state law requires every ad to be signed either by the candidate or by her so-called "fiscal agent." The agent can be a friend who has agreed to let her name be used in your campaign.

With radio ads, part of the message has to include the fiscal agent's name, too. Thus, an ad, or commercial would say something like this:

Vote for Mary Jones, the woman who will do her best to represent you. Remember, a vote for Mary Jones is a vote for continued progress in your state. Sponsored by the Mary Jones for Legislature Committee, Sally Smith, Chairman.

One successful candidate used ten-second radio spots recorded by each of her three children and her husband. This showed family support, and, at the same time, repeated the name seven times in ten seconds:

OVER

This is Betty Doe, asking you to vote for my mother, Jane Doe, for the State House of Representatives. This is a political announcement paid for by me, Betty Doe, and by brothers, Jack Doe and Jim Doe, my father, John Doe, and my mother, Jane Doe.

If you plan to buy radio ads, contract for them a month or so in advance. This will assure you of a good time slot. An economical technique in advertising is to associate with other Democrats on the ballot and buy some ads that mention the entire slate. Also, why not try to collect a list of supporters in your town who will let their names be used in an ad? The ad could say that the following citizens of your voting district will support you. This has the bandwagon effect on voters who haven't made up their minds. This type of advertising is most effective in the last few days of the campaign.

7. Financing: No matter how large or small your campaign, it will take some funds. Costs will vary according to the size of your district, or the office you're seeking, but don't let financial worries keep you from running. (See "Money Makers, Old and New" for ideas on fund-raising.)

#### STAGE THREE - THE ELECTION

1. Get Voters to the Polls: This requires the use of the telephone, newspaper, radio-tv ads and house calls even though you have been doing all of this during the campaign. Election day is the payoff! It will be the busiest day and night of the year for you. By the end of the afternoon you may find, by checking the voting list, that some of your supporters haven't shown up at the polls. Your staff can now begin calling these people, offering rides to the polls and, in some cases, going to their homes ready to escort them. Young Democrats seem to enjoy this personal contact and can be used during this hectic time.
2. Poll Watching: If there is more than one polling place in your district, have someone at each place watching the check list. Ordinarily, the Democratic Party provides watchers at the polls. Provide each watcher with a check list. These can be obtained before election day from the clerk's office. Use the list to check off known supporters as they vote. (Try to do this inconspicuously. Voters don't like to be watched by obvious poll watchers.)

#### EPILOGUE

**ELECTION NIGHT:** Now is the time to invite your faithful friends in to watch election returns - and to celebrate your victory.

**SUPPOSE YOU DON'T WIN:** Now is the time to start planning the next campaign - the one you will win.

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## YOU COULD BE A STATE LEGISLATOR

How many people know who their U.S. Congressman is? Surprisingly few.

Then consider how many know who their representative in the state legislature is. Even fewer. (Just do a quick canvass in your area and you'll be amazed.)

Now consider this proposition: A representative whose name isn't familiar to the voters could be easily displaced...by someone who is known to the voters. This could be the key for capturing Republican-held seats in your state legislature.

1. Analyze your legislative districts carefully. List those that are represented by Republicans. Then determine which are vulnerable.

Look for these vulnerability symptoms:

- a) An incumbent who feels "safe" and never bothers to campaign.
  - b) An incumbent who is colorless or relatively unknown in the district.
  - c) An incumbent who has taken an unpopular stand on local issues.
  - d) An incumbent who has remained unchallenged although the political makeup of the population has changed.
  - e) A district where the voter turnout has been very low.
2. A strong Democratic candidate could challenge these incumbents. The best candidate may be a woman who is well known for her political or community activities and who is respected and trusted. Women candidates are often more successful in winning bipartisan support than men.
  3. That candidate could be YOU.

If you decide it could be you or one of your friends, the Democratic National Committee has a number of tools to help.

### A SUCCESS STORY

Here is how one Democrat did it. The first Democrat ever elected to the state legislature from her Republican district.

Her district had about 11,000 citizens (5601 registered voters). Since it was a Republican district, she had to persuade the voters that party affiliation was not the only factor to be considered when choosing a representative and, therefore, ran a strictly personal campaign.

She tried to visit the home of every voter. If no one was there, she left a printed card (carrying her photograph) on which she added a note in her own handwriting, including her phone number. Between the primary and November, she spent almost every day, including weekends, canvassing. She felt that this was the most efficient use of her time and energy and that it was the kind of contact necessary to get her known in the district. She made no effort to get speaking engagements, but did give a few speeches if they didn't interfere with her canvassing schedule. In other words, her number one priority was to personally visit every household in her district before the end of October and this she did!

Her friends did many things for her: typed 3x5 cards for every registered voter and sorted them by street address; hand-addressed envelopes; wrote personal notes to acquaintances on her behalf; made posters for election day; participated in all the traditional election day poll-watching to check on who voted, and telephoning those who hadn't by noon.

It worked! She won a 2-to-1 victory in a predominantly Republican district. And it was her first campaign.

Her advice: "Do it! Win or lose, it's a great experience."

## IT CAN BE DONE!

It takes hard work and a plan - but it can be done. Here are some tips:

Have a plan. Have a carefully thought-through campaign plan and stick to it - unless, of course, it becomes obvious in the middle of its execution that you've made a mistake and it is the wrong plan for you. Understand what it is you are trying to do so that you can put the right priorities on your time and not be distracted by extraneous things. For instance, consider the size of the district, if it's small, plan to visit each house. Weigh your friends' offer to have coffees for you against reaching more people in the same amount of time by house to house canvassing. If it's a large district it might call for different strategy, but don't lose sight of the importance of personal contact.

Organize. You don't have time to do everything yourself. Decide early to run so that you will have time to build a personal organization of people who will take responsibility for many of the details. Start with your friends, neighbors, and acquaintances. You'll be surprised at how many people think it's fun to be part of a political campaign.

Prepare. The secret to getting and keeping workers is to have specific jobs ready for them to do at all times. This means preparation. Have a carefully prepared instruction sheet which explains the purpose of the chore, suggested techniques, and where appropriate, provide the necessary details.

Follow-up. Somebody must keep a record of who is responsible for what, and make periodic checks to see that each job is completed on schedule.