

Richard Nixon Presidential Library
White House Special Files Collection
Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
63	1	10/29/1962	Memo	To: Bob Haldeman From: Charlie Farrington Re: Telethon Receipts. 1 Page.
63	1	11/02/1962	Memo	To: Bob Haldeman From: Charlie Farrington Re: Telethon Receipts. 1 Page.
63	1	10/24/1962	Memo	To: Bob Haldeman From: Charlie Farrington Re: Telethon Receipts. 1 Page.
63	1	10/13/1962	Memo	To: Bob Haldeman From: Paul W. Keyes Re: Lessons Learned from the San Diego Telethon. 7 Pages.
63	1	10/14/1962	Memo	To: Bob Haldeman From: Phil Acker Re: San Diego Telethon. 2 Pages.
63	1	n/a	Other Document	Flyer for Nixon Telethon. 2 copies only one scanned. 2 Pages.

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63	1	1962	Memo	Telethon News Bulletin for San Diego Telethon on October 12th 1962. 1 Page.
63	1	09/26/1962	Report	Conference Report for D'ARCY Advertising Company Client: Nixon for Governor Committee From: Gene King Re: Nixon Publicity. 1 Page.
63	1	10/08/1962	Report	Conference Report for D'ARCY Advertising Company Client: Nixon for Governor Committee From: Gene King Re: Advertising. 1 Page.
63	1	1962	Report	Publicity Report and attendance sheet for meeting held September 26,1962. 2 Pages.
63	1	10/08/1962	Memo	To: RN From: Paul W. Keyes Re: The Bakersfield Telethon. 7 Pages.
63	1	09/06/1962	Letter	To: RN, Paul W. Keyes, Bob Haldeman Re: Campaign Ideas. 7 Pages.

INTER-OFFICE MEMORANDUM

Nixon for Governor

file

To: ✓ Bob Haldeman

Date: October 29, 1962

From: Charlie Farrington

Subject: Telethon Receipts

Distribution: file

Following are the total contributions we have received in this office from the various Telethons, as of the close of business on Saturday, October 27:

Salinas	\$1,669.91
Bakersfield	2,009.00
Fresno	1,207.00
San Diego	4,820.25
Sacramento	5,474.20
Oakland	370.00
Los Angeles	<u>440.00</u>
TOTAL\$15,990.36

I remind you that the San Francisco office is delaying transmission of the Oakland contributions in order to list the names of the donors — hence, the inordinately low figure reported at this time. The Los Angeles mailing, of course, has not been out long enough to bring any substantial return at this point.

Charlie

INTER-OFFICE MEMORANDUM

Nixon for Governor

file

To: Bob Haldeman
From: Charlie Farrington
Subject: Telethon Receipts
Distribution: file

Date: November 2, 1962

Following are the total contributions we have received in this office from the various Telethons, as of the close of business on Thursday, November 1:

Salinas	\$1,674.91
Bakersfield	2,011.00
Fresno	1,207.00
San Diego	4,863.25
Sacramento	5,562.20
Oakland	6,632.00
Los Angeles	<u>1,997.00</u>
TOTAL	\$23,947.36

Charlie

Nixon for Governor *file*

To: Bob Haldeman

Date: October 24, 1962

From: Charlie Farrington

Subject: Telethon Receipts

Distribution: file

Following, as promised, are the total contribution receipts from the Telethons, as of 4:00 PM this date:

Salinas	\$1,659.91
Bakersfield	1,999.00
Fresno	1,207.50
San Diego	4,709.25
Sacramento	805.00
Oakland	-
Los Angeles	<u>165.00</u>

Total \$10,545.66

Please bear in mind that the San Francisco office is listing the donors from the Bay Area before sending the contributions to us, as they will on a day-to-day basis.

I will check the Postmasters in the other cities; although I suspect, with the exception of Sacramento, we have received it all. In that case, I am still not certain the delay hasn't been caused by Chatfield's delay in changing the P. O. Box address there, but I will check to be sure.

Charlie

INTER-OFFICE MEMORANDUM

Nixon for Governor

File
Friday
Telethon
Meeting

To: Bob Haldeman
 From: Paul W. Keyes
 Subject: Lessons Learned from the San Diego Telethon
 Distribution: RN, Rose Mary Woods

Date: October 13, 1962

Paul-ignello
Maps-Hunter
Rose

The Boss last night asked me to pass on whatever thoughts I might have on the telethons, and the following are my notes which I took during the telethon and other thoughts I had after thinking the whole thing over. Incidentally, the San Diego telethon is the first one which I have both seen and heard.

I met with the Boss soon after we were off the air last night and we chatted for sometime about the telethon. I passed some of the things in this memo on to him and where his approval was definitely given I'll note it for you in this note. Now, there are so many little things that for me to take up each item in a series of separate notes to the individuals would waste unnecessarily, I think, a lot of everybody's time. Also, we always face the possibility that if I sent out notes you might completely disagree with me on some of these things, and I wouldn't do anything to create the confusion that might arise from our conflicting opinions.

So, therefore, I think I can save time, by taking the liberty of grouping every thought I have and suggestions in this single note to you, feeling you will follow through wherever you think it is important.

Now, in the first place, the telethon was great. I mean as a television program and as a device for the candidate to be seen by the people, I think, very informally and quite warmly and as a decisive leader. I think that part of it is all plus and I am even embarrassed to get down to some of the fine points where we might improve it. But I think that if we always seek improvement we will gain some percentage of it.

I think the strongest point that I noticed -- I was terribly disappointed at the Boss makeup and at his lighting. And it had to be the Boss because the others looked better by comparison when the others were on. For example, Lloyd Nolan looked like a million bucks. The Boss didn't look well at all. What I think we have to do is go beyond the fact that we have discovered how to light the Boss and beyond the fact that we have discovered the best makeup. There is no best makeup or best lighting that is completely ideal under all situations. Because I think studios have idiosyncracies of their own. I think that sometimes the tilt of a light or maybe we are not getting the exact wattage in each case. But I do know that last night he looked badly. I am told by everybody that this is the first time it has happened -- that other times he looked like a million bucks. But last night he didn't, so I think we have to fix it. And I think what we have to do is find a way after the Boss is made up, even if you have to do it behind a curtain or a drape so the studio audience doesn't see him, I think he should be tested on that particular chain of cameras on which he will appear on that given night.

Cameras, too, I think have idiosyncracies of their own and they showed up last night to our great disadvantage. His beard was very evident. Under his eyebrows was quite dark -- it gave him a mean look. You see, when a man, shows with dark hair, shows a dark beard, and then if his eyes get dark too, it just makes him look mean. His jaw line was very pronounced -- his neck was dark -- now that may be makeup or it may be if we get some underlighting shooting up might help there. There were strong crevice lines -- vertical lines -- and they extended downward from either side of his nose down below the mouth line and it was really a deep, dark crevice, and I think it looked very bad.

I think this is the most important thing because if the Boss comes off looking mean we are all in trouble. I don't care how well he answers questions, he must be liked as the man and we must get the warmth and the friendliness of a kind face through to them.

Also, in my talk with the Boss after the show last night he brought up the fact that he was being shot from the wrong side. Now, I thought Dick Powell had gotten everybody straightened out about this. The Boss was upset and he couldn't seem to get through to the control room last night, or he couldn't get his message through or I don't know where his confusion was. But he was being shot (and if I understand him correctly) he said don't shoot from the left. And that being shot from the left he was practically being a contortionist trying to twist his body so that his better side would be shown. I would check this out with him directly and check Joe Agnello on it, but I think it is important if -- you see, the Boss goes on for three hours and he has got an awful lot on his mind. Now, if he sees a camera at a place where he feels that camera is taking a wrong shot of him, this clouds his mind and that means we are not going to get the clear, decisive answers we need. We've got to give him a completely free mind on these telethons so we can't have anything going on in that studio that he feels is working against him.

(Forgive me, Bob, if I tend to ramble and I know I do. It's for two reasons. I probably go beyond my point only to make it more clear -- only to make it more clear -- believe me. The other thing is I am dictating this and dictating is foreign to me. But I have so little time out here and I think I have a lot to do. I chose to do this by dictation because I know it will be lengthy and just the thought of typing it is too time consuming for me and, you know, I am a bad typist.)

Incidentally, I thought Mrs. Nixon's makeup was bad -- terrible. I don't know if Mrs. Nixon is made up professionally or by our makeup man or by a television makeup man. But in some shots of her last night she had very sallow cheeks -- they were almost sunken. If she were lighted properly with makeup -- with a light makeup to fill the thinness of the sides of her face -- she would come off much more attractively -- as we know her to be.

Now I am going to just hop, skip and jump around with isolated points.

1. Victor Jory is great. He is the most positive man I have ever seen in the Boss' presence. I think he was just wonderful every time he came on. He has a great identify. He talked positively for the Boss. Now, I discussed this with the Boss afterwards and he would like, whenever we can get Jory, to use him and I think we should talk to Victor on the side and ask him if he will redo in the future telethons the wonderful positive plus

he gave us last night by talking freely about the fact that most celebrities never enter politics or publicly declare for one man or the other because celebrities try to reach the mass audience and when you identify with one political philosophy as against another or one political personality as against another you are dividing that audience. And Jory's point, as you will recall, was "but with Dick Nixon it's worth it because we need him."

I also think that when Victor does that the Boss can jump in and say how appreciative he is of Victor and mention other names, incidentally. Get Victor to mention them if we can. I think last night he mentioned Skelton. I think he mentioned Irene Dunne and Jimmy Stewart. And maybe the Boss can throw in a couple of names. But I think the Boss should express his appreciation for the fact that these great stars are willing to "divide their audience" for a greater California.

I think also a very positive thing from Victor Jory is his volunteering the statement that for 25 years he has been a Democrat and that he always voted Democratic. But, he has, I think he used the words, "now I have learned the mistakes of my past and I am going for Dick Nixon all the way." That's very good for us.

2. I think Coleen Gray was excellent. See, we may think she might be too bubbly but the audience likes that and we need some youth, some girls, some prettiness on the show. I think she was very good. I think that the plug she did for "Six Crises" and the way she brought it up so completely voluntary and spontaneously was good. And if we use her again I'd like to see her do the "Six Crises" plug again, because if, as you recall, I think she said that anybody who read it would vote for the Boss. Well, that's very positive for us. And if we can get her again, and if you all agree that she's good for the show, I would urge her to do the "Six Crises" plug. If not, I would try to get some other star to do it for us.

3. Let's talk about Rex May. I think he's great. I think he's the best choice we could have made. I think he is perfect for our needs -- he is the greatest floor-manager on camera I have ever seen in my life -- he is personable, he is young, he is friendly, I think he is too friendly on the pitches for funds. I think that we have got to lay into them a little more, but all around I think he is the best we could have done and I am very happy with him. I think that in his introduction to RN at the very beginning of the show there ought to be some catch phrase there. More than "now here's the next Governor of the State of California." Now, I would check Steve Hess on this because I have given Steve a variety of little introductory lines for the Boss. And I think something nice, poetic, something -- a catch phrase to introduce the Boss would be good.

4. This is just a small touch, but I heard the Bakersfield telethon and I, of course, saw the San Diego telethon and in both cases you had Nixonettes at the beginning introduced -- you know, remotely, at a distance, just a long shot of a group of Nixonettes. Well, that's practically like taking a still picture and I think you ought to get some animation into it. So, I think when the Boss says whatever he does about these lovely Nixonettes -- he winds up by saying "let's give them a hand." I think at that point let all the girls take their hats off and smile and wave into the camera, because otherwise the way we are doing it now we are shooting six or seven Nixonettes who are standing there very self-consciously as they

are applauded. So, to repeat, animate them. Tell them when the Boss asks for applause for them and the audience breaks out in to applause, that they should all smile and be appreciative of it and take their hats off -- their little white straw hats -- and wave them in the air. I think it would just brighten that scene a little.

5. I think the camera work is great. I think the idea of most of the angles are good. I think the idea of shooting Victor Jory as he reads a question and then panning to the Boss as he answers is -- I know it's a tough job for three hours to keep it animated camera-wise, but I think Joe Agnello really does a great job on that. Incidentally, the long shot that Joe has when he will have a two-shot on the person asking the question and the Boss, and then as the question is asked and the Boss takes over to answer, Joe dollies in slowly to a medium or close-up of the Boss -- I think that's very effective. And Joe should be told -- please do -- I think he's very strong.

6. I think in the Boss' opening remarks he should take some pains to explain to the audience that he has no notes, no devices of any kind, no prompting of any kind. He should make it clear to the audience that he uses no teleprompter, that he uses no cue cards and that he will answer questions for the next three hours from knowledge alone. I think that's important because we have the image of Brown with all of his ghost writers and his cue cards and as the New York Times says, Brown reads his own answers.

(Rose: Will you please isolate this from this note and call it to the Boss' attention. I think it is terribly important. Also -- we could have a question asked about this. Thanks)
a questioner

7. I think the idea of having/ pre-set with the Boss during Rex May's half-hour wrap-ups and whenever possible is very good and it keeps the pace of the show really jumping.

8. Regarding those half-hour wrap-ups -- that "Dick Nixon in the last half-hour has answered such and such and such and such," that is a very effective device. I hope we never lose it.

9. Regarding pitches for funds. As I said earlier, I think Rex May in an attempt to be friendly and informal overdoes it just slightly on the pitches for funds and we get a watered-down version. We are not selling the great need that our party has for money to get Dick Nixon elected Governor of California. And until we sell a need for money -- a serious, vital need for money -- and the fact that we seriously lack money we are not going to get contributions on any large scale on this friendly, informal pitch. It's soft pedalled too much right now.

Now, John Payne did one last night and he read cue cards. But (1) John Payne is a very bad cue card reader, (2) he hadn't rehearsed enough, (3) he fluffed it like hell. Now, I think if we are going to ask these people to do that kind of pitch for us we ought to make very sure that they are well-rehearsed and that it's going to come off as a serious, meaningful attempt to get money. We can't do it on a throw-away basis and if there is a problem with movie stars who won't rehearse or don't rehearse that much, then let's get them all back to Rex May and work more with him on it.

10. Consider this. It might well be worth our while. But I think that -- at the end of every half-hour -- now we have two things working for us. We have the half-hour wrap-up which leads into a pitch for funds. Well, I think then we could add another ingredient there and do it at the end of every half-hour. And that would be to ask all viewers who are watching to please call a Democrat friend and ask him to tune in and hear Mr. Nixon's views on the issues facing California today. I don't think we have to make a big point of this but I think just very informally, I think, May could say, 'for those of you who are watching and who are interested in Mr. Nixon's views and his plans for a greater California, if you would like others of your neighbors to hear these views won't you now call a friend. (Maybe we don't have to say Democrat). Call a friend and ask him to tune in.'

11. Now about the Boss taking phone calls directly. Last night in three hours the poor man was only on his feet three times and I think that is a bit rough. I think it is a bit rough on him and it makes for a very static show. I think it's good for the Boss to go over occasionally and take a phone. I think it is bad, however, if he accepts a question over the phone. Because it can be an antagonistic question and also the attitude of the caller, if it were a wise guy, could rattle RN a little. You understand what I mean? If you get some wise guy who, you know, let's say he uses profanity or something. "Who do you think you are running for Governor?" Something like that could really throw the Boss. Therefore, I think the Boss should be told that it would be good for him when he wants to go take the phone -- and here's what he would do then -- he doesn't give the caller a chance to get started. As he did in San Diego, he should say, "Hello, this is Dick Nixon. I am very happy you called tonight and I would be happy to answer your question, and now I will give the phone back to our operator who will be happy to take your question. I'll answer it later. Thank you."

Now, you see that's good. Somebody has talked to him. That will help us get more calls because I think the fact that the possibility a viewer might wind up actually talking to the candidate on the phone will cause more calls to come in, and I think if he handles it that way he avoids getting trapped into a question or into some unfortunate incident on the phone.

12. I am sure you realize that Bill Lundigan was drunk last night. He was, as far as I am concerned the weakest of the stars. And I think if that is a problem we better either level with him and tell him to cut it out or drop him. We can never, never gamble the embarrassment of another Wendel Corey incident. Incidentally, regarding Lundigan though, I think the pitch he did about the Cancer fund and giving to other funds voluntarily etc. was very good. The fact that we are free to make contributions -- and that set the Boss up for a very good informal warm talk. I think that was good.

13. I don't know if you noticed it but one thing that bothered me about last night's telethon was that in each case the drapes -- the back drops -- the back drop and the drape behind the Boss' desk and the other one behind where Rex May did his wrap-ups and fund pitches -- in each case -- these drapes were almost face color. They were a beige or a light tan or something and the hue in black and white television was so close to the hue of the face that the face tended to melt into it. And I know we are dealing with small stations and small set-ups but a thing like that -- it is a negative so I think we should try to fix it in the future.

14. To get back to Rex May's pitches for funds. There was one thing he did last night which was very good and I think we could expand it and use it more frequently. The pitch that he did at 10:35. He said that giving to the candidate of your choice should be a personal issue. In other words, that people should personally involve themselves and that this is more than the election of Dick Nixon for a greater California, it should and must be a personal issue with every voter. That personal issue idea is very good because if we can give the contributor the feeling of being involved, we will get more money.

15. I don't think there were enough light or humorous questions in last night's show. I don't think there were enough purposefully warm ones. The way it worked out, fortunately, there was great warmth in the show. But the Boss created it all by himself. It didn't stem necessarily from questions. He did it. He was warm and he expressed it, and he did it magnificently. But I think the questions -- if we could get more in -- I think that would help us. I don't mean that they have to be throw-away questions either. But I do think that they could be better spaced.

16. Another thing Victor Jory did that was I thought very strong for us and that we should ask him to repeat was the fact that people say to him, "what do you get out of working for Dick Nixon,!" and his little talk on that was very effective.

17. I think the guests were handled magnificently. I think the political candidates who appeared last night were treated most generously by a man of Mr. Nixon's stature. I think that whole area has been completely solved from our primary telethon.

18. I think that you must read some telegrams. I don't recall that any were read last night. Maybe a few were, but I think from time to time you have just got to say here are some telegrams, and read questions from telegrams. Because I don't think it is fair for three hours to occasionally flash on a super-imposition of Western Union and urge people in that way to send their questions by telegram and then ignore them because you are going to create frustrated viewers. And I think, therefore, telegrams should be read occasionally and identified as telegrams. Maybe we read many last night but they weren't identified as telegrams.

19. Incidentally, if we have to stop for five minutes of news in other markets as we did last night, tell the local announcer when he rejoins us, never to say what the man did last night, when, at 11:05, an announcer off camera said, "And now we return for the conclusion of the Nixon telethon." Lose that word "conclusion."

I think Coleen Gray's pitch for funds was very, very, very well done.

20. Oh now, Rex May. I think Rex May should read some questions for the Boss. Even if they are only one or two. Because I'll tell you what happens, in my opinion, with Rex May. You are creating a very likeable warm guy. Now May, next to the Boss, is in and out of there more than anybody but always as a utility man with a specific function of bringing somebody on or getting somebody off. And I think that he is so personable that the viewers grow to identify with him, and I think they like him so that I think after the first hour Rex ought to come in once in a while with three or four questions and say, "Dick in a minute Victor Jory will be back but I have three good questions here. I'd like to read them to you." Because you see, May knows what we want and he will spark the pace of the

program. And I think we have a valuable property in Rex, and therefore I think we should use it in this way. Give the people what they want, and I am sure that people who stay with our telethon want more of Rex May. And I think that he is so free and easy he would be good with the Boss. Because he is not out to prove anything, and he is there to help the Boss. He knows our goals and our aims. Therefore, please occasionally let him sit down with three or four questions.

21. Another thing regarding Rex May. I think this for a change of pace. We shot that studio audience last night and they were pretty good to sit there for three hours. I see nothing wrong at all with having Rex May go out there with a hand mike, maybe once or twice during the evening, and let him ask, you know, "hello, how are you," or something. The Boss can go with him. Let him come and get the Boss and say, "Dick, why don't we go say hello to our studio audience now." And let May go out there. And then you've got May to guide the Boss and get him in and out quickly so that the Boss doesn't get involved with anybody in the audience. But I think that he would be good out there and I think it's worth a try to see if we get the feeling that we want out of it.

22. I think that regarding fund pitches now -- I think it would be a good idea and the Boss liked this idea. Let's get a little youth and brightness and attractiveness into this program. We are using older type movie stars. The program is oriented for older people and I think that we would help ourselves get a little money if we took two Nixon-Airs, get two pretty young girls, as they are, and in their outfits. Now, you have the feeling of volunteers working for you because they have been established as volunteers and I think if you got two of them and worked out a joint pitch for funds so that you get two of them on and they play off each other -- give them a minute someplace in the show and let them together ask the people to send money to help send this "great man to Sacramento." I think it would brighten the show a little and I think we need a little enthusiasm and a little youth and vitality -- a pretty girl isn't going to hurt us at all in a spot like that. I think we should do it.

23. Towards the end of the show last night there was a long shot showing the Boss as he was greeting the movie stars, saying good night to everybody and there was a camera and a camera man in the shot. At least the camera. It was from way back and I liked the shot. It is pure television. We are doing a television show at a television studio and I think maybe that might not be a bad shot. Once in a while. To get way back and show another camera, and show that we are in a studio. Admit that we are doing a television program.

24. Oh, one other thing. On all the pitches for funds I think it would be a good idea if we add "pledge your dollars and your votes." Include votes in that -- "pledge your dollars and your votes" to send Dick Nixon to Sacramento for a greater California.

25. I think that the Boss' sign-off is effective and very good for us. Always be sure you leave him time -- and I think it's very good -- he gets emotional -- he gets involved and this vision of California -- the future of California that he paints is great. We should do it always.

PWK

Nixon for Governor

file

To: Bob Haldeman

From: Phil Acker

Subject: San Diego Telethon -- October 12

Distribution:

Date: October 14, 1962

First, let me express my appreciation for the fine assistance rendered by all of your staff.

I should like to make several suggestions which may be of some constructive assistance for future telethons.

1. Organization of Committee;

We do not advocate a very large committee. However, we erred in not having sufficient people. This created many problems that John and I had to follow through on -- thus losing some valuable planning time. Also, I believe we did not realize the magnitude of details -- it seemed simple at first, but did not quite turn out that way. These details will be discussed under subsequent headings.

2. Advance Publicity:

a. We had difficulty getting promotional releases in daily papers due to the heavy play of other RN news. Los Angeles was helpful in getting special interview with TV and radio editor of Union for Lloyd Nolan.

Recommend local people spend time buttering up city and political editors. We apparently didn't do enough of it.

b. Earlier knowledge of stars arrival time and their biographies and pictures. We never received biographies or pictures -- thus lost opportunity for publicity.

c. Billboard snipes on telethon were not readable more than 1/2 or 1 block away. We drove by several boards and this was always true. Thus, their effect was lost.

Recommend different snipes.

d. Newspaper ads were excellent.

e. Local people should arrange and pay for, if necessary, inside reader bus cards. We found them effective.

8. Need for local issues to be written up and where to send them.
9. Need for background write-up of local people and candidates who will be questioning RN and distribution of same.

7. Telephone Answerers

a. Do not try for too many, unless one person on local committee has nothing else to do but get them. It takes longer than you think.

b. More emphasis on working types.

c. Do not add phones, as they did in San Diego, unless local people know -- particularly man in charge of this operation. Let local person in charge make selection of who mans additional phones.

8. Telephone Blitz

Sell this on the basis of dry run for get out the vote telephone blitz.

3. Mailing:

a. Attached please find insert (used 65,000), to be placed in mailings not specifically set up for telethon.

C b. Had some difficulty getting from Los Angeles special telethon mailing stuffers. Letters arrived one day -- envelopes and cards next day. Arrived later than promises -- thus upsetting our schedule.

Recommend special mailing go out to arrive not less than 8 days before telethon, unless having good luck getting stories in papers.

4. Studio Audience:

a. If local people want to change audience during the show, a local personal should work out change-over details and be there to execute them. Our people wanted audience change and thanks to Ray Arbuthnot it was successful. If he hadn't been there it would have been miserable.

R b. Need clackers in audience. In San Diego the second audience didn't applaud, probably because they thought they shouldn't.

5. Transportation:

Nick a. Do not insist on Buicks or Olds as they are sometimes difficult to obtain. Should be sufficient to give general requirement of type of car.

b. Fuller explanation on why advance man is to be in charge of transportation.

6. Advance Men:

a. All advance men should meet together initially with local people.

b. Set up, on day of telethon, a manned message center. This would assist in contacting people (local and advance men) and facilitate getting questions answered.

c. Advance man should know initially:

1. Arrival time and place of RN and PN
2. Will PN be available for other activities - including telethon parties
3. Do you want airport rally for RN
4. Definitive instructions on use of Nixonettes during telethon
5. P. O. Box key to be given to advance man.
6. PN advance man needs to contact local people earlier on her requirements.
7. When and where do candidates and telephone answerers get briefing. Particularly important so local candidates do not schedule something else when they should be getting briefed.

NO HOLDS BARRED TELETHON

see, hear Richard Nixon will answer

DON'T MISS THIS TELETHON

HEAR IT ON -

KFMB-AM - RADIO 540

SEE, HEAR IT ON -

KFMB-TV - CHANNEL 8



all questions on any subject. Do you have a question? Send it on a postcard to:

NIXON TELETHON

P. O. BOX 1626

San Diego 12, California

25¢ 

9:30 P.M. TO 12:30 A.M., OCTOBER 12

TELETHON NEWS BULLETIN

The San Diego Nixon-Telethon will be seen on KFMB - TV Channel 8 and can also be heard on KFMB radio Friday evening, October 12th, between 9:30 PM and 12:30 AM.

Mr. Nixon will answer in a No - Holds - Barred manner, questions phoned or wired in that night or written in before hand.

This direct person-to-person approach will convince viewers and listeners of the need to change Sacramento leadership - it will help to assure a COMPLETE REPUBLICAN VICTORY !!

A number of Telethon committees have been activated and are working hard to publicize, to arrange Telethon coffee parties, to conduct a telephone blitz, to distribute reminder literature and to mail out 20,000 special announcements.

YOU CAN HELP arouse interest in this most important single event in the Nixon campaign.

Your cooperation is requested to place immediately, commencing October 1st, the enclosed cards in windows or on counters of business establishments or professional offices in your area.

The importance of this request cannot be over-emphasized - because the blanket coverage it will provide, coupled with the constant reminder to the thousands of people who will see these cards - will be of immeasurable help in attracting viewers and listeners for the Telethon.

Please report the success of your assistance and the need for additional cards to :

Dorothy Davis - BELmont 4 3691

W O R K T O G E T H E R - - F O R S U C C E S S T O G E T H E R

Phil Acker
Co-Chairman for Nixon Telethon

conference report:

D'ARCY ADVERTISING COMPANY
INCORPORATED
2772 FOURTH AVENUE
San Diego 3, California

client: **Nixon for Governor Committee**

date: **September 26, 1962**

from: **Gene King**

present for client: **Mr. Phil Acker
Mrs. Dorothy Davis**

present for agency: **Mr. Gene King**

NIXON TELETHON

Publicity for the October 12 Nixon Telethon was discussed and a tentative schedule of stories was approved. The first release, with a hold for re-release until October 1 tag, will be mailed September 26. A second release on the Telethon chairman will be mailed October 3. Other releases will include an announcement that the Telethon will be broadcast on KFMB radio, suggested editorials, biographical information on Mr. Nixon and Mrs. Nixon, etc.

BUSCARD PUBLICITY

The agency has already contacted the Transit Advertising Company and received a donation of 150 inside buscards to be installed as soon as printed. California Printers will print the cards.

COUNTY NEWSPAPER PUBLICITY

Mr. Acker will call an October 3 meeting of Nixon workers from throughout the County. Photographs will be taken of various workers and Mr. Acker or Mr. Starkey for distribution to County newspapers.

conference report:

D'ARCY ADVERTISING COMPANY
INCORPORATED
2772 FOURTH AVENUE
San Diego 3, California

client: Nixon for Governor Committee

date: October 8, 1962

from: Mr. Gene King

present for client: Mr. Frank Thornton

present for agency: Mr. Gene King

BILLBOARDS

El Cajon

The proper materials for the 30-sheet billboard on El Cajon Blvd. were hand delivered this morning and were to be posted today.

Market Street

A 6-sheet billboard was to be posted today on a building on the north west corner of Third and Market Streets.

Foster & Kleiser is charging \$10.00 to post each of the above mentioned billboards.

Ash Street

There is not enough flat building space to post a billboard on the Third and Ash Street building. Perhaps the location could be used for small Nixon signs.

NIXON TELETHON

KFMB-TV Promotion Director, George Stantis, has informed the agency that no promotional coverage will be given the Nixon telethon. Any coverage given falls under Section 315 and means that the opposition will be offered the opportunity of equal time.

Lloyd Nolan and Victor Jory will arrive in San Diego Thursday, October 11 for personal appearances in conjunction with the Telethon. Tentative plans call for appearances Thursday evening on Harold Keen's interview show. Mr. Nolan and Mr. Jory will appear on Channel 8's SunUp Show Friday morning October 12 and each will be interviewed separately for use on KPRI-FM.

For obvious reasons, KOGO-TV (Channel 10) will not participate in any way to promote the Telethon.

Press releases are being issued almost daily and we have been moderately successful with their placement in local newspapers. The Union and Tribune are allocating as much space as possible in light of the heavy volume of political news.

FIRST MAJOR MEETING OF NIXON FOR GOVERNOR COUNTY WIDE COMMITTEE ON NIXON TELETHON
HELD SEPTEMBER 26, 1962

CO-CHAIRMEN : JOHN STARKEY - PHIL ACKER

Attending the meeting held at 10:00 AM in the office of John Starkey were the following:

Dr. O. Doyle Dammberg 707 S. Escondido Escondido - SH 5 5412 (bus) 736 S. Chestnut - SH 5 5374 (res)	Mr. Frank Nicol 871 Moana Drive San Diego 6 - AC 2 7349 (res) Quinn-Hornaday Co. Spreckels Bldg. BE 9 0172 (bus)
Mrs. Pearl Mosier 8318 La Mesa Blvd. La Mesa - HO 5 3077 (bus) 8998 Alpine - La Mesa - HO 6 0774 (res)	Russell F. Fields 5341 Chelsea - La Jolla HU 8 1425 (res)
Mrs. Olive Peoples 620 C St. Pacific Telephone - 235-6302 (bus) 5472 Hewlett Drive - San Diego 15 - JU 2 2996-814	Mrs. Dorothy C. Davis 1179 - 5th ave. San Diego 1 - 234-3691 (bus) Moana Dr. San Diego 6 - AC 2 6969
Mrs. Rachel Wyllie 2425 - 3rd Ave. San Diego 3 - BE 2 0594 (res)	Mrs. Cynthia Laird 1250 - 5th Ave. Rep. Cen. Hq BE 2 6701 (bus) 517 Pomona - Coronado - HE 5 6751 (res)
Mr. Robert Harman (& Lois Decker, Sec'y) 7723 Herschel - La Jolla - GL 9 1076 (bus) 8720 Glenwick Lane - La Jolla - GL 4 7754	Mrs. C. Earl Gustafson 851 San Antonio Pl. San Diego 6 AC 2 8591 - AC 2 2530 (private) Res)
Mr. Richard Vail 1250 - 5th Ave. Rep. Cen. Com. Hq - BE 2 6701 3034 McGraw - San Diego 17 - BR 8 5632 (res)	Mr. Phil Acker Civic Center Room #356 - BE 9 7511 (bus) 2720 Chatsworth - AC 3 7386 (res)
Mr. John Starkey 1122 - 4th Ave. San Diego 1 - BE 9 9106 (bus) 828 Coronado Ct. San Diego 8 (res)	

Also concerned with the Telethon but unable to attend were the following:

Mr. Robert Walker - Republican Associates 875 W. Hotel Circle - San Diego - CY 6 2903	Mr. Curt Rottke - Precinct Chm. Rep. Cen. 8032 Donzee - San Diego - BR 7 4846 (res)
Mrs. Eleanor Ring 1250 - 5th Avenue - San Diego 1 - BE 2 6701 - (bus) 801 Tolita - Coronado - HE 5 4524	

The meeting was attended by H. Blake Chatfield, Los Angeles Co-ordinator for the Telethon. He distributed a brochure for the Win With Nixon Telethon to the Committee Chairmen.

The following Committees have been appointed:

1. Publicity - Phil Acker - assisted by Gene King of D'Arcy Co. 2772 - 4th Ave. CY 74081
2. Special Mailing - John Starkey - Dorothy C. Davis (Hqtrs Sec'y)
3. Outdoor Advertising - Phil Acker
4. In-Store Advertising - Phil Acker - All Area Headquarters Chairmen
5. Nixonettes - John Starkey - Mrs. C. Earl Gustafson
6. Motorcade - John Starkey - Phil Acker
7. Telethon Parties - John Starkey - Rachel Wyllie
8. Telephone - John Starkey - Russell Fields - Olive Peoples
9. Survey - Phil Acker - Robert Harman - assisted by Gene King
10. Reminders - (Nixonettes - see above)
11. Transportation - (For Nixon) John Starkey - Phil Acker

* * * * *

1. PUBLICITY : THE "WIN WITH NIXON" TELETHON IS THE MOST IMPORTANT SINGLE EVENT OF
THE CAMPAIGN IN SAN DIEGO COUNTY !!

Page two - Publicity - Contd.

THE TELETHON DATE IS OCTOBER 12th - CHANNEL 8 - TIME: 9:30 PM - 12:30 AM

THE TELETHON ORIGINATES L I V E FROM THE CHANNEL 8 STUDIO !!

THERE IS TO BE ABSOLUTELY NO PREVIOUS PUBLICITY ON THIS UNTIL THE PUBLICITY CHAIRMAN RELEASES THE INFORMATION TO THE PRESS. THE SUCCESS OF THE ENTIRE TELETHON DEPENDS ON THE TIMING OF THE ANNOUNCEMENT! ALL PUBLICITY RELEASES M U S T BE MADE THROUGH PHIL ACKER.

2. Special Mailing : The San Diego Nixon for Governor Headquarters will provide and mail 35,000 flyers announcing the Telethon in conjunction with their present mailing. They also will provide 20,000 addressed envelopes carrying the letter and return postal card (material to be supplied Prepaid by Los Angeles Headquarters.) San Diego Headquarters to pay for envelopes and postage and assume responsibility for addressing. The 20,000 mailing will be sent to a cross-section of Republican, Non-Partisan and Democratic voters.

3. Paid Advertising : (in news media) To be placed and paid for by Los Angeles Headquarters. The San Diego County Committee, if possible, will place ads in media not covered by Los Angeles. Billboards to be paid for by Los Angeles. Paid advertising will consist of display ads the day before and the day of the Telethon in local newspapers.

4. In-Store Advertising: To be headed by Phil Acker and all Nixon area headquarters chairmen. ($\frac{1}{4}$ cards to be supplied by Los Angeles Headquarters.)

5. Nixonettes: We will have approximately 60 Nixonettes, plus Young Republicans and Tars distributing 15,000 reminder sheets, supplied by Los Angeles. This reminder sheet will be in pad form and be distributed in both the city and county areas on October 12th.

6. Motorcade - Several small cavalcades of cars driving throughout the city carrying advertising about the Telethon.

7. Telethon parties : Mrs. Wyllie has a list of about 60 ladies who will be holding coffees and TV parties that night. It was urged that any and all persons interested in giving such parties contact Mrs. Wyllie. It was suggested that people with questions for Mr. Nixon, who are attending the parties, mention this fact when they phone in a question: for example: " I am attending a telethon party in the home of Mrs. John Doe, etc." - it is hoped that all telethon party questions will be so prefaced.

8. Telephone (Telethon Blitz) : Russell Fields and Olive Peoples have plans for this which they will coordinate with John Starkey. The idea being to reach a maximum number of people by phone, promoting the television viewing.

9. Survey : Phil Acker will set up the plan for the survey in conjunction with the two Co-chairmen. He advised the survey would cover from 9:30 PM to 10:30 PM.

10. Reminders - (Nixonettes)

11. Transportation: Phil Acker and John Starkey will be responsible for transporting the candidate and his party from the airport to the Channel 8 studio and back to the airport.

We would urge every Nixon Headquarters, Local Candidate Headquarters, and every Republican area Headquarters (with the assistance of Precinct Chairmen) to remain open on October 12th with a very informal open house and television - it was suggested that all TV dealers be approached in all areas of the county to urge them to set their free TV viewing (in TV store windows) on Channel 8 at 9:30 PM. Possibly quarter-board posters advertising the telethon could be installed on top of each of these free view TV sets.

It was indicated there was a possibility that questions that were not answered on the Telethon because of lack of time, would be answered afterwards from the Nixon Los Angeles Headquarters.

If help is needed through Precinct organization please contact Cynthia Laird or Frank Nicol. For specific area Headquarters information contact Dorothy Davis or Connie Moore at Nixon Headquarters, phone 234-3691.

Nixon for Governor

file

To: RN

Date: October 8, 1962

From: Paul W. Keyes

Subject: The Bakersfield Telethon

Distribution: Bob Haldeman/Dave Hunter/Steve Hess/Murray Chotiner/Rose Mary Woods

I am writing this after hearing the audio tape of the Bakersfield telethon.

First and foremost -- I think it was a great program. It has the 'feel' of excitement.

The announcer is extremely capable -- and is obviously of great assistance to you in running the show. He is in command -- and we needed that.

A few things could be helped, I feel, and I shall cover them as briefly as possible.

I think we need a bit more 'spirit' in the opening.

If you are going to have Nixonettes at all openings, I think you should talk to one or two of them -- if only to ask their names and addresses. It's good 'local' color -- and warmth for you.

I certainly don't feel you should have as your first question on a telethon which has been pre-described as a 'local' telethon a National-oriented question. I refer to the first question in Bakersfield - re General Walker.

Now, I realize by getting at the far right early -- and using Walker as a subject angle -- I realize by doing that you may discourage a lot of calls on the subject of the Birchers -- but I don't think your first question should be based on an out-of-state happening.

In short -- the first few questions should definitely be about California's problems -- problems with Brown -- and some positive statements from you about how you will rectify the mess in Sacramento.

A good early question should be a rewrite of the

'WHY DO THE COMMUNISTS HATE YOU SO MUCH?'

That's a good question -- and it allows you to reach into the past and lean on a strong identity.

But I think you should have gone one step further -- and you should include this angle in future answers when the subject comes up.

Here is a great chance -- while talking about why the Communists are against you -- here's the ideal opportunity to let the word fly that they have had an underground whispering campaign against you ever since the Hiss Case.

We are all constantly faced with the type of voter who says: 'I don't like Nixon -- I don't know why -- but I don't like him -- I'm always hearing bad things about him.'

Well -- let's try to erase this image by laying on the underground which we know exists and which is dedicated to damage by innuendo.

Mention their desperation -- the desperation of the left wingers which has traditionally been to discredit you by every means. And that they stoop to the lowest levels to smear and whisper lies about you. It is important, I think, that you get this fact out for public consumption.

Another good question for the first half-hour is the narcotics question -- because it gives you an opportunity to voice your sound, strong opinions -- to be a 'leader' -- and still to introduce some emotionalism into the show by discussing the dope problem in relation to these sweet little Nixonettes.

People at home will identify and be moved by your courage here to then demand the death penalty for big-time dope peddlers.

Incidentally -- I think the announcer should definitely include in his introduction to you --

'Once in the lifetime of every state a leader is born destined to lead his state to greatness -- ladies and gentlemen -- California's man of greatness is here tonight -- our next Governor -- Richard Nixon'.....

I think the way the guests are hurried into their role as questioners is very, very good -- but in the case of a political guest (not the Hollywood people) -- I think the political guests should have their names mentioned again when they leave. Late tuner-inners may tune into the program with the political guest already on and may never know who it is. This is especially important when such a guest is also a candidate.

Rule: As political guests leave -- their names and identities should be announced.

I notice the studio audience applauds at the end of EVERY question. I think that is good -- but I think once or twice during the telethon you should lightly tell them they don't have to -- lest it appear they have been asked to applaud each answer or, worse, that they are doing it on cue.

I don't think you should get into the 160-acre limitation as soon as you did in Bakersfield. It's a dull subject and unfortunately requires a lengthy answer -- therefore, it is not a good one for the first half hour.

I would cover the Cuba question each time -- because when you say you would back President Kennedy on firm action re Cuba -- you are attracting Democrat cross-overs -- or at least making them feel less 'guilty' by being Democrats but voting Republican..... these people, whom we need, will be encouraged by your support of Kennedy in this oblique way.

On answering the CDC question -- you would up by saying "Brown has called the CDC his strong right arm -- I only hope he's left-handed."

Good.

But I would add -- 'I only hope he's left handed -- because the CDC certainly is.'

I think we can express party unity in the telethons by having in each one -- telegrams from leading candidates on the ticket which you read aloud. This is a good plus for them -- a show of teamwork and unity by you.

This was effective in the Christopher telegram read into the Bakersfield telethon -- but should be expanded to include others.

When you answer questions about school construction....when you make your point about raising teachers' salaries instead of fancy buildings....I think you could sum it up concisely with the phrase....

"In short, I am interested in building young minds -- not fancy buildings."

When you begin to answer a tough question -- I think it is good to address the asker by name....as you did with a Mr. Sloan in Bakersfield....you said:

'Mr. Sloan -- listen here'....

That's good -- and sets you up for an aggressive answer then you need it.

Incidentally -- all the guests who come on to ask questions of you should have it 'gently suggested' before the show -- when they get a 'hot' question -- they should set it up by saying something along the lines of....

'Here's a real tough one, Dick'

or

'Here's a loaded one, Dick -- but you said you'd answer any and all -- so here it is...'

or

'Get set, Dick -- here's a hot one'

etc.

This is good, for it will create an exciting atmosphere -- but more importantly -- it will justify RN's coming on real strong in his answer.

Incidentally -- on hot, tough questions -- those are the ones you should address to the asker by name.

When you discuss questions of doing things here in California -- and not sending our problems to Washington for solution -- you might break this down into dollars and cents in this way:

"I believe when Californians want to spend two dollars to help our state -- we should only have to spend two dollars -- and not spend three or four -- with the excess being lopped off and held in Washington as the price we must pay for bureaucracy."

I believe the PITCHES FOR FUNDS are weak -- done without conviction. As you know, I don't think we should hit the viewers over the head with demands for money -- but we also cannot so underplay as to render ourselves ineffective.

I still feel the strong part of our pitch should be the idea of 'joining with Dick in his crusade for a greater California'... and the idea of 'be a partner with Dick Nixon.'

These pitches must be done better -- with more conviction and enthusiasm.

Now, on the other hand -- I think the one Cesar Romero did was very effective -- I'm told he had cue cards -- and really sold.

The announcer seems to paraphrase -- but he has relaxed the approach so much -- I believe it is too watered down.

I think each strong political guest should be asked by you:

'What do you find the people are most interested in in this campaign -- what do you think is the major issue facing the voters in this election?'

Because -- no matter what he answers -- you can comment on it -- but the 'conversational' by-play of this will be a relief from the many, many direct answers which you are forced to deliver one after the other in the regular telephone questioning.

In other words -- there can be conversational by-play with the guests as a change of pace -- but by asking the questions I suggested above -- you will be gaining in subject matter in the ad libbing -- as against small talk which has no bearing on the campaign.

I liked the once or twice you took a phone call direct -- and answered the caller yourself.

I think you should do this more often -- it gets you up on your feet -- and provides a change of pace.

Also -- there is a certain air of informality (which we need) by having you walk over and take a few calls direct every now and then. It gives you a crack -- a 'warmth' by being nice to a caller -- I am certain the fact that you take calls directly occasionally will spur many calls we might not otherwise have received -- and as an extra -- it gives you a crack at a little by-play with the girl who has been sitting there answering....

Obviously, these are all minor points -- when you consider these deal with a **THREE HOUR PROGRAM.**

I think the Telethon was very, very well handled. It sounded like a good, sound show -- and served as an ideal framework for your views.

Our problem will always be -- the lack of strong questions -- but we have certainly come a long, long way from the Primary Telethon.

Respectfully,

PWK

P.S. I have asked Marje to attach to all copies of this note a reissue of a note I sent on September 6th. While there is nothing in particular in the memo that deals with the telethons -- I feel the philosophy of 'WHAT'S IN IT FOR ME' which I Probed at should be in the back of your mind as you approach future telethons.

You will be talking to millions of people yet on the remaining telethons -- and some of the approach I suggested in the September 6th memo could be of great value in shaping your thinking and answers.

RN

September 6, 1962

Paul W. Keyes

Bob Haldeman

As you realize, I am a political novice. I know nothing of the mechanics of a campaign -- but rather do have some feeling for what would cause my vote to be attracted to one candidate over another.

And since winning of an election is the reward given to that candidate who attracts more votes than his opponent -- I think it is useful for a minute to break down the mass psychological appeal which will have the most effect for us.

My father was a working man and a realist all of his life. On any issue that came up, his guide to a decision was always:

'What's in it for me?'

I believe our approach in this campaign should reflect the attitude, which I believe exists in many, many minds and which is the yardstick by which all too many of our voters will measure their vote:

'What's in it for me?'

If you can stand my running on a bit about this, I would like to probe this on paper with you. We know that man's first reaction is self defense -- self preservation, and applying this to his voting inclination, he will vote for the man who promises him a better life.

The Democrats have operated on this theory for years -- their give-away promises, if fulfilled, would have had us all in a Garden of Eden long ago. But they only promise -- and they promise results without giving specifics on means of attaining them. Then, after elected, they all fall back on the excuse that what they promised is now undeliverable because of high costs or (as in the case of medicare) they claim Republican Obstructionism 'has again voted against the need of the common man!'

To go on, certainly labor's heavy Democratic Party orientation is based heavily on

'What's in it for me?'

And it is in this one heavily concentrated area -- that of labor -- where our party suffers most from a basic misunderstanding of what we stand for.

In my opinion, the guy with a shovel in his hand struggling to make a living has his own interest at heart. His first consideration is and must be the survival of himself and family. His need for survival will even supersede his union's dictation of how to vote.

He then, this guy with a shovel in his hand -- and there are millions of them -- will cross party lines and vote for the man who is going to give him personally the 'best deal.'

Traditionally he has voted straight Democratic on the basis of survival -- because of the Democratic Party's irresponsible, impossible-to-keep promises hurled at him from every platform, and all the while he has laughed at the Republican Party's lofty claims of statesmanship which fail to spell out in language he understands just

exactly what we will do for him, in his pay envelope, at his dinner table, & in his union shop.

Again, he has asked both political parties

'What's in it for me?'

And the Democrats have rushed at him with empty promises which he believed while we have talked over his head in language he doesn't even understand.

Now, enough theory. Let's go after this vote -- and for a change let's play in his arena of understanding. Let us reduce what we know you can do as Governor that will directly benefit that man with the shovel to the language of the people. Not with empty promises -- but with cold hard facts.

First of all, he doesn't understand or care what 'fiscal responsibility' really means. He owes money -- so why shouldn't the state, is his reasoning.

Now, you as a candidate for Governor, without this man's vote in your hip pocket, must attract him.

As candidate for Governor, you say that California's taxes are now the highest in the nation.

You talk about needless, expensive 'waste' in government.

You say that we are losing revenue by failing to attract new industry to California because of our exceedingly high taxes.

This man we're trying to get to doesn't really understand all this.

It sounds like typical political talk to him.

But it won't sound so foreign to him if we discuss it in terms of what he pays for cigarettes and what his wife pays for bread and milk and eggs at the corner grocery store.

He will begin to gain an understanding of what it's all about if instead of talking on the high plateau of attracting new industry -- if we reduce such talk to the low valley of creating more and better jobs in the state -- thus giving him the opportunity to become in demand and thus expect more return for his work.

I think we might get through to him if we talk to him in terms of dollars and cents.

Because the best answer to his question of

'What's in it for me?'

lies in A. how much we can add to his pocket change.

B. how much we can reduce his cost of living so that what he has can go further.

I think what we must do is reduce the general broad outlines of attack we are using regarding 'Brown's reckless spending' and charges that he is 'leading the first state to fiscal ruin' and transfer the RESULTS of such activities into plain and simple language the man in the street can understand.

If Brown's government is simply too expensive and you plan to work at reducing it, you will thereby reduce the COST of government, and when you reduce the

COST of government, you will thereby be reducing the CONTRIBUTION the individual need make to support it.

In short, you will be adding to this man's income by taking less away from him.

Another way to put it -- we constantly talk in language of Free Enterprise, 'that the right way to get a job done is to turn first to private enterprise....and not to a bungling bureaucracy as that now operating in Sacramento.'

Basically, the lower class working man has had 'free enterprise discredited to him by union propaganda through the years. He has been told it is a Republican umbrella under which we sweep all of our 'vested interests' and our desires to make the rich man richer and the poor man poorer. And, furthermore, the term 'Bungling bureaucracy' just doesn't mean a damn to a guy with a hungry kid.

We go on talking year after year using terms the average man doesn't understand -- or worse -- terms he has been immunized against.

I think you should spell out Brown's 'direct line' to 'welfare state' headquarters in Washington, D. C.

And point out that Brown's marriage to the left of center 'socialism' way of doing things is actually taking needless dollars and cents out of a man's pocket.

I am certain that our Research people could give you dozens of examples in which what should be STATE FUNCTIONS AND RESPONSIBILITIES have been turned over to the federal government.

And our angle to this is that BROWN'S dedication to ~~make~~ making California welfare

state by transferring authority to the federal government level is ruining us financially -- and if allowed to continue for another 4 years, California may then be well on the road to a point of no return.

Therefore, we must REASON with the working man and explain to him that Brown is dedicated to shifting responsibility and authority to the federal level at great and needless personal cost to every one of us.

When we tell a voter that 'private enterprise can do the job better', we must break that down for him and explain it in terms that he will understand clearly. We must tell him the basic premise of federal aid -- that taxes are collected here in California out of the pockets of all of us -- this money is then sent to Washington where much of it is taken by the federal government -- and then a small fraction of the money is returned to the state of California to do the job we should have been doing here without this unnecessary federal interference and cost burden all along -- yet control is held in Washington. (This is the message we must pound at continuously -- clearly defining the difference in Brown's and your philosophy.)

To make it clear to the working man -- when you buy a pair of overalls, you expect to pay only for the overalls you will wear yourself. Yet -- when you allow Brown to send his obligations along to Washington, you pay TWICE for everything you get -- you pay on the federal level and again on the state level.

To return to the beginning -- I do believe man's first reaction is self defense, and, therefore, self preservation.

we must tell our story in terms of his self preservation - and show -- fact

for fact -- that Brown's commitment to welfarism is sending California to a 'federal poor house.'

Formal major statements are fine -- when you are setting forth a sound policy -- but I believe each should be followed up in the relaxed language that is the jargon of the people -- the lingo they use to communicate with each other.

The Chinese say that one picture is worth 10,000 words. You and I agree along those lines as witness our agreement on the use of pictures and cartoons whenever possible in campaign literature. Well, stretch your imagination slightly and see if we can't use this knowledge and start talking to the people in pictures.

We must use our words to clearly define a 'picture' of what you are saying. Free enterprise means nothing to many -- but a word picture of a man who winds up the week with a few extra dollars in his pocket because of the new jobs and higher wages free enterprise has created for him begins to mean something to him.

I know I do run on and on -- but I'm obsessed with the knowledge that our way of life is better for the working man than Brown's way -- and I'm frustrated that we so far have failed to explain this to the voters in workable terms they will understand and in sentences which could point out to them the 'personal benefits' they will receive with RN in Sacramento as against the pitiful record Brown has left behind him there.

This goes for campaign literature, too. Why must we forever go on chatting with people in the informal relaxed language of everyday man -- yet formalize the same messages when we reduce them to writing? (or speech-making)???

Respectfully,

OWTC