

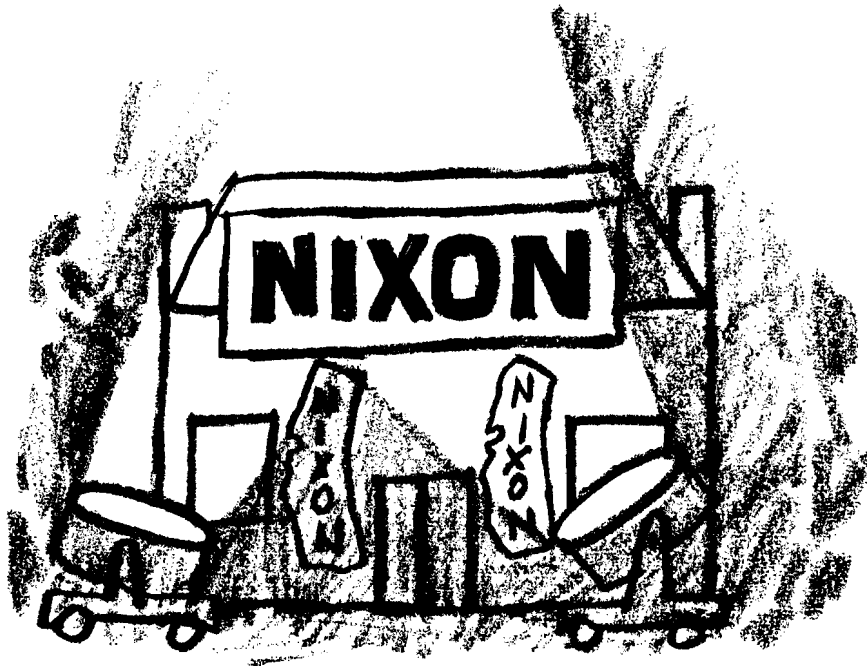
Richard Nixon Presidential Library
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Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
64	17	n.d.	Report	Nixon for Governor - Handbook for Community Organization. "Headquarters: Specifications, Furniture and Equipment, Hours, Personnel, Decorating, Grand Opening, Other Suggestions" tab. 13 pages.
64	17	n.d.	Report	Nixon for Governor - Handbook for Community Organization. "Special Activities: Parties, Booths, Parades, Rallies, Direct Voter Contact, Canvassing, Mass Distribution, Telephoning" tab. 16 pages.
64	17	n.d.	Report	Nixon for Governor - Handbook for Community Organization. "Public Relations: Publicity, Advertising, Campaign Material, Speakers Bureau" tab. 17 pages.

HEADQUARTERS

Specifications, Furniture and Equipment,
Hours, Personnel, Decorating,
Grand Opening, Other Suggestions.

HEADQUARTERS



HEADQUARTERS

Every Nixon Community Campaign Committee should have a headquarters -- a combination office, public information center, supply depot and base of operations.

A Nixon Committee without a headquarters is better than no Nixon Committee at all, but such a Committee will operate at a disadvantage. It will be handicapped by sheer inconvenience. More importantly, it will lack the daily point of contact with the public which is the key to its success.

SPECIFICATIONS FOR AN IDEAL HEADQUARTERS

a vacant store, at street level, with a display window;

in the center of town, on a well-travelled street;

large enough so you won't feel cramped but small enough so you won't feel lost;

with some parking or loading facilities.

If you are lucky, someone will donate the space in response to a suggestion or a well-phrased request from you.

You may have to pay rent, in which case your Finance Committee will have a little extra work to do.

PREPARING TO MOVE IN

When you have found your headquarters, assign two or three women who have an artistic flair to take a good look at the place and assume responsibility for decorating.

If it is dingy and dirty, schedule a clean-up crew (men, women, teenagers) for scrubbing, polishing, painting and general fix-up.

You may not have found an ideal headquarters; but, with a thorough clean-up job, new light bulbs and a curtain or screen here and there to cover up eyesores, you can make it suitably bright and cheerful.

FURNITURE AND EQUIPMENT

You will need: at least one typewriter, one desk, one filing cabinet, a literature table and chairs.

You could use: a mimeograph machine, postage meter, coffee maker, water cooler, reading rack.

In most cases, you'll be using borrowed or rented furniture and equipment, and in many cases it will need some dressing up. Again, a couple of clever volunteers can do wonders with big red blotters on the desks, contact paper on table tops, spray-painting on two or three chairs and brightly colored waste baskets.

TELEPHONE

This is your most important piece of equipment. You will need at least one single party line, but probably two or three. (A perpetual busy signal at headquarters can cost you both votes and volunteers.)

Be sure to list with the telephone company supervisor all possible variations of the Committee name that may be given by persons asking for your telephone number.

HEADQUARTERS HOURS

Political campaigning is a 24-hour-a-day, 7-day-a-week business.

A great share of your headquarters activity will be in the evenings and on weekends.

Business hours at your headquarters should be planned to accommodate both the public and your workers, many of whom will have other responsibilities during the day.

You should open in the morning at the same time as other business establishments, and remain open throughout the afternoon rush hour and into the evening.

The exact closing time, which will have to remain flexible, will be determined by the public traffic. Never close the doors on a potential supporter.

Generally, your headquarters should remain open all day on Saturday to

take advantage of the downtown shopping crowds. But, in most cases, it is neither necessary nor advisable to be open on Sundays.

PERSONNEL

Once you're set up for business you need volunteers from your Committee membership to staff the headquarters.

Women will comprise the core of your regular headquarters staff, supplemented by teen-agers and college youth. But men, too, should be called on for help, particularly in the evenings and on weekends.

Each worker should be given a specific responsibility and a well defined schedule.

Some of the headquarters jobs are described below, and others will develop as your Committee activity gets into full swing. Make an effort to match your people with the jobs to be done. Have them do something they enjoy, and something they can do well.

Be sure the receptionist, for instance, is someone with a pleasant voice and a big smile, and that the person who handles supplies has an eye for detail and order.

Get people of all age groups, from all sections of the community, of different races and creeds. And, above all, get people who are enthusiastic, dedicated personal salesmen.

The image that your organization projects will be shaped by the people who are in daily contact with the public at your headquarters.

Then, work out a realistic time schedule, assigning regular hours to each

member of your headquarters staff. The number of hours each person will be able to devote will vary, of course. Some will work 8-hour days, one or more days a week. Others will be able to spend only a few hours or half-days on duty in the headquarters.

Strive to develop a regular weekly schedule so your workers can make their plans accordingly, and so you will have a completely staffed operation at all times.

HOSTESS

Someone should be on duty at all times to supervise the headquarters activity, meet and talk with visitors, sign up new members, distribute literature and serve as official hostess.

Her specific duties should include the scheduling of volunteers and maintaining a daily record of hours worked by each person.

She should, of course, possess a pleasing personality and a broad knowledge of the Nixon Committee program. This person might be assigned the title of executive secretary to give official status and authority.

RECEPTIONIST

The primary responsibility of the receptionist is to answer the phone and, with the hostess, to "handle" visitors. To the caller on the other end of the telephone, she is, in effect, the Nixon Campaign Committee, and she must be able to explain its purpose and its activities clearly and politely.

RESPONSIBILITIES OF THE RECEPTIONIST

1. Be able to answer specific questions on:

Function of the Nixon Campaign Committee

Absentee voting

Election laws

Times and places of registration

Polling places

Location of Republican Party Headquarters

2. Refer questions about local candidates to local party headquarters. (She should, however, have a list of the names of local candidates available for ready reference.)
3. Be familiar with the Committee reference library in order to help people find their own answers to questions about Richard Nixon. (In most cases, this is probably better than having the receptionist try to answer the questions herself.)
4. Understand the procedure for signing up new supporters, and be sure no one is turned away.
5. Have a list of the kinds of volunteer help the Committee needs.
6. Share the responsibility for keeping the headquarters neat and clean.

TYPISTS AND FILE CLERKS

Every Campaign Committee needs volunteers to type and file membership cards and prepare tally sheets.

Typists also are needed for writing letters, typing news releases, address-

ing envelopes for mailings and handling the myriad of incidental duties connected with any going concern.

SUPPLIES MANAGER

One person at headquarters should have the responsibility for ordering, dispensing and maintaining campaign materials and office supplies. The supplies manager also should see to it that buttons, stickers, literature and jewelry are attractively displayed.

OTHER HEADQUARTERS DUTIES

The foregoing are basic headquarters jobs which must be filled. In some cases, more than one job can be performed by a single person; in others, several persons will be needed to handle the work load, depending on the size and activity of the Committee.

In addition, the following activities will center in the headquarters and will require the help of the entire Committee membership:

1. Stuffing envelopes for mass mailings.
2. Directing door-to-door canvassing.
3. Get-out-the-vote telephoning.
4. Scheduling of Election Day babysitters and transportation to the polls.

DECORATING YOUR HEADQUARTERS

Just like any other place of business, your headquarters will draw more customers, do more business, if it is attractive and eye-catching.

You want your headquarters to be noticed . . . by everyone. A big NIXON FOR GOVERNOR banner and lots of bunting on the front of your building will help catch the eye of the passing motorist. And a WELCOME sign on your door and a VOTE FOR NIXON window poster will draw the attention of the pedestrian.

WINDOW DRESSING

Most headquarters will have a large store window which can be put to work as a Committee billboard.

Using campaign posters as a starting point, a colorful display can be developed which will make your window the brightest in town.

Design possibilities are as endless as the imagination of your decorating committee. Where possible, however, your display should conform to the colors and style indicated by the basic campaign materials provided by the State Headquarters.

You can use your window to advertise rallies, to call attention to Nixon telecasts, to promote current Committee projects.

Other suggestions:

1. Display photos of Richard Nixon and his family.
2. Display Nixon buttons and campaign literature.

3. Promote your membership drive with a graph or thermometer showing goal and progress to date.
4. As Election Day approaches, letter VOTE FOR NIXON in seven, or ten, different languages.
5. Immediately before election, devote the entire window to a giant VOTE FOR NIXON.

INTERIOR DECORATIONS

The interior of your headquarters should project the image of purpose and bustling activity. It should be dominated by a huge picture of Richard Nixon.

You might add to the interest with big, colorful, hand-painted posters of donkeys and elephants (be sure the flavor is bi-partisan), slogans and reminders to register and vote. They don't have to be artistic masterpieces. Color and enthusiasm are what you want.

THE GRAND OPENING

When everything is ready, when you have made all your plans, have lined up your volunteers, and are all set to keep rolling right up to November 6 -- open your headquarters with a flourish.

Plan your Grand Opening as a series of events, rather than just a single celebration. This will increase the interest, create greater attention and multiply the publicity mileage you can get out of it.

TIMING

The exact dates and hours for a grand opening will vary from one community to the next. In smaller towns which attract large shopping crowds on Saturday, that's the best day to kick off a grand opening celebration. In metropolitan areas, the greatest impact might be achieved by gearing the major activity to 5 or 5:30 on a week day, or during the noon hour.

The determining factors are when you can draw the greatest crowds, the most interest and the maximum publicity coverage.

Here are some of the elements for a successful opening:

1. Consider your opening as an opportunity for a three or four day event, with a special program each day.
 - a. All-Parties day . . . featuring speeches by prominent Nixon supporters from both major parties, official ribbon-cutting ceremonies.
 - b. Women's day . . . have a clown, give away balloons, serve coffee or lemonade and cookies.
 - c. Men's day . . . time your activity immediately following office hours, have prominent athletes or entertainers on hand, distribute bumper strips.
2. Plan a unique official opening ceremony. The usual ribbon-cutting is always a good device for focusing public attention and creating a publicity hook. But you can embellish the traditional ceremony by giving it a political flavor. (For instance, attach a giant cluster of helium-filled Nixon balloons which can be released as the Committee chairman, assisted by a pretty girl, cuts the ribbon. This sort of thing will increase your chances for good publicity coverage.)
3. Create additional excitement with a Dixieland band or a phonograph playing spirited music.

4. Have pretty girls, decked out in Nixon hats and aprons, serving as hostesses.
5. Urge every Nixon Committee member to attend and bring other members of the family and friends.
6. BE SURE to invite reporters from all local newspapers, radio and TV.
7. Arrange to have your own photographer to take pictures of the opening ceremonies for publicity purposes and later display in the headquarters.

OTHER SUGGESTIONS

PUTTING VACANT WINDOWS TO WORK

A Nixon Headquarters should look busy. There are times when even the best political headquarters is not busy. It is poor psychology to advertise this fact to the public. If you have windows on two sides of your headquarters, or if you have oversized show windows, put your decorations committee to work painting everything except the main front window. For example, paint to just above eye level, a simulated board fence, knotholes and all, with little signs here and there.

This fence idea has been used with great success. It attracts attention, and adds to the atmosphere of activity and excitement.

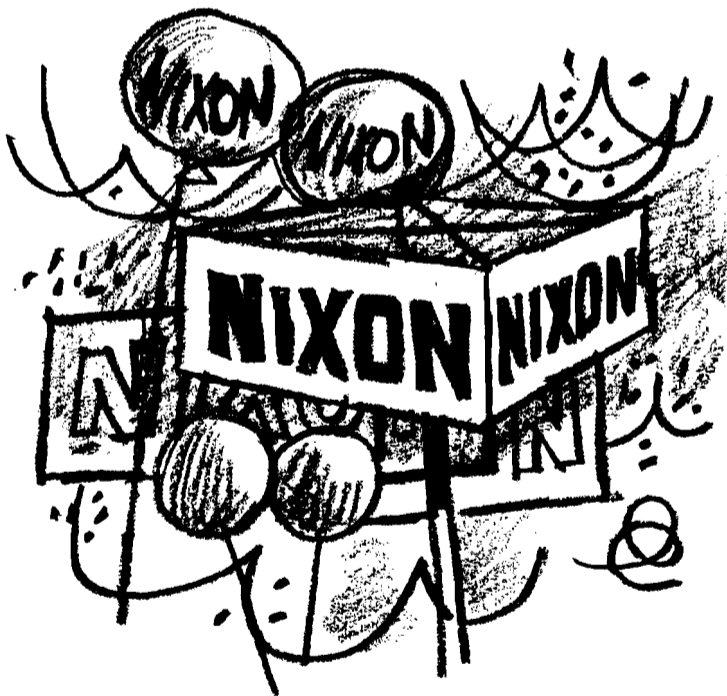
A POSTER CONTEST

Children are button collectors. They usually invade every political headquarters. They can be a nuisance, but they are enthusiastic customers. Harness this interest by putting them to work in a poster contest.

Offer a framed picture of Richard Nixon as a prize for the best poster urging all citizens to vote. Put the poster-of-the-week on display every Saturday morning. If the contest is a success, make an event of the final judging with a panel of experts, awards ceremony and lemonade and cookies "on the house."

SPECIAL ACTIVITIES

Parties, Booths, Parades, Rallies,
Direct Voter Contact, Canvassing,
Mass Distribution, Telephoning.



SPECIAL ACTIVITIES

SPECIAL ACTIVITIES

The final, all-important measure of a Nixon Community organization's success is the number of votes it produces for Dick Nixon on Election Day.

This handbook offers a list of suggested activities designed to generate public interest and enthusiasm for our Candidate . . . enthusiasm which will translate itself into votes at the polls on November 6.

All these ideas have been tried and found effective. You are the best judge of which will be most successful in your community.

This list should be regarded as a starting point. These ideas will suggest others to you. And new ones, developed during the campaign, will be passed on to each Community Campaign Committee.

Choose a few ideas, adapt them to your local situation, and do them well.

Plan each project, every event, with an eye toward maximum publicity coverage. While only a portion of the population may directly participate in a given activity, you can get the story of your program or event to virtually the entire community through a well-planned publicity effort.

BUILDING YOUR MEMBERSHIP

A primary objective of your Committee is to harness the interest and enthusiasm of every Nixon supporter in the community.

But most people don't just step forward of their own volition. You have to find them, sell them and sign them up.

The degree to which you accomplish this will determine the effectiveness of your entire program. One tangible measure of the success of a Committee is the size and breadth of its membership.

HOW TO GET STARTED

Starting with a nucleus of initial members and key workers, have each person sign up his or her friends, family members and close associates.

This gives you a base from which to launch a broad membership drive directed toward every section of the community, every social and interest group, every adult age level.

BUILDING FROM THERE

When sign-up cards come in, issue additional cards to each of the new members and watch your membership snowball. The membership drive should continue right on through the end of October. It's then that public interest will be at a peak and you'll have your greatest need for manpower.

RECRUITING DOOR-TO-DOOR OR BY TELEPHONE

Before new precinct sheets are received, a door-to-door canvass will provide you with many new members. After the precinct sheets for the primary elec-

tion are available (mid-May in most counties), a telephone canvass of precincts not covered door-to-door should be conducted.

To avoid duplication of effort you will probably want to combine your door-to-door and telephone canvasses for new members with the fund raising canvasses of your finance committee and the basic campaign canvasses of your activities committee. (Supplemental material will be provided covering the details of how to conduct combined canvasses.)

RECRUITING THROUGH ORGANIZED GROUPS

Direct special recruiting efforts toward organized groups -- civic, fraternal, church, veterans, farm, labor, nationality groups, business, professional, women's service organizations. Name an active Nixon supporter from each such group to your membership committee. Once you have established a beachhead in the organization, institute a recruitment program among the group's members.

RIFLE APPROACH

Compile a list of individuals who are likely Nixon supporters and who are known "joiners" and active participants in this kind of activity. For example, choose Red Cross and Community Chest drive workers, persons active in women's organizations, members of the Chamber of Commerce, individuals who have participated in political action courses conducted by the Chamber of Commerce, the NAM and private companies. These may turn out to be your best workers.

RECRUITMENT AT SPECIAL EVENTS

Every public event, wherever groups of people gather, affords a ready-made opportunity to recruit Nixon Committee members. Have a sign-up table at the county fair, civic festival, sports events, in shopping centers.

BULLETIN BOARD NOTICES

Have Committee members post notices on their company and plant bulletin boards inviting co-workers to join the Nixon Campaign Committee.

MEMBERSHIP WEEK

For publicity purposes and focusing of effort, designate a period as Membership Week, during which a concentrated drive is conducted to recruit new members. In that period, all the above approaches can be used to blanket the entire community. A membership drive will have local news value and should be accompanied by a series of advance and follow-up releases to newspapers, radio and TV.

IDENTIFICATION AND RECOGNITION

The only compensation for volunteer activity is the personal satisfaction of participating in an important, successful endeavor.

But you can reward your members by giving them personal identification as active campaign workers, and recognizing those who do an outstanding job.

INDIVIDUAL MEMBERS

Immediately upon joining, each new member should receive a membership card and Nixon button to identify him as an active participant in the campaign.

TALLY SHEET

As soon as a new sign-up card comes into your headquarters, the new member's name, address and other information called for should be entered on the tally sheet. At the end of each week, the tally sheet listing all new members joining during the preceding seven days should be sent to Nixon State Headquarters.

If this practice is followed faithfully, an up-to-date list of active Nixon workers can be maintained at all times and direct communications of interest to members can be sent out to the entire Nixon team.

This is an important responsibility of the membership committee.

FILE CARDS

As soon as the information is entered on the tally sheet, the sign-up card should be placed in the card file.

Properly maintained, the card file becomes one of your most valuable assets. It is your basic list for mailings, volunteer work and special assignments, and should be kept up-to-date and in usable form.

* * *

Personal involvement is the key to political success. The activity of your membership committee should continue from the initial formation of the Committee up to Election Day, with the objective of personally involving the greatest possible number of voters in the Nixon campaign.

DOOR-TO-DOOR CANVASS

The most effective kind of grassroots political activity is the door-to-door canvass. Try to get all your members to join in a complete canvass of your community.

Some may be reluctant to engage in canvassing other than by telephone, but many will go door-to-door if you explain to them that they will canvass in pairs; that it will be a group activity with a dozen volunteers joining forces to completely cover a precinct in a two-hour period; and that they will find it the most fascinating and enjoyable type of political activity after they punch a few doorbells and get over their initial shyness about face-to-face campaigning.

The basic purpose of the door-to-door canvass is to distribute buttons, bumper strips and literature to voters of both parties, to urge them to vote for Dick Nixon and to determine which voters plan to vote for him.

However, the canvass can also serve as a means of recruiting members, raising funds and getting Nixon voters registered.

TELEPHONE ACTIVITIES

One of the best ways to reach all voters is to conduct a systematic, precinct-by-precinct telephone canvass. Like the door-to-door canvass, it can be used as a membership recruiting and fund-raising device, in addition to being an effective means of urging people to vote for Dick Nixon and of determining which voters intend to vote for him.

To be effective, a telephone canvass must be carefully organized. One group of workers should put telephone numbers on precinct sheets. Another group should do the actual telephoning. Still another group should follow up and con-

tact voters who indicate they want to become Committee members or contribute funds or obtain buttons, bumper strips or literature.

NIXONETTES

Organize a group of girls to serve as Nixonettes. They can add color and excitement to your headquarters opening, rallies and other campaign activities by wearing specially designed costumes and serving as ushers, receptionists or hostesses, or by handing out buttons, bumper strips and literature.

PARTIES

Special Nixon parties can include coffee hours, breakfasts, brunches, luncheons, dinners, smokers, buffet suppers, open houses, receptions, round tables, teas, dessert parties, TV and radio parties, open air (garden) parties, library parties . . . you name it.

Most of the events are self-explanatory, but here is a special word on some of the more popular versions, and suggestions on ingredients common to all.

COFFEE HOURS

A coffee hour is an informal gathering in the home of one of the Committee members where active and potential Nixon supporters and "undecideds" in the neighborhood come to sip coffee, learn more about our Candidate and become enthusiastic Nixon salesmen.

It may have a different name, such as a "kaffeeklatch," tea topics, etc., but it should always have the name "Nixon" associated with it.

A coffee hour can be held during the morning or afternoon to suit the convenience of its hostess, and to best fit into the schedule of the majority of guests. It can be large or small, held in the home or even in a community hall.

It can be a preliminary kick-off to some larger event being planned by your Nixon Committee -- such as the neighbor-to-neighbor canvass or membership drive -- or it can be held just to get the neighbors better acquainted with each other and with Richard Nixon.

You may want to expand the coffee hour into a series of weekly study meetings to delve more deeply into basic campaign issues.

One suggested type of coffee hour which has proved widely successful is called the "Nixon Twenty for Twenty" coffee hour. Under this plan, the hostess invites 20 women to her home for coffee and a short program. Each of the 20 guests then gives a similar party in her home for 20 other women, and so forth. The "pyramid" or "snowball" effects of such a program are endless.

Whatever form your coffee party takes, the important thing is that it must be interesting and informative enough to make your guests want to support Dick Nixon actively.

The program, which should be limited to about 45 minutes, might include a prepared talk on a current issue by one of the committee members, or a discussion session led by a Nixon Committee officer.

You should have three Nixon buttons, bumper strips and sign-up cards for each guest (the extras are for two neighbors).

FIRST VOTERS PARTY

Hold a special coffee (or Coke) party for first voters and foreign-born new voters. Plan your party with an eye toward the special interests of the group.

The program might feature a discussion of international affairs or information on voting requirements.

Such a party can produce some of your most effective workers.

Be sure to follow up with each guest to make sure he or she registers and goes to the polls on Election Day.

TV AND RADIO PARTIES

TV and radio dessert parties should be scheduled for a time when Dick Nixon is addressing a state-wide audience -- or when local Committee representatives are appearing in his behalf on a local network.

A discussion period should follow the talk, conducted by the host or someone he designates. Sign up new members and distribute Nixon campaign literature and buttons.

NIXON SMOKER

Your Committee may want to sponsor a Nixon smoker following, for instance, a local sports event attended by your guests. A prominent area spokesman could talk "man-to-man" about the Candidate, followed by open discussion and distribution of campaign materials.

If your organization is in an area where sports is big business, invite the well-known athletes favorable to Nixon to your smoker.

Smokers are one way of generating financial support among area men for your Committee's activities.

NIXON LIBRARY PARTIES

Using Nixon books, your Committee can hold its own library party -- either in the Committee headquarters or in a member's home.

Requests for various books, if they are sufficient, might be taken and ordered through the Committee at its library party, or could be sold or given outright, as you decide.

Your program might include a talk on one or two Nixon books by a local reviewer or a panel discussion by local literary figures.

Make sure to distribute campaign buttons at the party.

BOOTHS

As Election Day draws near, booths will give extra stress and importance to the Nixon cause. They need not be elaborate -- a wooden stand or table, attractive well-informed receptionists, banner and bunting if possible, and lots of campaign material.

They may be constructed at any community function where permission is granted -- at State and County Fairs, civic festivals, Labor Day and Halloween functions, in conjunction with back-to-school celebrations in stores, and at special sporting events.

If you can't fix up a booth or table area, post a decorated station wagon at key community points, such as shopping centers, manned by volunteers handing out literature and buttons. Use a sound truck, playing recorded music, if this is legal in your area.

FAIR BOOTHS

Fair booths deserve special attention because they will draw scores of your area's residents. There should be a NIXON FOR GOVERNOR booth fully manned at all times at every County Fair.

Fair booths must be crowd-stoppers -- solid-looking enclosures or tents with banners and flags waving, Nixon balloons at the entrances for the children, and peppy music. In short, the booth should have the appearance and air of festivity, liveliness and vigor.

Distribute buttons, literature, bumper strips. Cater to hot and weary fair-goers by serving ice-water and providing lawn chairs.

Encourage everybody who comes to your fair booth to fill out a sign-up card. Offer an incentive to sign up by having a drawing. Put all completed cards in a box, and give a prize (donated by local merchants) to the person whose card is drawn on the final day of the fair.

PARADES

COMMUNITY PARADES

Sponsor a special Nixon for Governor float in community parades held during the campaign.

Tie your decorations into the theme of the parade by featuring Richard Nixon's position on agriculture in a harvest parade, his faith in the future in a children's parade, his California heritage in a western parade, etc.

Distribute Nixon buttons and literature from your float.

MOTORCADES

Several times during the campaign, organize motorcades of five or six cars and units decorated with Nixon posters and banners to tour the city as an impromptu parade.

Decorations might include signs saying "Independents for Nixon", "Nisei for Nixon" or whatever, but be sure they represent actual participants.

Other units might include: a jalopy filled with college students, an antique car carrying a group of senior citizens, a convertible with representatives of different nationalities dressed in native costumes, a pretty girl on a donkey labelled "Democrat for Nixon", a dowager driving a sports car.

ELECTION EVE PARADE

Your last, and most important time to shout, is on the night before election.

Schedule a full-fledged parade of your own on Election Eve. It need be no more than every Committee member turning out in his or her own decorated car. Or you might make it a community-wide event, with merchants up and down the main street who are friendly to Nixon decorating their store fronts, and supporting groups entering floats, band units and sound trucks.

RALLIES

INSIDE AND OUTSIDE EVENTS

Nixon rallies are a must. They are a vital ingredient in every political campaign and are an excellent means of generating public interest and support for Dick Nixon.

The time of day is important. Make sure you hold the rally at a time when you'll draw the largest turn-out.

Rallies can be held in any central meeting place -- city park, school gymnasium, civic auditorium -- and they can be the high point of your campaign activity.

Make your rally a colorful, gala event. Dress up your ushers in "Nixon outfits" and have plenty of campaign materials to hand out. Have a band.

Arrange unusual entertainment -- perhaps a Nixon chorus line of local talent singing "home grown" Nixon lyrics.

Every political rally must have its speeches. But keep them short, possibly to brief testimonials by persons representing the major occupations or nationalities in your community, telling why Richard Nixon is the man best qualified to be Governor -- from their group's point of view.

OTHER SUGGESTIONS

PICNICS

Have an old-fashioned political picnic at the community park and invite everybody to come. Give it the nostalgic feeling of an old-time community affair -- a band concert, contests, political oratory. Have varied and lively entertainment with group singing, folk dancing, local talent, fireworks. Serve refreshments. Give away prizes -- and campaign materials.

FASHION SHOW, DANCES

Both fashion shows and dances can tie in with local community activities.

For instance, an organization in the city may be sponsoring a costume ball between now and Election Day. If so, encourage Nixon Committee members to attend, dressed appropriately with clever "Vote for Nixon" costumes emblazoned with pins, stickers, and the like.

Or, if a group in your community is sponsoring a fashion show and inviting other organizations to join in, make certain your Committee participates.

Your entrants might appropriately model fall wardrobe "election-time wear."

CONVENTIONS AND MEETINGS

Your Chamber of Commerce and local newspaper will have on file a record of up-coming conventions and meetings. Make a list of them, then contact the program chairman of each, offering to provide a speaker. Or, short of that, re-

quest permission to distribute Nixon campaign literature and buttons. It is a small effort, but it can pay off handsomely in November.

POSTERS

Sponsor an independent poster contest for primary or secondary school children . . . or for housewives . . . or for handicapped or hospitalized persons . . . or for amateur artists.

Announce details of the contest through local publications, through placards placed in your headquarters, and through letters to interested groups.

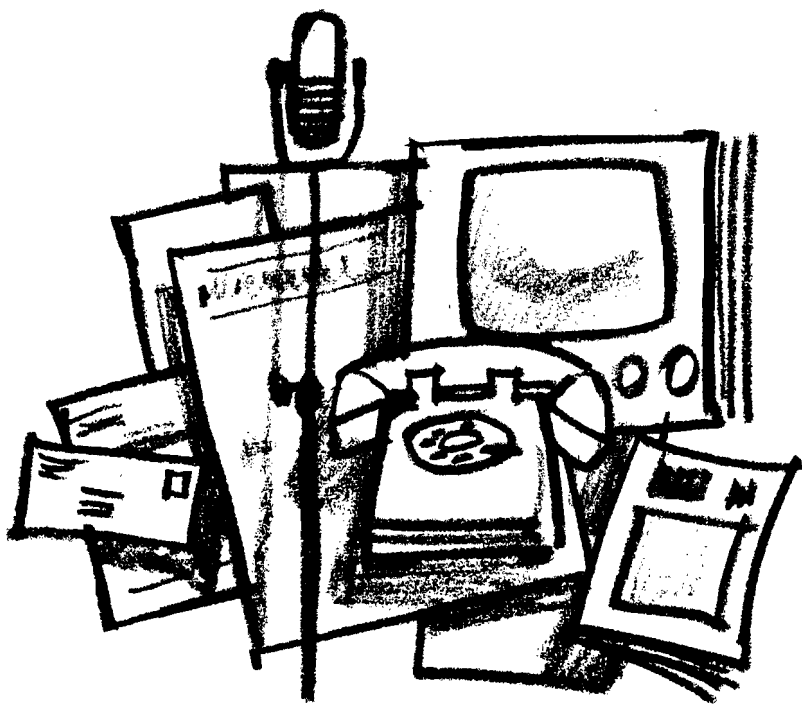
Details should include information about where entries may be submitted, judging qualifications (ingenuity, neatness, black and white or color requirements, appropriateness, adherence to theme) judges, prizes, deadline for entries, and when the results will be announced.

The theme could be "A (Housewife's) View of Elections" or "How Candidates Campaign" or "Free Elections--the Key to Free Government."

Prizes might include framed pictures of Dick Nixon or copies of the Nixon books. Be sure the winners' entries are displayed prominently in your headquarters window, along with their pictures.

PUBLIC RELATIONS

Publicity, Advertising,
Campaign Material, Speakers Bureau.



PUBLIC RELATIONS

PUBLIC RELATIONS

The Public Relations program of the Nixon for Governor campaign is concerned with four major areas of activity: publicity, advertising, materials, and campaign speakers.

Professional staff personnel are available from the State campaign organization to guide you in the development of basic tools for the implementation of each of these activities, as well as to service your community's specific needs and requests.

Public Relations Advisory Committees in both Northern and Southern California meet regularly for the purpose of establishing general public relations policy guidelines.

The ultimate success of these activities depends upon both careful direction at the community level and close coordination with the State headquarters organization.

PUBLICITY

An effective program of publicity is one of the major requirements for the success of this campaign.

It is of particular importance that the campaign be adequately publicized at the local level for several reasons:

1. To promote Dick Nixon's candidacy for Governor.

2. To acquaint the community with the work of the local campaign organization.
3. To call attention to the community organization as a rallying point for supporters of Dick Nixon from all walks of life, regardless of political affiliation.
4. To point up the objectives and programs of both the community organization and Dick Nixon's campaign.
5. To provide motivation for campaign support in the community.

These objectives will best be accomplished if the community chairman designates a Public Relations chairman who, in turn, appoints a Publicity Subcommittee to carry out a program to keep your community in touch with the general campaign operations. This will be one of the community Public Relations Committee's most important areas of responsibility.

THE PUBLICITY PROGRAM

To organize for an effective publicity program, the following steps should be followed:

1. Compile a list, complete with addresses, of the news outlets in your area. Include daily, weekly, and semi-weekly newspapers, foreign language newspapers, radio and television stations, and wire services.
2. Learn the copy deadline schedules of the daily, weekly and semi-weekly news publications.
3. Line up a photographer who will be available to you when the need arises.
4. Learn the names of the city editors and/or political reporters on the newspapers, and the names of the radio and television news editors.

5. It is important that the Publicity Chairman personally contact the people mentioned above to acquaint them with the community campaign organization's activities, in order to solicit suggestions on how best to meet local publication problems. This is one way to insure that your potential as a news source will not be wasted.
6. Prepare and maintain a scrapbook of publicity received by your club.

WHAT DO THE NEWS MEDIA WANT?

The news media in general, and newspapers in particular, are interested in all your activities. Sometimes, however, the limited size of their staffs makes it impossible for them to "cover you" fully. For that reason, they will rely upon you to provide them with news of your activities.

The Publicity Chairman, or someone he designates, should be in constant touch with the heads of each committee of your organization. Only by such liaison can he know what plans are being made and arrange to publicize them.

Your first, and probably most important, release will be the announcement of the formation of your community organization. This one should be geared to show the broad base of participation. It should include the names and identifications of the various officers; the purpose of the organization, as stated by the chairman; and the fact that this is one of many such centers being organized in every county of the State.

After the initial announcement, you should be prepared to dispatch releases on every phase of your activity: speakers bureau, registration, voter canvass, campaign projects -- the whole works.

Wherever possible, you should plan your releases in "packages." For example, in many instances you can provide the news media with an "advance" story on an activity planned for the future. Then, when the activity is over, you can prepare another release giving details of what took place and indicating its success. This way you may get double coverage.

The one thing to remember is that everything you are doing is news. If handled properly, it can contribute greatly to community interest in your activities and in Dick Nixon's election.

HOW DO YOU WRITE IT?

Don't be overly concerned about journalistic style in the preparation of your releases. Just be certain they contain all the facts and are as brief as possible. You may have a member of your committee who is either a newspaperman or a professional advertising or public relations practitioner, who can assist you in preparing effective releases.

If you are writing about a future event, state clearly what the event is, where and when it will take place, and its purpose. Also, name and identify the principal participants. When reporting a past event, these ground rules still apply; but, in addition, your release should contain a statement by the Chairman concerning his reaction to the success of the venture.

TO WHOM DO YOU SEND IT?

Your news releases should either be mailed or hand delivered to the City Editors of the newspapers and the News Editors of the radio and television stations. If necessary, you may want to make arrangements to report by telephone, but this is a less desirable procedure and should not be followed too often.

Also, be certain copies of your releases are sent to your community Chairman and to the Campaign News Bureau at Los Angeles.

TIMING!

Releases in advance of an event should be in the hands of the editors about a week before the event. Any reports following an event should be made as soon as possible -- preferably the same day -- in the case of daily newspapers, radio and television, and no later than the second day after the event, in the case of weekly and semi-weekly papers. Your check list of deadlines will be the controlling factor here.

If you are in a city with competing daily papers, you are likely to encounter a problem arising from the fact that both papers want the news first. This

is particularly difficult if one is a morning paper and the other is an afternoon and evening publication.

One solution here would be to alternate releases -- that is, give release "A" to one newspaper first, and release "B" to the other paper first. However, never give a release to one paper and fail to give it to another. Somebody has to get the story first, but that doesn't mean you can afford to ignore the others.

FORM

Be certain that the copy you send to the media contains the name of the organization and the name and telephone number of the person responsible for the release. If a reporter has a question and doesn't know whom to call, he will probably throw your release in the wastebasket.

Your news copy must also contain a release date: "For immediate release," "For release in editions of Oct. 1, 1962," etc. It should be typed and double-spaced. You do not need to send an original typed copy to each news media. Clear carbons or mimeographed copies are acceptable.

SPECIAL CASES

There will be some instances in which it will be advantageous to deviate slightly from the procedures outlined above. For example, if you plan a special program like a women's fashion show or a sports program of some kind, you will want to contact the newspaper people who are in the best position to help you.

If you are planning a women's activity, talk to the Women's Editor or the Club Editor. If they can't handle your copy, you can still contact the City Editor. The same would be true for a sports program. The Sports Editor would be the first person to see.

IMPORTANT

By no means is the metropolitan daily newspaper the best or only outlet for your news.

You will find the weeklies and semi-weeklies, and the foreign language publications, generally receptive to whatever news you can give them. As a rule, they are in a position to give you more space than the dailies. And they are read by the people in the communities in which they circulate.

Any release you send to the dailies should also be sent to the weeklies, semi-weeklies and foreign language papers.

Periodic Newsletters will be prepared and distributed by the State Headquarters, and copies of these will also be sent to the news media.

These will provide good background information and might result in a news or feature story, particularly if some item in the Newsletter should pertain to your community.

The Newsletter is a device employed to keep Dick Nixon's supporters informed and to help broaden the base of interest in the campaign.

At the community level, be sure to use every news outlet at your disposal.

Don't be discouraged if everything you turn out doesn't show up in print.

Remember that newspapers receive literally hundreds of releases from various individuals and organizations; and space problems demand that they be somewhat selective.

It may be that a particular item which you submit in the form of news will not meet the local editor's test of importance.

Regardless of this, keep working, improve your product, and you will soon see results.

LIST OF SUGGESTED NEWS TOPICS

1. Announcement of the formation of the community organization.
2. Announcement of the formation of committees and appointment of committee chairmen (public relations, activities, registration, headquarters, finance). For greatest coverage, announce committees separately, at intervals of a week or so.
3. Biographical sketches of officers and committee chairmen.
4. Launching of a registration drive, with information as to the procedure for individuals who wish to register.
5. Formation of a Speakers Bureau and topics, to be followed by stories regarding individual speaking engagements.
6. Rallies, meetings, coffee caucuses.
7. Endorsements of Richard Nixon by important local leaders.
8. Launching of fund drives.
9. Opening of Headquarters -- including who will staff it, materials and information available, and volunteer activity to be conducted.
10. Announcement of Dick Nixon's appearances on television.
11. Periodic announcements of campaign progress.
12. Campaign projects.
13. Special committee publications.
14. Announcement of Election Day activities (but be careful not to tip off the opposition regarding anything they could either block or counteract).

This list is by no means all-inclusive; but it does indicate many of the activities of the local community organization which lend themselves to news treatment.

In almost all of the above, the topics would be suitable for "package" treatment -- that is, a release in advance of the event and a release following the event. Using the "package" approach wherever you can will give meaningful continuity to your program.

USE OF PHOTOGRAPHS

Photographs are an important part of any publicity program -- sometimes more important than the copy. The Publicity Chairman should be alert to the placing of photographs with his releases whenever possible.

Whenever a news release concerns local personalities, photographs of them, or "mats" in the case of weeklies and smaller dailies, should be included. The photograph should be in sharp focus and should be printed in black and white. Photographs for use in newspapers should be printed on glossy paper, while TV stations usually prefer dull or "matte" finish.

Sometimes it is possible, by prior arrangement, to have the newspapers cover your major events for pictures. You may be able to make the same kind of arrangements with television stations. They have staff photographers and make use of news "stills." Whenever you have an event that offers picture possibilities, it is usually worth a call to the newspaper offices and television stations to suggest photo coverage.

If a news media cannot send a photographer to your function, hire one locally to make the pictures so that you can get them to the media as soon as possible. Do not exclude the television stations from your distribution.

If you have your own photographer, be certain he does not overcrowd the photographs. Except under unusual circumstances, such as a rally or a parade, there should never be more than three or four persons in a single photograph.

One other point: Be sure the pictures you distribute are accompanied by an explanation of the event and accurate information concerning those in the photograph -- preferably from left to right as you view the picture.

Attention to these details can pay great dividends!

CAMPAIGN MATERIALS

Keeping the Candidate's name constantly before the public is obviously a major factor in the winning of an election -- even if that Candidate is one who is already widely known.

A large part of the responsibility for keeping Dick Nixon's name before the community belongs to those members of your Public Relations Committee who are specifically charged with the distribution of campaign materials.

This group -- working closely with the State Headquarters -- will order, maintain adequate supplies of, and arrange for distribution of Nixon campaign materials: lapel tabs, bumper strips, windshield stickers, posters, campaign brochures, window cards, etc.

As each County is organized, a "seed" supply of these campaign materials will be provided by the State Headquarters. In addition, information needed in the ordering of additional supplies, including campaign jewelry and other items to be sold by individual headquarters, will be made available.

It is the responsibility of the Public Relations Committee in each community -- in cooperation with the State Campaign Public Relations staff -- to see that promotional materials are put to the best possible use.

Arrange for the placement of posters in areas where they will be seen by the most people. Set up special squads for mass distribution of literature, stickers, and tabs.

Using promotional materials effectively, you can make a substantial contribution to the campaign by keeping Dick Nixon's name before the public and by showing your community the widespread support for his candidacy.

SPEAKERS BUREAU

The Speakers Bureau is one of the best means of personalizing the campaign for Dick Nixon's election as Governor.

Through this operation, your most persuasive arguments for Mr. Nixon's election will be presented by your most persuasive speakers. Here, you can, and will, influence many people not reached by other publicity activities.

The first job of the Speakers Bureau Chairman will be to organize a squad of skillful speakers and outline a series of speech topics. The Speakers Manual, provided by the State Headquarters, will be invaluable in this regard.

Once the speakers are organized, the Bureau must embark upon a program to find forums for the participants. You may want to begin your search within the membership of your local community organization. Many of these individuals belong to other groups which would welcome an informed and articulate speaker.

Watch the newspapers for announcements of speeches to be given before local groups; then, contact these organizations and ask if they would like to schedule one of your people. If you hear that the opposition is scheduling speeches before some groups, call the groups and ask for time to express your point of view.

Make a strong effort to place your speakers before non-political, independent groups -- women's clubs, professional and civic groups, etc.

Be certain your speakers are publicized. Once the community knows you are in action, you will get more requests for speakers.

Keep a calendar of assigned speakers and topics, so that when you commit the Speakers Bureau to a speech there will be no danger of conflict.

Be certain your speeches are factual, logically presented and positive. Here again, the information contained in the Speakers Manual will be of immeasurable help.

Arrange meetings of speakers so their speeches can be practiced, criticized and polished.

It is assumed that the members of your Speakers Bureau will have had some experience in public speaking and will know the importance of good grooming, confident stance, delivery, and the ability to answer questions concisely and intelligently.

On occasion, you may receive a request from the State Headquarters to provide a speaker in your area to represent Dick Nixon before an audience where he is unable to be present personally.

In such a case, as in all others, your Speakers Bureau Chairman should be able to evaluate the quality of speakers available in relation to the nature and importance of the audience before which they are to appear.

ADVERTISING

If you were to boil down to a single phrase the entire objective of your community organization, it would be "keep the name of Dick Nixon before the public in the most favorable light."

Every community activity -- news releases, literature, window cards, membership drives, door-to-door calls, rallies, coffee caucuses, everything -- contributes to that end, either directly or indirectly.

The most direct and controllable way of accomplishing this, of course, is through advertising -- in the newspapers, on radio and television, and through billboards.

This is probably, also, the most expensive way of telling your story.

In order to achieve the most effective and desirable advertising impact throughout California an advertising agency has been retained by the State Nixon for Governor Campaign organization to create the necessary advertising copy and art and to purchase the time and space required for maximum coverage.

The agency will, of course, be glad to have any advice and counsel which you can provide with respect to specific needs and unique situations which may exist in your area.

However, in the interest of achieving the maximum amount of value for each advertising dollar expended, it is essential that these ideas and suggestions be coordinated with the State Headquarters, in order that all advertising for the campaign may be properly integrated through the designated agency.

Do not be concerned if you do not see a billboard for Nixon on every corner, or hear a television or radio "spot" every time you happen to be tuned in. Remember that the criteria for placing political advertising are based upon professional knowledge and experience designed to achieve the greatest impact upon the greatest number of voters in a given area.

The efforts of your community organization will be supported by thorough advertising coverage in all appropriate media.

**SAMPLE
NEWS RELEASES**

FOR IMMEDIATE RELEASE

From: Whitehurst Nixon for Governor Committee
John Doe, Publicity Chairman (MEIrose 2-1718)

March 1, 1962

FORMATION OF WHITEHURST NIXON FOR GOVERNOR COMMITTEE

Announcement was made today of the formation of the Whitehurst Nixon for Governor Committee at a meeting held last evening at the home of Mr. and Mrs. E. S. Serene, 10016 Traffic Place.

Harold Adams, a Whitehurst lawyer, well-known throughout the area for his civic work, was elected Chairman of the Committee; and Mrs. Jeannette Green, former President of the Federation of Women's Clubs, was elected Vice-Chairman.

Other members of the organizing committee are Dr. Harold Bates of Lyndhurst; Mrs. George Cordon, high school teacher and civic leader; John Stein, attorney; and Joan McCarthy, secretary of Local 121 National Office Workers Union, AFL-CIO.

Mr. Adams pointed out that the Whitehurst Nixon for Governor Committee is one of many such organizations working for Mr. Nixon's election to the Governorship.

Mrs. Green added that the organization welcomes the aid of all those who wish to volunteer their services in the many fields of endeavor which will get under way immediately.

FOR RELEASE: Tuesday p.m., October 12, 1962

From: Whitehurst Nixon for Governor Committee
John Doe, Publicity Chairman (MElrose 2-1718)

NIXON FOR GOVERNOR COMMITTEE PLANS ONE-DAY DRIVE

Harold Adams, Chairman of the Nixon for Governor Committee for Whitehurst has announced plans for a one-day drive to recruit volunteer workers to "saturate the city" with Nixon literature on Sunday, October 23.

"It is our plan," Adams said, "to sign up 150 workers to help us carry the Nixon story to every livingroom in the community. We are looking for people of all political beliefs, who recognize Mr. Nixon as the man who can best lead the State of California to the realization of its full potential as the outstanding State of the Union."

He said the decision for the one-day "blitz" was motivated by the belief that "...there are large numbers of Whitehurst people who desire the election of Mr. Nixon and who want to help, but who do not have the time to devote to the continuing activity of the organization. This plan gives to them the chance to play an important role in Mr. Nixon's election."

Adams said members of the Whitehurst Nixon for Governor Committee would supplement the ranks of the one-day volunteers and would direct the door-to-door campaign.

FOR RELEASE: Monday p.m., October 24, 1962

From: Whitehurst Nixon for Governor Committee
John Doe, Publicity Chairman (MElrose 2-1718)

WARM RESPONSE TO CAMPAIGN BLITZ

Whitehurst residents "got the word" on Richard Nixon's qualifications for the Governorship yesterday from more than 200 volunteer workers.

Harold Adams, Chairman of the Nixon for Governor Committee for Whitehurst, said he was "highly pleased" by the way the doorbell ringing campaign went and with the "tremendous response" from people who wanted to help in the campaign.

Adams said he originally had hoped for 150 volunteers to visit the city's homes and distribute Nixon literature. "We got more than 200," he said, "which is the clearest possible indication of the great support the Vice President has in this community."

Adams said the volunteer workers were assigned to areas within the ward and precinct framework of the city. At 2 p.m., they began their assignments, finishing about 6 p.m.

"Our reports are that our people were received warmly and that Whitehurst residents are grateful for our having made the effort to bring them the facts about Dick Nixon. We, in turn, are grateful to the persons called upon for their courtesy and interest."
