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## OPERATIONS MANUAL

### SOUTHERN CALIFORNIA REAGAN FOR GOVERNOR COMMITTEE

#### GENERAL CAMPAIGN ORGANIZATION

The California Campaign Committee to Elect Ronald Reagan Governor is organized into a Northern and a Southern Campaign Committee. The Southern California Campaign Committee has accepted the responsibility for conducting Mr. Reagan's political efforts in the following counties: Imperial, Inyo, Kern, Kings, Los Angeles, Mono, Orange, Riverside, San Bernardino, San Diego, San Luis Obispo, Santa Barbara, Tulare, and Ventura. Mr. Phil Battaglia has been appointed Southern California Chairman and in turn has appointed County Chairmen and Southern California Chairmen for certain Campaign divisions.

The Campaign has retained the firm of Spencer-Roberts and Associates, Los Angeles and San Francisco, to operate as Campaign Directors. Mr. William Roberts (Los Angeles) is the Southern California Campaign Director, and Mr. Fred Haffner (San Francisco) is the Northern California Campaign Director. Other Campaign personnel work directly for the Ronald Reagan for Governor Committee or its entities in the various counties, regions or districts.

Phil Battaglia, as Southern California Chairman, and William Roberts, as Southern California Campaign Director, function in conjunction with the appropriate Steering Committees in an executive capacity for all facets of the Campaign in Southern California. On the following pages the major departments of the Campaign are identified and described. We have also attempted to indicate how these departments will work with the various Counties, Regions, and Districts of Southern California.

SCHEDULING & TRAVEL ARRANGEMENTS

Scheduling and travel arrangements in Southern California are made through the office of Mr. Dave Tomshany, Assistant Campaign Director for Scheduling. He is headquartered at 3257 Wilshire Blvd., Los Angeles 90005 (213) 381-5771. Secretaries assigned to scheduling are Miss Polly Wyant and Diane Graham. The scheduling procedure for Ronald Reagan's time will be as follows:

1) Dates will be assigned to specific Counties, Regions, and Districts, and the appropriate Chairman in conjunction with his Committee will decide how the Candidate should spend his time within that area. Invitations received by Southern California Headquarters will be forwarded to the appropriate County and Regional Chairman.

2) All written confirmations for Mr. Reagan's time will come from the Southern California Scheduling Office. County and Regional Chairmen are urged not to make formal commitments, but to communicate their schedule decisions to the Southern California Scheduling Office, which in turn will confirm all appointments.

Travel arrangements for Mr. Reagan, accompanying staff, and traveling press will be the responsibility of the Southern California Scheduling Office. Because of the superior ability of local people to choose local accommodations, the Scheduling Office will frequently request assistance from local Chairmen and their Committees to decide the locations for overnight and "rest" accommodations.

Mrs. Reagan will accompany Ron on many, but not all, Campaign tours. When Mrs. Reagan is part of the tour, the schedule will specifically indicate that fact, and when it does not, the reverse will be the case.

Accompanying Mr. Reagan on all Campaign tours will be Mr. William Friedman, Chief Security Officer for the Campaign. His responsibility is for the security of our Candidate, which we hope never becomes a serious problem. He wishes to remain as unobtrusive as possible and does not wish to ever be seated at the Head Table or be publicly introduced.

SOUTHERN CALIFORNIA FINANCE COMMITTEE

Mr. Ed Mills is Chairman of the Southern California Finance Committee. He is located in the Southern California Headquarters at 3257 Wilshire Blvd., Los Angeles 90005, (213) 381-5771. Finance Committee members frequently available at the Headquarters are Mr. Holmes Tuttle, Mr. A. C. Rubel, and Mr. Henry Salvatori. Mr. Mills is assisted by Mr. Mike Pritchett, Finance Field Director, Mr. Gene Lipp, and Nancy Ward, Finance Secretary. The Southern California Finance Committee, in conjunction with the Northern California Finance Committee, is raising funds to underwrite many statewide and Southern California Campaign functions. These include the statewide Advertising Budget, Candidate travel arrangements, and the Southern California staff.

IMPORTANT: The Southern California Budget does not include many items which County, Regional, and District Chairmen may wish to employ in the Campaign. Some of these items are: local secretarial or Headquarters personnel, establishment and maintenance of Headquarters, Campaign literature and supplies for local distribution, direct mailing to Republicans, outdoor advertising, or newspaper advertising (See section on Advertising).

County or Regional Finance Chairmen in conjunction with an appropriate Committee should be appointed to raise local Campaign funds for two purposes. One purpose is to meet the local budgetary requirements on the items described above. The other purpose is to fulfill the quota which each County or Region has been requested to contribute toward meeting the Southern California Budget. The Southern California Finance Committee is willing and anxious to render any assistance to local Finance Chairmen regarding ways and means of raising the necessary

funds. Mr. Mills will be happy to discuss individual quotas and to answer specific questions about the Budget, should they arise.

PRESS OPERATIONS

Mr. Lyn Nofziger is State Press Director for the Reagan Campaign. He usually travels with Mr. Reagan and has responsibility for preparation and distribution of all public statements which are attributed directly to our Candidate.

The Southern California Press Director is Mr. Clyde Beane, who is located at the Southern California Headquarters, 3257 Wilshire Blvd., Los Angeles 90005, (213) 381-5771. He is available by phone and will answer questions regarding press statements and/or local publicity. Judith Kernoff is secretary to the Press Director and is also located at the Southern California Headquarters.

The Press staff will endeavor to give assistance on local publicity releases whenever possible; however, the volume of work is such that each Chairman should appoint and rely upon local Publicity Chairmen to fill that need.

ADVERTISING

McCann-Erickson has been retained to develop and purchase the state-wide advertising in the Reagan Campaign. The Statewide and Southern California Advertising Budget calls for a widely diversified program of television, radio, signboards, buscards, and newspaper advertisements. Each county will be called upon to assist in reaching the goals which have been set.

Brochures and other printed materials will be covered in the Section on Campaign Materials.

RESEARCH

Behavior Science Corporation, 8155 Van Nuys Blvd., Panorama City, (213) ST 1-2555, has been retained as the research agency for the Reagan for Governor Campaign. Its purpose is to put into the hands of our Candidate and his supporters the material which they will need to wage a winning Campaign. Every effort will be made to make those materials both authoritative and timely. The research agency works closely on the development of Position Papers, public statements, and Campaign materials.

You can send ideas, reports, and data to supplement those available to Behavior Science Corporation to Southern California Headquarters, 3257 Wilshire Blvd., Los Angeles 90005, Attention: Research. Your ideas on issues are welcomed and encouraged.

## GEOGRAPHIC ORGANIZATION

The Southern California Reagan for Governor Committee is responsible for conducting the Campaign in 14 Southern Counties. They are Imperial, Inyo, Kern, Kings, Los Angeles, Mono, Orange, Riverside, San Bernardino, San Diego, San Luis Obispo, Santa Barbara, Tulare, and Ventura.

Except for Los Angeles, each County is organized with its own Chairman and Reagan Committee. The Chairman and his Committee have the responsibility and the authority to conduct the campaign within the geographic boundaries of their County. They are concerned with all the varied facets of a modern campaign: establishment of headquarters; fund-raising; recruitment and supervision of precinct organization; the promotion and conduct of special events for our candidate; advertising; and various other activities which are outlined in this manual.

Because of the complexities and size of Los Angeles County, it has been organized on the basis of seven Regions. Each of these Regions has the prerogative of an independent County and is authorized to conduct the Reagan campaign within its boundaries. (See roster of Regional Chairmen, Los Angeles, for communities within each Region.)

The individual on the Southern California Campaign Staff who is directly concerned with coordinating and assisting the geographical organization of the campaign is George Young. He is available at Southern California Headquarters, 3257 Wilshire Boulevard, Los Angeles 90005, (213) 381-5771. He has responsibility for the general supervision of Staff Representatives, both in and out of Los Angeles County. These

Staff Representatives are intended to assist the local Reagan Chairman in conducting a successful campaign in all its phases.

## COUNTY ORGANIZATIONAL FORMAT FOR THE REAGAN FOR GOVERNOR CAMPAIGN

Below is a suggested format for organizing the Reagan Campaign Committee in each County. It is based upon experience in previous campaigns; however, it should be modified to meet any unique local situations. The County Chairman for Reagan should bring together a group to assist him numbering from 10 to 20 individuals who will accept campaign responsibilities and/or serve in an advisory capacity to the chairman.

The County Chairman should recruit an effective volunteer to accept the following positions:

1. Finance Chairman
2. Publicity Chairman
3. Precinct Chairman
4. Campaign Headquarters Chairman
5. Special Events Chairman
6. Speakers Bureau Chairman

The general duties of each of the individuals are these:

1. Finance Chairman: He should bring together a finance committee which will accept the responsibility for raising the campaign funds needed in that county. Each county will finance its own campaign efforts, including direct mail, local advertising, headquarters operation, local staff, etc. Each county finance committee will have a relatively free hand in the solicitation of funds. Major fund-raising events should be coordinated with Ed Mills, Southern California Finance Director.

2. Publicity Chairman: The volunteer publicity chairman will be responsible for planting locally-oriented news releases with local media. No issue-oriented releases will originate from local committees. They will be handled exclusively for Mr. Reagan by his Press Director.

3. Precinct Chairman: The county precinct chairman will be responsible for recruiting and coordinating the Reagan precinct campaign. The Southern California campaign headquarters will make available a campaign format in this field, as it will in others. Literature which has not been produced by the Reagan campaign should not be distributed by persons representing themselves as Reagan workers.

4. Campaign Headquarters Chairman: The campaign headquarters chairman is responsible for establishing and manning all Reagan headquarters in the county. We suggest that at least one headquarters be established for every 50,000 registered Republicans and that one headquarters for every 30,000 Republicans be established if financially possible.

5. Special Events Chairman: The special events chairman will be responsible for the promotion and organization of special campaign events which will surround the appearance of Mr. Reagan in the county.

6. Speakers Bureau Chairman: The speakers bureau chairman will be responsible for recruiting effective representatives to speak in Mr. Reagan's behalf at selected meetings within the county. He will need to coordinate his activity with Mr. Ben Cooper, State Speakers Bureau Chairman.

## HEADQUARTERS

Outlined below are a series of official Reagan campaign principles for the conduct of Headquarters:

1. Headquarters will be maintained a minimum of 8 hours per day, Monday through Friday. (Certainly, an extension of these hours will be necessary as the work load increases.) It should be neat, well-lighted, and display a friendly attitude.
2. Supervision of the Headquarters should be delegated to a Headquarters Chairman, and that Chairman should accept responsibility for everything which transpires within the Headquarters. If your committee chooses to hire an office manager/secretary, we feel it would greatly enhance the operation of the Headquarters.
3. The Reagan Headquarters must be open to all supporters and should not have an exclusive atmosphere which would preclude the participation in the campaign by any person. It is imperative that volunteers have useful projects on which to work, and we suggest the following for your consideration:
  - a. The typing of mailing labels from precinct sheets for the purpose of a Republican mailer to be sent immediately before Election Day.
  - b. The preparation of materials needed for precinct operations, including "Get Out the Vote" kits for Election Day.

- c. The sending to and receiving of Register for Reagan kits which will be available to you.
  - d. The promotion, either through the mail or by telephone, of special events in the campaign.
4. The only materials to be distributed or displayed in Reagan Headquarters will be approved campaign materials which are available from Southern California Headquarters. Special campaign pieces which you may wish to produce for their local value can be approved through a phone call to Phil Battaglia.

P R O C E D U R E

Campaign Follow-up

On all occasions where Mr. Reagan is in your area, please send a list of people who should receive a personal thank-you letter from Mr. Reagan, to Kathy Davis, 1300 West Olympic Boulevard, Los Angeles 90015.

Information needed for these letters is:

1. Name (please state if person should be addressed by first name)
2. Address
3. Brief statement of what person should be thanked for.

This should help keep up the enthusiasm of your workers.

## SOUTHERN CALIFORNIA PRECINCT PLAN

The Reagan Precinct Operations will be conducted on a three-phase format. The first two phases will be concerned with identifying the Reagan voters in each Precinct. A third phase will be designed to assure that every person identified as a Reagan voter casts a ballot on June 7th. In addition to the three-phase program as outlined below, other optional projects may be initiated where sufficient personnel and finances exist.

### GENERAL GOALS OF PHASES I, II & III

Phase I: Recruit as many Precinct Captains as possible who will canvass their Precinct between May 24 and May 29. The Canvass can be accomplished either by phone or door-to-door and is specifically designed to identify the Reagan voters. Canvass results will be returned to the ADPC's by May 31.

Phase II: From June 1 through June 6, the Precincts which remain uncanvassed will be covered by utilizing an organized phone-bank.

Phase III. The election day program will attempt to bring every person identified as a Reagan voter to the polls. A Victory Squad Kit will be prepared for each Precinct, and the Canvass results for that Precinct included in the kit. From 9:00 a.m. to 12:00 noon on Election Day, regular Precinct Captains will come to the Precinct Headquarters for the purpose of picking up the kit for their Precinct. From 12:00 noon on, persons recruited for the Reagan Victory Squad will report to Precinct Headquarters for the purpose of picking up the remaining uncovered Precincts.

## LISTING OF REQUIRED MATERIALS

1. As early as possible in May (the 15th is a reasonable estimate), the Data Processing Walking Sheet (in duplicate) will be available to each ADPC in Los Angeles County. In other Counties, arrangements for Walking Sheets or Precinct Sheets (if Data Processing is not available) will have to be made locally. He should deliver to each Precinct Captain the original copy for use in the Canvass. Unassigned precincts should have available phone numbers placed next to the voters' names in preparation for the phone blitz June 1 through 6.
2. Victory Squad Kits should be prepared in each Headquarters as early as possible. They will consist of a hard cardboard backing, a map of the Precinct, a set of instructions, a supply of Reagan literature including doorknob hangers, and a pencil.

## RECOMMENDED CALENDAR FOR PRECINCT OPERATIONS

April 15 - May 15	Recruitment of Precinct Personnel including Community Chairmen, Assembly District Chairmen, and Precinct Captains.
May 1 - May 15	Preparation of Victory Squad Kits.
May 15 - June 6	Placing phone numbers on Walking Sheets for uncovered Precincts.
May 23 - May 26	Precinct-by-Precinct Canvass to identify Reagan voters.
May 27 - May 30	Clean-up of uncontacted voters for the Reagan Canvass.
By May 31	Transmittal of Canvass results on Walking Sheets to Reagan Precinct Chairmen.

June 1 - June 6	Telephone Blitz to canvass uncovered Precincts.
June 1 - June 6	Final assembly of Victory Squad Kits and Compilation of Priority Precinct List.
June 7 - A.M.	Assignment of Victory Squad Kits to Precinct Captains from each Reagan Victory Squad Headquarters.
June 7 - P.M.	Assignment of Victory Squad Kits to Victory Squad Workers.

#### OPTIONAL PRECINCT PROGRAMS

1. A piece of Reagan literature will be specifically designed and available for door-to-door distribution. It will be necessary for each local Reagan Committee to finance the printing of this piece if they choose to use it. For purposes of budgeting, the piece will cost 1¢ each. If you multiply 1¢ by 70% of the registered Republicans in the area, you will have a very accurate estimate of the money needed.

Literature can be distributed in two ways. A special literature blitz can be organized on the weekends of May 20-May 22, or it can be distributed door-to-door by those Precinct Captains who choose to canvass in that fashion.

2. The Register for Reagan Kits which are available at the local Reagan Headquarters are versatile and can be adapted for use by Precinct Captains. As Precinct workers are recruited, they can be supplied with kits and in turn recruit additional personnel for the Reagan Campaign. The Register for Reagan Program can be carried out on a door-to-door basis as well as the many other avenues which are described in the kit.

3. Additional projects for the Reagan Precinct Organization must be cleared with the Southern California Chairman or his office.

## REGISTER FOR REAGAN

If you have not received a supply of REGISTER FOR REAGAN kits, please let us know. We think this is a useful project which can keep almost anyone effectively busy in Ron's behalf.

### HOW TO DISTRIBUTE THEM

You can give them to people who drop by the Headquarters and ask to help in the campaign. You can mail them to people who have indicated their support for Ron in the past. (Each county must supply their own #10 envelopes if they wish to mail the kits.) We suggest that you keep a percentage of the kits in reserve to send to persons who sign up for the campaign. If you distribute all of them at first, we may not be able to supply you with replacements until some of the contributions begin to come into Southern California Headquarters. These contributions will finance the printing of additional kits.

### WHAT'S IN THE KIT?

1. A cover letter from Ronald Reagan explaining the project and asking his supporters to help in the campaign.
2. A registration petition for our recruiters to sign up six voters who will publicly support Ronald Reagan for Governor.
3. A remittance envelope in which the recruiter may carry the kit and in which he can return the registration petition and the contributions to your Headquarters. (You must use a rubber stamp or some other method to print the desired return address on this remittance envelope.)

#### WHAT HAPPENS TO THE CONTRIBUTION

The minimum contribution to REGISTER FOR REAGAN is \$1.00. This dollar will be forwarded to Southern California Headquarters with the data processing transmittal forms (see attached). The dollar will be used to cover the cost of placing the name on our I.B.N. Newsletter list, the printing and postage for our Newsletter and Special Campaign Bulletins (which each of the persons who REGISTER FOR REAGAN receive) and the printing and shipping costs of the REGISTER FOR REAGAN kits. All revenue received from contributions in excess of \$1.00 will remain with the local Reagan Committee. The \$1.00 received by the Southern California Headquarters for each name will be credited to the State Budget cash donation quota of the local Reagan Committee.

#### HOW TO USE THE REGISTRATION COUPONS WHEN THEY ARE RETURNED TO HEADQUARTERS

Each registration petition contains six coupons on which to register a new supporter or a man and wife who are supporters. The petition is perforated so that the coupons can be separated and filed in your Headquarters for various uses. We tried to keep the coupon as simple as possible, and we did not list all the possible ways that a Reagan supporter can help win the election. We did include a box to be checked if the new supporter wishes to be contacted by his local chairman (or anybody acting in his behalf) for campaign work. Any such person should be contacted as soon as possible by someone who can explain the various ways of helping in a campaign - i.e., finance committee, precinct work, headquarters work, speakers bureau, etc.

#### TRANSMITTAL OF NAMES & CONTRIBUTIONS TO SOUTHERN CALIFORNIA HEADQUARTERS.

The data processing transmittal forms (see attached) are to be typed in your Headquarters from the registration petition. They must be 100% accurate and follow the coding on the attached set of instructions. The minimum information which qualifies a name for the system is name, address with zip code, telephone number with area code ( N.L. if not listed), county code, and Assembly District number. We will return all names which do not contain this information. The additional information categories--registration, contribution, key leader, volunteer, etc.--are optional. If you can supply this for some or all of your names, it will make the system more useful to your committee.

#### WHAT WILL THE SOUTHERN CALIFORNIA REAGAN COMMITTEE DO WITH THE NAMES?

We will put them on our general data processing tape. Each person will then receive campaign Newsletters and Special Campaign Bulletins. The Southern California Committee will supply your local committee with a 3 x 5 index card on each new name submitted so that you can check its accuracy and integrate it into your local file. You will also receive periodically a standard print-out listing persons in your County (Region or District) whose names are in the system.

#### HOW CAN YOU MAKE USE OF THE DATA PROCESSING SYSTEM?

1. The 3 x 5 index cards you automatically receive can be used to maintain a master file of Reagan supporters. The alphabetical print-outs (discussed in the paragraph above) can serve as a similar guide.
2. We can provide 3 x 5 index cards or print-outs which are sorted geographically in the following ways: by city, by county, by zip

code, by Assembly District, or any combination of these i.e., all names within a county, then within a city, then listed alphabetically. You can also request sorts based upon other information (if your transmittal sheet included all the information), such as: registration, contribution or volunteer activity. These sorts can also be made on any of the above geographical divisions, i.e., all persons who volunteered for precinct work within a certain city.

3. In addition to index cards and standard print-outs, our system has other capabilities, such as printing gummed or cheshire labels (which you can use for special mailings- etc.) and addressing envelopes, post cards, and self-mailers. If you have questions regarding the feasibility of other potential uses for this system, please call George Young at Southern California Headquarters, (213) 381-5771.

## YOUTH FOR REAGAN

As Mr. Reagan has said many times, the importance of youth in California is underscored by the fact that people under 26 form the largest voter bloc in the State. To have an effective campaign, we must have the help and support of California's youth.

This is the goal of Youth For Reagan. Enclosed is a copy of the organizational structure of the YFR State Steering Committee. Hopefully, every county will have a similar organization. It is the State Committee's responsibility to see each county has a Youth For Reagan organization and that it does two things: (1) is active and gets results; and (2) acts in accordance with the goals of the campaign as stipulated by Mr. Reagan.

We have available a unit organization kit, containing everything a YFR Club needs to get itself going. If you have any names of people under 26 (25 and younger), please have them drop a line to Jack Wheeler, State Chairman for Youth For Reagan, at 3257 Wilshire Boulevard, Los Angeles, California 90005. The projects we are primarily concerned with are these:

1. A YFR club on every high school campus in your county.
2. A YFR club on every college campus in your county.
3. A YFR club in as many labor unions, industries, and businesses as possible.
4. Agricultural and Church YFR clubs.
5. Bumper Branding and literature distribution drives.
6. Voter-registration drives.

7. Volunteer work in precincts, headquarters, and over-all campaign projects.
8. Reagan Girls. The Reagan Girl outfit has been chosen by Mrs. Ronald Reagan and is to be the only Reagan Girl costume. In charge of the Reagan Girls is Miss Cherie Adams, 13640 Ottoman, Panorama City.

Youth For Reagan -- the 'Brown is out to Lunch Bunch' that is -- hopes to make every young person in California aware that Ronald Reagan not only will be, but must be, Governor of California in 1966.

YOUTH FOR REAGAN STEERING COMMITTEE

CHAIRMAN

Jack Wheeler Chief Executive Officer of YFR

ASSISTANT CHAIRMAN

John Peterson Assists Chairman in the Chairman's various functions.

SECRETARY

Eddie Plackman Responsible for minutes of all meetings, correspondence, records, and files.

TREASURER

Responsible for all YFR monies

REGIONAL DIRECTORS

North - Joe Dennin Organizes and supervises all YFR units within their respective regions and responsible for coordination of said units in joint projects.  
South -  
Central -

MEMBERSHIP & ORGANIZATION CHAIRMAN

Nancy Arth Responsible for publications and distribution of all YFR campaign materials.

PUBLIC RELATIONS CHAIRMAN

Supervises YFR publicity, YFR Newsletter; responsible for maintenance of good relations between YFR units in accordance with campaign goals.

PROGRAM CHAIRMAN

Pat Dunnebeck Maintains a central calendar of YFR activities in conjunction with Republican and Democratic gubernatorial activities; responsible for programming all YFR activities.

INDUSTRIAL RELATIONS  
CHAIRMAN

Responsible for membership, YFR activities, and relations with industry, businesses, and labor organizations.

AGRICULTURAL RELATIONS  
CHAIRMAN

Lucy Livingston

Responsible for membership, YFR activities, and relations with young people engaged in agriculture

COLLEGE CHAIRMAN

Steve Pingel

Responsible for membership, YFR activities, and relation on and with college campuses.

HIGH SCHOOL CHAIRMAN

Bill Steel

Responsible for membership, YFR activities, and relations on and with high school campuses.

VOLUNTEER GROUP COORDINATOR

Responsible for relations and coordination of activities between YFR and the various Republican volunteer organizations.

YOUTH FOR REAGAN - TERRITORIAL BREAKDOWN

REGIONAL

1. North
2. Central
3. South

COUNTY \*

1. County Chairman
2. Steering Committee (patterned after State S.C. structure relative to size and importance of county)

UNIT

1. Local units within the county delineated as to function (i.e., college, farm, industry)

\*NOTE: The smaller counties will be area-ized into larger units functioning on the county level (see above).

YOUTH FOR REAGAN COUNTY CHAIRMEN (as of April 11, 1966)

<u>CHAIRMAN</u>	<u>COUNTY</u>
WILLIAM BARCLAY ALLEN (PILL) Reagan for Governor Headquarters 3257 Wilshire Boulevard Los Angeles 90005 (213) 381-5771	LOS ANGELES
DON FLEMING Reagan for Governor Headquarters 1711 North Main Street Santa Ana 92706 (714) 547-8225	ORANGE
TONI MARTIN & BOB KEYES Reagan for Governor Headquarters 10th & C Streets San Diego 92101 (714) 232-7661	SAN DIEGO
ERIC PHILLIPS Founders Hall Redlands (714) 793-2121	SAN BERNARDINO
BILL SAUK Reagan for Governor Headquarters 493 East Main Street Ventura 93001	VENTURA
RICHARD TRONVIG Reagan for Governor Headquarters 1037 Charro Street San Luis Obispo (805) 544-0225	SAN LUIS OBISPO
ARNOLD KIRSCHENMANN Reagan for Governor Headquarters 1330 Chester Avenue Bakersfield 93301 (805) 327-8663	KERN
LES SANDERS 116 West 'J' Street Brawley	IMPERIAL

YOUTH FOR REAGAN - REGION CHAIRMEN...HIGH SCHOOLS

LOS ANGELES COUNTY

REGION 1	LANCE ANGERPOFFER Chairman	794-6260	1000 Mt. Curve, Pasadena
	NANCY ROBERTSON Vice-Chairman	796-0785	245 S. San Gabriel, Pasadena
REGION 2	JOHN PANAMA	966-2794	209 S. Hillward, West Covina
REGION 3	JEFF SEGAL	397-6070	12126 Alberta Drive, Culver City
	PETER SHERIDAN	838-8980	10709 Praddock Drive, Culver City
REGION 4	JOHN TAGG	868-7054	12806 Behrens Avenue, Norwalk
REGION 5	DANA ROHRBACHER	375-4967	26131 Barkstone, Rolling Hills,
REGION 6	JEFF SEGAL PETER SHERIDAN		As Above As Above
REGION 7	MIKE NOLAN	892-0640	9633 Kester Avenue, Sepulveda

SPEAKERS BUREAU REAGAN FOR GOVERNOR. BEN COOPER, STATE CHAIRMAN.

The Speakers Bureau was formed to provide those who wish to represent Mr. Reagan with the information they must have and the policy which conforms to Mr. Reagan's wishes.

Because of his popularity Mr. Reagan is getting many more requests for appearances than the other candidates. This means he must also turn down more requests. It is this bureau's job to send as a representative one who will convey the views of Mr. Reagan...

not the speakers own views. Some of the speakers will be prepared for question and answer sessions...some prefer giving a straight presentation...both types of appearances must follow the policy of the Speakers Bureau Manual, which is given to those representatives only after they have met with the State Chairman, and discussed some of the issues not covered in the manual.

When a request is received for a speaker to represent Mr. Reagan, it should be referred to the Speakers Bureau Director for that county. If one is not yet set up, please refer calls to the main office in Southern California Headquarters. Ben Cooper or Laura Horden will take the necessary information and notify the requesting organization when a speaker has been confirmed.

Inspired by Mr. Reagan's common sense approach to California's needs, the Speakers Bureau wishes to turn to the local community and utilize the wealth of enthusiasm and talent that is available. The County Chairmen are asked to gather names of those who are respected by the community and who represent the broad base of Republican thought.

It is not the aim of the Speakers Bureau to attempt to teach anyone how to do public speaking, but, to make available study material, establish guide lines of policy and assist the personal representatives of the candidate to be prepared for that all-important personal contact with the public.

This Speakers Manual is for the use of qualified speakers designated by the Ronald Reagan for Governor Committee. Speakers will be provided with additional current material as it becomes available.

The approach of all speakers for Ronald Reagan should incorporate their own personalities, experiences, speech patterns and habits, and always be based on the positive aspect. We all have our pet issues, and each of us fancies himself as a political strategist. These pet issues and strategies must be forgotten if they do not harmonize with the basic campaign themes.

The speaker does not have the latitude of voicing personal opinions regarding issues. Be very careful of this. Most audiences will accept your words to be those of Mr. Reagan.

**STUDY THE CAMPAIGN THEMES AND STICK WITH THEM.**

The 11th Commandment **SPEAK NO EVIL ABOUT ANY OTHER REPUBLICAN** must be closely adhered to. This is the GO Party. The party that is GOing into the future with determination, with enthusiasm and a positive knowledge that its program is most certain to result in progress. In order to do this we must be a united party, a party with unity of purpose, welded together in Principle.

## INSTRUCTIONS

Requests for speakers are received by phone and by mail at the Southern California Speakers Bureau, Ronald Reagan for Governor Headquarters, 3257 Wilshire Blvd., Los Angeles, 90005. Telephone: 381-5771. Mrs. Laura Horden, staff secretary, will contact you by phone and confirm your speaking engagement by letter.

You will be provided with all the pertinent information regarding the meeting. Please note the speakers request form in this section. It will be filled in and a copy will be sent to you.

### Preparation

1. Study all the material in this manual.
2. Prepare your own outline on issues with which you are most familiar.
3. The fewer issues, the better.
4. Know your subject.
5. Be prepared for a question and answer period. (Know where Mr. Reagan stands on all the issues included in this manual).
6. Know your audience.
7. Suggest to a few friends that they attend the meeting. Provide them with a question or two that you would like to answer.
3. Prepare a kit with campaign literature to take with you and make available at the meeting.

### Delivery

1. Speak from notes, an outline or from memory. PLEASE DO NOT READ YOUR SPEECH.
2. Adhere to the time limit.

If you cannot answer a question, say so - frankly and honestly. Offer to obtain the answer and relay it. Get the name and address of the questioner and then call or write the Speakers Bureau. An answer will be obtained and sent by mail to the questioner.

3. If the opponent has planted hecklers in the audience - be nice be firm. Don't show your annoyance or anger. We don't have to argue to win.

4. In your mental preparation remember you are speaking on Principle, not - the personality involved. Please remember that before, during and after your speech whatever you say and do will reflect directly on Mr. Reagan. Many times a passing remark is remembered and used for the good or to the detriment of the candidate.
5. At close of talk ask for volunteers. Stress need for individual effort.

#### Attitude

1. Mr. Reagan has made it clear that he is campaigning against the present administration in Sacramento and NOT against other Republican candidates. He insists that those who speak in his behalf make no attacks of any kind on fellow republicans. This is the only way to demonstrate party unity.
2. We all resent a speaker who speaks down to us or presupposes our disagreeing with him. This creates a feeling of distrust. Let us not be guilty of this lack of good taste.
3. Don't fight! Don't argue! Don't get angry or call names! A vitriolic, "know-it-all", cocky attitude leads to defeat.
4. Do be informed, positive and confident. You can then be good natured because you are informed, positive and confident.

#### Follow-up

1. If you will write a thank-you note to the chairman or hostess of the meeting, your thoughtfulness will not only be appreciated by the Speakers Bureau, but will create a further favorable impression for the Reagan campaign.
2. Complete the Speaker's Appraisal form and mail it to the Speakers Bureau, Reagan Headquarters, 3257 Wilshire Blvd. Los Angeles. 90005.
3. If persons at the meeting tell you they want to help in the Reagan for Governor campaign, have them fill in the volunteer cards which will be supplied.

Attached is a sheet which shows the format for some new campaign material which is now available.

In the upper left hand corner is the format for the quarter card which is 11" X 14". It is printed on cardstock so that it may be tacked to telephone poles, fence posts, etc.

In the upper right hand corner is the format for the one sheet poster which has been available for some time. It is useful in Headquarters, in Rallies, or store fronts.

In the center of the page is the copy for our 24 sheet billboard. We suggest that you communicate your orders for these as soon as possible.

At the bottom of the page is the copy for the bus card. It is two feet high and six feet long, and is printed on white paper.

Your order for these materials should be directed to:

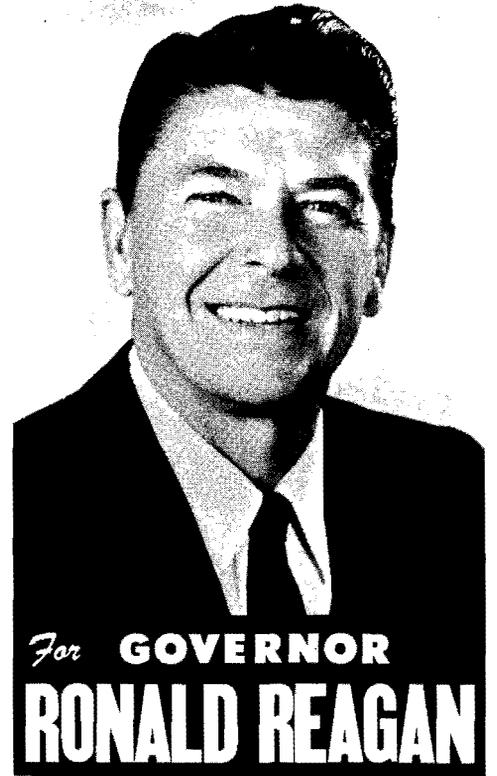
Reagan for Governor Headquarters  
3257 Wilshire Boulevard  
Los Angeles, California 90005  
Attention: Cliff Standing

Prices are as follows:

QUARTER CARDS	(\$ .08 each)
ONE SHEET POSTERS	( .15 each)
24 SHEET BILLBOARDS	( 7.50 each)
BUS CARDS	( 1.50 each)

**For Governor...**

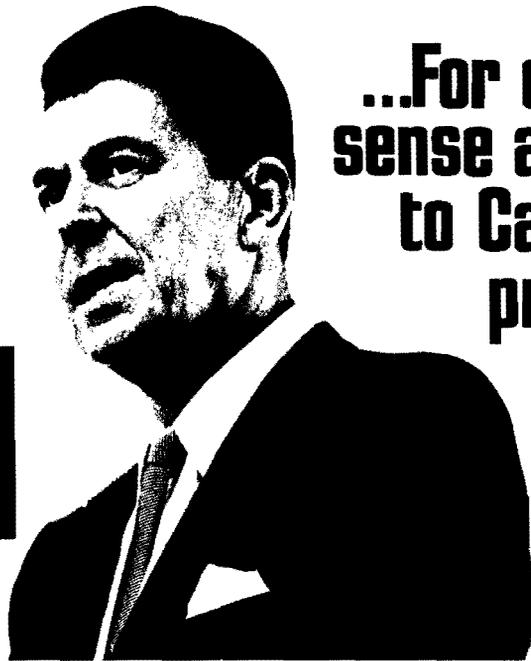
**Ronald  
REAGAN**



QUARTER CARD — 11" x 14" CARDSTOCK —  
RED, WHITE & BLUE

ONE SHEET POSTER — 22" x 35"

**Vote for Ronald  
REAGAN**



**...For common  
sense answers  
to California  
problems**

24 SHEET BILLBOARD

**Vote for Ronald  
REAGAN**



**...For common  
sense answers  
to California  
problems**

BUS CARD — RED, WHITE & BLUE — ALSO SAMPLE FOR LARGE PAINTED BULLETINS

CAMPAIGN MATERIALS ORDER FORM

TO BE SHIPPED TO:

DATE: \_\_\_\_\_

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ PHONE: \_\_\_\_\_

CITY: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

<u>ITEMS</u>	<u>QUANTITY</u>	<u>PRICE</u>	<u>CHARGE</u>
BIOGRAPHIES OF REAGAN: _____		(\$ 7.50 per 1,000)	\$ _____
BUMPER STRIPS: _____		( 32.00 per 1,000)	_____
BROCHURE: _____		( 10.00 per 1,000)	_____
REAGAN SPEAKS OUT ON THE ISSUES		( 7.80 per 1,000)	_____
CRIME: _____			_____
PUBLIC WELFARE: _____			_____
EDUCATION: _____			_____
ACADEMIC FREEDOM: _____			_____
AGRICULTURE: _____			_____
POLITICAL APPOINTMENTS: _____			_____
TAXES AND EXPENSIVE CALIF. GOVERNMENT: _____			_____
8 X 10 GLOSSY PHOTOS: _____		( .13 each)	_____
ASSORTED REAGAN BUTTONS: _____		( 15.00 per 500)	_____
REAGAN BAR PINS		( .50 each)	_____
MEN'S LAPEL: _____			_____
WOMEN'S CLASP: _____			_____
NEWSPAPER REPRINTS: _____		( 6.83 per 1,000)	_____
QUARTER CARDS: _____		( .08 each)	_____
ONE SHEET POSTERS: _____		( .15 each)	_____
24 SHEET BILLBOARD PAPER: _____		( 7.50 each)	_____
BUS CARDS (2' X 6'): _____		( 1.50 each)	_____

SHIPPING COSTS: \_\_\_\_\_

ADDRESS ORDERS TO:

TOTAL CHARGES: \_\_\_\_\_

MR. CLIFF STANDING  
 REAGAN FOR GOVERNOR HEADQUARTERS  
 3257 WILSHIRE BOULEVARD  
 LOS ANGELES, CALIFORNIA 90005 (213) 381-5771