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<td>46</td>
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<td>9/6/1972</td>
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<td>Campaign</td>
<td>Memo</td>
<td>From Clawson to Chapin RE: an attached document. 1 pg.</td>
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<td>From Stanley S. Scott to presidential surrogates RE: a meeting to prepare surrogate speakers. List of surrogates attached. 4 pgs.</td>
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TO: Dwight Chapin
FROM: Ken W. Clawson
MEMORANDUM FOR: PRESIDENTIAL SURROGATES

FROM: STANLEY S. SCOTT

SUBJECT: Meeting to Launch Surrogates Program

September 6, 1972

Introduction of Surrogates: (Attachment)

Purpose: Stan Scott
  1. To speak out on behalf of the President; make the general public aware of Administration initiatives.
     A. Speaking to audiences, rallies, news conferences and individuals.
     B. 1972 Campaign Factbook and updated materials as a tool; stay on top of issues.

Goal: Fred Malek

Coordination of Surrogates Program: Jones, Scott
  1. Requests clearance
  2. Transportation, expenses
  3. Field support Ed Sexton, John Wilks, Sy Williams
  4. Concentration in Key States--California, Illinois, Michigan, Missouri, New York, Ohio, Oregon, Pennsylvania, Texas and Wisconsin
  5. Exchange of speech material

Issue-Oriented Program:
  1. Example--Shriver's statement on ancestors who fought to support slavery, Merchandise Mart management, Chicago School Board.
     McGovern's record on Civil Rights, abandonment of Black Vote Division by Democratic National Committee; Jesse Jackson's blast at McGovern's campaign
  2. Updated issues disseminated to surrogates.
  3. Audio service available to surrogates--(Scott Peters, 202/333-0390)

Overview of Program: Bob Brown

Critique:
  From now until election day Blacks appearing on radio and TV shows and facing the press in support of the President should master the tools of communication with understanding and make maximum utilization of whatever time is given.
The following suggestions are made:

1. Be prepared
   a. Know who is going to be on the program and something about them.
   b. Know something about the host/narrator and political leanings.
   c. Know the program format.
   d. Write an outline on the main points you hope to get across.
   e. Rehearse, if possible call in a few assistants and have them quiz you.

2. Do your homework
   a. Dig for current facts and statistics. If your memory is bad, jot down key facts with a phrase to jog your memory on a 3x5 card.
   b. Research your audience and try to anticipate their main interest and relate to them in your answers.
   c. Find out the weak spots of the opposition and probe sensitive areas whenever possible; however, at the same time know your weak spots and be prepared to offer a good defense.
   d. Research the opposition and their representatives. Be prepared to dispute their erroneous statements with facts.

3. Know your medium
   a. Television: practice your prepared statements before a mirror, correct your "head bobbing" or looking up at the ceiling or down at the floor while talking. Answer questions directly. Maintain your composure and keep your "cool".
   b. Radio: organize your thoughts, remember that your listeners cannot see you so your voice must paint a picture of what you are all about.
   c. Don't lose your cool. Organize your thoughts before you speak.
   d. Develop confidence in what you have to say and say it with meaning and organization.
4. Remember the clock
   a. Time is your enemy on radio and TV, but it can be a friend if you use it. Seconds count. Don't waste any. Make your statement in capsule form and elaborate if time permits.
Government
Stanley S. Scott 456-6606 153, EOB, Wash. D. C. 20500
Robert J. Brown 456-2587 179, EOB, Wash. D. C. 20500
Samuel Jackson 755-6270 HUD, Rm. 7100, 451 7th St., S.W. Wash. D. C. 20501
Colston Lewis 343-3136 EEOC, 1800 G St., N. W., Rm. 1237, Wash. D. C. 20505
William Brown III 343-8095 EEOC, 1800 G St., N. W., Rm. 1246, Wash. D. C. 20505
James Johnson 456-2093 Asst. Sec. to Navy, Wash. D. C. 20502
Samuel Pierce 184-2093 Treasury Dept., Rm. 3000, Wash. D. C. 20220
Paul Jones 872-8822 Re-Election Committee, 1730 Pa. Avenue, Wash. D. C.
Ed Sexton 484-6500 Republican Nat’l Committee, 310 First Street, Wash. D. C. 20003
John Wilks 872-0744 Re-Election Committee, Wash. D. C.

Non-Government
Rev. L. V. Booth 513/751-8608 3860 Springfield Lane, Cincinnati, Ohio 45217
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Dr. Ethel Allen 215/686-3440, 215/721-8922 H City Hall, City Council, 525 E., Phil. Pa. 19107
Orville Pitts 414/278-2221 O City Hall, Room 205, 414/562-6883 H, Milwaukee, Wisc. 5320