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### LATIN AMERICAN GROUPS

THERE IS A REALIZATION THAT SOUTHERN CALIFORNIA HAS APPROXIMATELY 800,000 REGISTERED VOTERS OF LATIN AMERICAN DESCENT AND THAT EFFECTIVE CAMPAIGNING IN THIS AREA WOULD PROVE BENEFICIAL. SEVERAL ACTIVITIES WERE CARRIED ON UNDER THE RESPONSIBILITY OF THE LATIN AMERICAN DIVISION.

ONE HUNDRED SEVENTY-THREE COMMITTEES WERE FORMED, MORE THAN 25,000 PAMPHLETS PREPARED IN SPANISH WERE DISTRIBUTED, CAMPAIGN BUTTONS, "ME GUSTA IKE", WERE DISTRIBUTED. SPECIAL COMMITTEES WERE ESTABLISHED OF LATIN AMERICAN DOCTORS, SMALL BUSINESSMEN, LAWYERS AND CHURCHES. LATIN AMERICAN RADIO STATIONS AND NEWSPAPERS INTEGRATED INTO THE PUBLICITY MEDIA, SOUND TRUCKS WERE CIRCULATED THROUGHOUT LATIN AMERICAN AREAS MANNED BY SPANISH SPEAKING PERSONS. IT IS BELIEVED THAT THIS ACTIVITY WAS EFFECTIVE.

### RECOMMENDATION

CONTINUAL WORK SHOULD BE DONE IN THE LATIN AMERICAN AREA. LEADERS OF BUSINESS, PROFESSIONAL AND RELIGIOUS GROUPS SHOULD BE ENLISTED IN THIS ACTIVITY. EARLY PLANNING AND SELECTION OF CAMPAIGN LEADERS FOR THIS ACTIVITY WILL PAY HANDSOMELY.

### LISTS OF VOLUNTEER WORKERS

FROM THE BEGINNING OF THE CAMPAIGN, ONE OF THE PRINCIPAL ACTIVITIES HAS BEEN THE ACCUMULATION OF A LIST OF PEOPLE WHO HAVE VOLUNTEERED FOR SERVICE. AS NAMES WERE SUBMITTED, A FILE CARD WAS PREPARED IN FOUR COPIES:

- 1 - ONE LIST WAS ARRANGED IN ALPHABETICAL ORDER
- 2 - ONE LIST WAS FILED IN GEOGRAPHICAL AREAS
- 3 - ONE LIST WAS PREPARED BY CAMPAIGN ASSIGNMENT
- 4 - ONE LIST WAS MADE AVAILABLE TO APPROPRIATE CAMPAIGN EXECUTIVES

THE CARDS WERE MADE UP ON PAPER IN PADS OF FOUR VARI-COLORED COPIES, INCLUDING NAMES, ADDRESSES BOTH BUSINESS AND RESIDENCE, TOGETHER WITH BOTH BUSINESS AND RESIDENTIAL TELEPHONES. WHERE POSSIBLE, THE OCCUPATION AND POLITICAL REGISTRATION OF THE WORKER WAS INDICATED AND THE COMMITTEE ASSIGNMENT NOTED.

### RECOMMENDATION

THE BUILDING AND MAINTENANCE OF ADEQUATE CAMPAIGN LISTS IS A MOST IMPORTANT SUBJECT.

ONE CAPABLE PERSON IN THE CAMPAIGN MANAGEMENT SHOULD BE ASSIGNED TO SUPERVISING THIS ACTIVITY AND MASTER LISTS SHOULD BE MAINTAINED IN A CONFIDENTIAL MANNER. IN ALL CASES, LISTS SHOULD BE MAINTAINED IN AN UP-TO-DATE CONDITION WITH NO MORE THAN TWENTY-FOUR HOURS ELAPSING BETWEEN RECEIPT OF THE NAME AND THE TIME IT IS CARDED AND FILED.

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## NATIONAL COMMITTEE

VERY LITTLE CONTACT WAS EXPERIENCED WITH THE NATIONAL COMMITTEE. DUE TO THE UNUSUAL CIRCUMSTANCES WHEREIN THERE ARE TWO CAMPAIGN COMMITTEES IN CALIFORNIA, MANY PEOPLE ON THE NATIONAL LEVEL WERE CONFUSED REGARDING THE SUITABLE CONTACT IN SOUTHERN CALIFORNIA HEADQUARTERS. AS A RESULT, ALL CAMPAIGN CONTACT WITH THE NATIONAL COMMITTEE CAME THROUGH THE NATIONAL COMMITTEEMAN. THIS RESULTED IN CONSIDERABLE DELAY AND IN MOST CASES, "OBSOLETE" INFORMATION RECEIVED. CAMPAIGN MATERIALS FROM THE NATIONAL COMMITTEE ARRIVED TOO LATE TO BE USED AND WAS DISPOSED OF WITHOUT BENEFIT TO ANYONE.

## RECOMMENDATION

WE RECOMMEND THAT AN OPERATIONAL CONTACT WITH THE NATIONAL COMMITTEE SHOULD BE THROUGH THE CAMPAIGN CHAIRMAN BUT THAT ALL "POLICY" MATTERS SHOULD BE HANDLED BY THE NATIONAL COMMITTEEMAN. SUCH THINGS AS THE AVAILABILITY OF SUPPLIES, CAMPAIGN ISSUES, PUBLICITY RELEASES ARE MORE ADEQUATELY USED IF THEY ARE HANDLED THROUGH THE CAMPAIGN ORGANIZATION RATHER THAN THROUGH THE POLICY MEDIA.

## NATIONAL COMMITTEEMAN

LIAISON WAS MAINTAINED WITH THE NATIONAL COMMITTEEMAN AND NATIONAL COMMITTEEWOMAN. THEY WERE ASKED TO PROVIDE LEADERSHIP IN ALL POLICY DECISIONS. FULL PROTOCOL WAS OBSERVED AT ANY MEETINGS OR DISTINGUISHED GUEST VISITS.

THE NATIONAL COMMITTEEMAN WAS RESPONSIBLE FOR ALL VISITING DIGNITARIES. TO EXPEDITE HANDLING OF SUCH VISITS, A REPRESENTATIVE OF THE NATIONAL COMMITTEE MAINTAINED A DESK IN THE CAMPAIGN HEADQUARTERS.

## NIXON MOTORCADE

OUR MOST IMPORTANT SINGLE OPERATION WAS THE PLANS, PREPARATION AND USE OF THE VISIT OF THE VICE PRESIDENT. IN PREPARATION FOR THIS EVENT, A CHAIRMAN AND PROJECT MANAGER WERE APPOINTED SEVERAL WEEKS BEFORE THE ANTICIPATED VISIT. THESE MEN WORKED IN CLOSE COOPERATION WITH THE VICE PRESIDENT'S ADVANCE REPRESENTATIVE AND SECRET SERVICE IN PLANNING POTENTIAL MEETINGS, ROUTES AND STOPS. CONGRESSIONAL CANDIDATES AND CANDIDATE CAMPAIGN MANAGERS WERE CONSULTED REGARDING THE DESIRABILITY OF LOCATIONS WITHIN THEIR AREA. AS A RESULT OF THESE CONSULTATIONS AND CAREFUL ATTENTION TO DETAIL, A FINAL ROUTE WAS ESTABLISHED AND APPROVED BY THE VICE PRESIDENT'S REPRESENTATIVE. EVERY DETAIL WAS THOROUGHLY SCRUTINIZED BY THE PROJECT MANAGEMENT. SUCH THINGS AS SPEAKING PLATFORMS, PUBLIC ADDRESS SYSTEMS, DECORATIONS, RECEPTION COMMITTEES, BOX LUNCHEES, REST STOPS WERE OUTLINED IN DETAIL. THE ROUTE WAS TIMED WITH GREAT CARE AND THE MOTORCADE MANAGEMENT LEFT NO STONE UNTURNED TO ANTICIPATE ANY PROBLEM THAT MIGHT ARISE.

THE RESULTS WERE MOST SATISFACTORY. IT IS ESTIMATED THAT APPROXIMATELY 66,000 PEOPLE WERE TALKED TO BY THE VICE PRESIDENT, PLUS THREE TELECASTS AND INNUMERABLE PERSONS GIVEN A GREETING ALONG THE MOTORCADE ROUTE. IN NO CASE WAS THE MOTORCADE LATE TO A SCHEDULED MEETING AND NO UNPLEASANT INSTANCES AROSE. GREAT ENTHUSIASM AND ENCOURAGEMENT WAS GIVEN TO THE CAMPAIGN AS A RESULT OF THIS PROGRAM.

## RECOMMENDATION

IT IS RECOMMENDED THAT A TOP QUALITY CHAIRMAN AND PROJECT MANAGER BE APPOINTED TO BEGIN OPERATIONS EARLY IN THE CAMPAIGN AND THAT THEY ANTICIPATE EVERY POSSIBLE REQUEST AND POTENTIAL PLAN, THAT THEY DEVELOPE A TEAM OF ASSISTANTS WHO WILL BE CAPABLE OF HANDLING A PROJECT OF THE GREATEST MAGNITUDE.

A DETAILED EXAMINATION OF THE REPORT BY THE PROJECT MANAGER FOR 1956 WILL MAKE FUTURE PROGRAMS IMMEASURABLY MORE EFFECTIVE.

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### OPENING

CAMPAIGN HEADQUARTERS OPENING WAS FULLY PUBLICIZED WITH THE VIEW OF INFORMING THE PUBLIC THAT THIS CAMPAIGN HAD OFFICIALLY BEGUN. CANDIDATES AND PARTY LEADERS WERE INVITED TO PARTICIPATE.

### RECOMMENDATION

BETTER COVERAGE AND MORE EFFECTIVE USE OF THE OPENING OF THE CAMPAIGN COULD BE EXPERIENCED IF SUCH OPENING WAS PLANNED IN ADVANCE AND UNDER THE SUPERVISION OF A GOOD PUBLICIST.

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## PERSONNEL

ONE OF THE MOST IMPORTANT FACTORS IN RUNNING A CAMPAIGN IS THE PROPER SELECTION OF KEY PERSONNEL. FOR THAT REASON, WE WILL ANALYZE SOME OF THE ASSIGNMENTS.

1 - CAMPAIGN MANAGER OR CHIEF OF STAFF: THIS JOB REQUIRES ABOVE OTHERS IN THE CAMPAIGN SOMEONE OF EXPERIENCE, A KNOWLEDGE OF "WHERE" TO GET SUPPLIES, "HOW" TO GET THEM, "WHERE" TO HAVE SPECIAL JOBS DONE, "WHAT" PEOPLE ARE RELIABLE AND A GOOD KNOWLEDGE OF CAMPAIGN TACTICS AND STRATEGY. EXPERIENCE IN POLITICAL CAMPAIGN TECHNIQUES IS VITAL TO THE SUCCESSFUL OPERATION OF THE CAMPAIGN. THIS JOB REQUIRES A PERSON OF UNBOUNDED ENERGY, PATIENCE AND GOOD MANAGEMENT, ONE WHO IS ENTIRELY DEVOTED TO THE CAUSE AND OF GOOD FINANCIAL JUDGMENT.

2 - SECRETARIAL ASSISTANT TO THE CAMPAIGN CHAIRMAN: IN THIS CASE, A PERSON IS REQUIRED WHO IS COMPLETELY DEVOTED TO THE CAUSE OF THE CAMPAIGN, WHO IS A GOOD SECRETARY AND IS DISCREET IN USING THE INFORMATION THAT IS DISCLOSED IN THIS OPERATION. THE JOB DEMANDS EXTREMELY HARD WORK, EXCESSIVELY LONG HOURS AND ALERTNESS AT ALL TIMES. IT IS HIGHLY RECOMMENDED THAT THE SECRETARIAL ASSISTANT BE ALWAYS IN THE SAME OFFICE WITH THE CHAIRMAN SO THAT CONVERSATIONS CAN BE VERIFIED IF REQUIRED.

3 - OFFICE MANAGER: THE RAPID EXPANSION OF THE STAFF AND THE TREMENDOUS AMOUNT OF DETAIL INVOLVED IN MAINTAINING RECORDS AND PERSONNEL DEMANDS AN OFFICE MANAGER OF EXCEPTIONAL SKILL WHO HAS THE ABILITY TO HANDLE PEOPLE AND A BASIC KNOWLEDGE OF OFFICE PROCEDURE.

4 - SUPPLY MANAGER: THE RATE OF EXPANSION OF THE SUPPLY DEPARTMENT IS SO RAPID THAT WITHOUT A CAPABLE SUPPLY MANAGER, A GREAT FINANCIAL LOSS COULD BE EXPERIENCED IN A CAMPAIGN. THIS POSITION SHOULD BE FILLED BY SOMEONE OF THE HIGHEST INTEGRITY, WHO IS WILLING TO WORK BOTH PHYSICALLY AND MENTALLY, ISN'T AFRAID OF LONG HOURS, HAS THE GOOD JUDGMENT TO MAINTAIN CONTACT WITH PEOPLE BUT AT THE SAME TIME TO USE DISCRETION IN THE USE OF EXPENSIVE SUPPLIES.

PERSONNEL CONT'D

5 - RECEPTIONIST: THE POSITION OF RECEPTIONIST IS A KEY ONE INASMUCH AS PEOPLE COMING INTO THE HEADQUARTERS RECEIVE THEIR FIRST IMPRESSION FROM THIS PERSON. IT REQUIRES A PERSON DEVOTED TO THE JOB, IN SYMPATHY WITH THE CAUSE AND WITH WILLINGNESS TO GIVE THE TIME AND ENERGY NECESSARY TO HANDLE COMPLAINTS AND TO GIVE INFORMATION AS REQUIRED.

6 - TELEPHONE OPERATORS: THE ONLY CONTACT THAT MANY THOUSANDS OF PEOPLE HAVE WITH THE CAMPAIGN HEADQUARTERS IS THROUGH THE TELEPHONE. EXPERIENCED TELEPHONE OPERATORS CAN DO MUCH TOWARDS ENCOURAGING PEOPLE TO TAKE AN INTEREST IN THE CAMPAIGN OR CAN RESULT IN THE DISCOURAGEMENT OF OTHERWISE POTENTIAL ALLIES. DURING THE SIXTY DAY PERIOD IMMEDIATELY PRECEDING THE ELECTION, AT LEAST TWO OPERATORS SHOULD BE ON DUTY AT ALL TIMES WITH A RELIEF OPERATOR AVAILABLE EITHER THROUGH THE TELEPHONE COMPANY OR SOME OTHER ELEMENTS OF THE STAFF.

7 - SECRETARIAL: EACH DEPARTMENT REQUIRES A CAPABLE SECRETARY, ONE WHO CAN TAKE SHORTHAND, ANSWER TELEPHONES AND WILL TAKE AN INTEREST IN THE CAMPAIGN PROGRAM.

8 - PUBLICIST: ONE OF THE PROFESSIONAL JOBS IS THAT OF PUBLICIST. THIS REQUIRES EXPERIENCE, TALENTS AND BACKGROUND EXPERIENCE. IT IS RECOMMENDED THAT MUCH THOUGHT BE GIVEN TO THE SELECTION OF THIS PERSON AND THE ASSISTANTS ASSIGNED IN THIS CATEGORY.

## POLLS

DURING THE COURSE OF THE CAMPAIGN, A PROFESSIONAL POLLING ORGANIZATION WAS EMPLOYED TO TAKE PUBLIC OPINION POLLS COVERING THE FOLLOWING SUBJECTS:

- 1 - VOTERS' INTERESTS IN SPECIFIC CAMPAIGN ISSUES
- 2 - VOTERS' PREFERENCES BY PARTY FOR THE HANDLING OF THEIR PRINCIPAL CAMPAIGN INTEREST
- 3 - VOTERS' ATTITUDES TOWARDS THE PRESIDENTIAL AND VICE PRESIDENTIAL CANDIDATES
- 4 - VOTERS' ATTITUDES TOWARDS SENATORIAL AND CONGRESSIONAL CANDIDATES
- 5 - DETERMINING OF THE RELATIONSHIP OF THE VOTERS' 1952 ATTITUDES TO PRESENT DAY ATTITUDES

BREAKDOWN OF INFORMATION FROM THE POLLS DEVELOPED THE SCOPE OF THE PEOPLE INTERVIEWED INCLUDING PARTY PREFERENCES, OCCUPATION, AGE, SEX AND GEOGRAPHICAL LOCATION. THROUGH THIS MEANS, THE REAL RELIABILITY OF THE POLLS WAS ESTABLISHED.

## RECOMMENDATION

THERE IS NO PROOF THAT POLLS, REGARDLESS OF HOW WELL TAKEN THEY ARE, ARE INFALLIBLE. THEY HAVE THEIR WEAKNESSES AND CAN DISTORT FACTS.

HOWEVER, IT IS OUR OPINION THAT THEY CAN SERVE AS A VERY USEFUL GUIDE IN THE CAMPAIGN OPERATION AND IF THOROUGHLY ANALYZED WITH AN EYE TO ALL OF THE FACTS INVOLVED, THEY NOT ONLY BECOME A GOOD INVESTMENT BUT THEY CAN GREATLY INCREASE THE EFFICIENCY OF CAMPAIGN OPERATIONS. WHILE THE 1956 POLLS WERE TAKEN IN A LIMITED NUMBER OF CONGRESSIONAL DISTRICTS IN THE PAST CAMPAIGN, IT WOULD BE OUR RECOMMENDATION THAT THEY BE TAKEN IN ALL CONGRESSIONAL DISTRICTS IN THE FUTURE AND THAT TWO POLLS BE TAKEN - ONE APPROXIMATELY FORTY-FIVE DAYS BEFORE ELECTION AND THE SECOND ABOUT FIFTEEN DAYS BEFORE ELECTION.

## PROBLEMS

THE FOLLOWING ARE SOME OF THE PROBLEMS THAT ARISE IN A CAMPAIGN OPERATION. MANAGEMENT SHOULD TAKE STEPS TO ANSWER THESE PROBLEMS.

PRESSURE: THROUGHOUT THE CAMPAIGN GREAT PRESSURE IS EXERTED BY "FRIEND AND FOE" ALIKE FOR PERSONAL BENEFITS AND FOR THE ADOPTION OF "PET PROJECTS".

FINANCES: ADEQUATE FINANCES ARE ESSENTIAL BUT UNFORTUNATELY LACK OF THE KNOWLEDGE AS TO THE AVAILABILITY OF FUNDS IS ALMOST AS COSTLY AS NOT RECEIVING THE FUNDS AT ALL. IT IS ALSO OUR BELIEF THAT THERE IS A POINT WHERE EXCESSIVE EXPENDITURES, PARTICULARLY IN AN INOPPORTUNE TIME, WILL RESULT IN DISADVANTAGE RATHER THAN ADVANTAGE.

LACK OF EXECUTIVE ABILITY: THE SMOOTH OPERATION OF THE CAMPAIGN IS CONSTANTLY IN NEED OF EXECUTIVE ABILITY, PEOPLE WHO CAN TAKE ON A JOB ONCE IT IS DESCRIBED TO THEM WITH THE KNOWLEDGE OF "HOW TO GET IT DONE".

VOLUNTEER HELP: BECAUSE OF THE NATURE OF A CAMPAIGN AND TO SAVE MONEY, IT IS, OF COURSE, NECESSARY TO STAFF MOST OF THE OPERATION WITH VOLUNTEER HELP. SUCH PEOPLE DO NOT FEEL THE RESPONSIBILITY OF MAINTAINING OFFICE HOURS NOR OF GIVING THE SAME ALLEGIANCE THAT IS FOUND IN LONG RANGE BUSINESS OPERATIONS. MORE ATTENTION MUST BE GIVEN TO PEOPLE'S FEELINGS, PRIDE AND PERSONAL AMBITIONS THAT WOULD BE NORMAL IN A BUSINESS OPERATION.

PERSONALITIES AND PRIMA DONNAS: THE OBSERVANCE OF STRICT PROTOCOL AND CONSTANT RECOGNITION OF PERSONAL AUTHORITY PLAGUES A CAMPAIGN MANAGER AT ALL TIMES. THERE SEEMS TO BE VERY LITTLE UNDERSTANDING ON THE PART OF PARTY HIERARCHY REGARDING THE MANAGEMENT PROBLEMS OF CONDUCTING A CAMPAIGN.

PROBLEMS CONT'D

PRE-OCCUPATION  
IN GLAMOUR

OPERATIONS: WHENEVER OUTSTANDING PERSONALITIES ARE VISITING SOUTHERN CALIFORNIA, PARTICULARLY THE PRESIDENT AND VICE PRESIDENT, THERE IS A GREAT PROBLEM IN MAINTAINING THE OPERATION IN THE MORE WORK-A-DAY AREAS. MANY OF THE LEADERS WANT TO BECOME INVOLVED IN THE CENTER OF THE ATTRACTION WHICH COULD BE VERY COSTLY TO CAMPAIGN PROGRAMS THAT ARE IN OPERATION. IT SHOULD NEVER BE FORGOTTEN THAT THE CAMPAIGN MUST CONTINUE IN ADDITION TO THE PROMOTION OF MAJOR PUBLICITY EVENTS.

RELAXATION  
AT THE  
CONCLUSION  
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CAMPAIGN: AFTER ENGAGING IN A STRENUOUS CAMPAIGN, THE DAY AFTER ELECTION SEEMS TO BE ENTIRELY COLORLESS. HOWEVER, IT IS OBSERVED THAT MANY CLEAN-UP OPERATIONS ARE NECESSARY AND THE CHAIRMAN, PARTICULARLY, SHOULD BE PREPARED TO CONTINUE HIS DUTIES FOR A REASONABLE PERIOD THEREAFTER.

## PUBLIC RELATIONS

ONE OF THE MOST IMPORTANT FUNCTIONS OF A CAMPAIGN OPERATION IS THAT OF DEVELOPING GOOD PUBLICITY AND OF EITHER AVOIDING OR NEUTRALIZING BAD PUBLICITY. TO DO THIS, ONE OF THE FIRST ACTIONS OF THE CAMPAIGN MANAGEMENT SHOULD BE THAT OF EMPLOYING THE BEST PUBLIC RELATIONS AND PUBLICITY EXPERTS POSSIBLE.

CARE MUST BE TAKEN TO ESTABLISH AND MAINTAIN FAVORABLE RELATIONS WITH THE METROPOLITAN PRESS, REPRESENTATIVES OF THE OUTLYING NEWSPAPERS, RADIO AND TELEVISION, NEWSCASTERS AND COMMENTATORS TOGETHER WITH POLITICAL EDITORS AND POLICY MAKING REPRESENTATIVES OF ALL MEDIA. ADEQUATE "PUBLICITY WRITING" PERSONNEL SHOULD BE AVAILABLE TO PRODUCE NEWS MATERIAL IN ACCEPTABLE FORM TO ALL MEDIA. NEWS RELEASES MUST BE UP-TO-DATE AND OF AN INTERESTING AND INFORMATIVE NATURE.

## RECOMMENDATION

IN EMPLOYING A PUBLICIST, THE PERSON IN CHARGE OF THIS DEPARTMENT SHOULD BE ONE WHO IS KNOWLEDGEABLE ABOUT POLITICAL ACTIVITIES. AN EXPERIENCED NEWSMAN IS NOT ENOUGH IF HE DOES NOT HAVE THE "FEEL" OF THE PRESSURE IN A POLITICAL CAMPAIGN. THE DEMANDS UPON TIME AND ENERGY IN OPERATING A POLITICAL CAMPAIGN ARE FAR BEYOND THAT OF ANY OTHER ASSIGNMENT AND A PERSON EMPLOYED FOR THIS JOB SHOULD COME IN WITH A FULL REALIZATION OF THE DEMANDS THAT WILL BE MADE UPON HIM TWENTY-FOUR HOURS A DAY AND SEVEN DAYS A WEEK.

IT IS OUR ESTIMATE THAT A FULL TIME PUBLICIST BE MADE AVAILABLE FOR AT LEAST NINETY DAYS OF THE CAMPAIGN AND THAT SECRETARIAL HELP BE PROVIDED DURING THIS PERIOD. IN ADDITION, FOR BETWEEN FORTY-FIVE AND SIXTY DAYS OF THE CAMPAIGN, CAPABLE NEWS WRITERS IN THE EQUIVALENT OF ANOTHER MAN BE AVAILABLE. SPECIFIC CONSIDERATIONS WOULD BE AS FOLLOWS:

- 1 - NEWS RELEASES ON CURRENT INFORMATION THAT IS NEWSWORTHY MUST BE PREPARED AND DISTRIBUTED TO APPLICABLE MEDIA.
- 2 - PLANNING, PREPARING AND SUPERVISING SUCH SOCIAL EVENTS AS SEEM TO BE APPROPRIATE TO BUILD GOOD WILL IN THE MEDIA. THESE ARE PARTICULARLY EFFECTIVE IF THEY TIE IN WITH SOME MAJOR EVENT SUCH AS THE VISIT OF THE PRESIDENT, VICE PRESIDENT OR DISTINGUISHED GUESTS.

PUBLIC RELATIONS - RECOMMENDATION CONT'D

- 3 - PARTICULAR CARE SHOULD BE TAKEN TO INCLUDE RADIO AND TELEVISION REPRESENTATIVES IN ALL CONFERENCES. A SEPARATE FACILITY SHOULD BE SET UP FOR TELEVISION INTERVIEWS IN ADDITION TO THOSE PREPARED FOR NEWSPAPERS.
- 4 - ROUTINE NEWS STORIES COVERING THE APPOINTMENT OF PERSONNEL IN VARIOUS COMMUNITIES, OPENING OF HEADQUARTERS, SPECIFIC AND UNUSUAL CAMPAIGN ACTIVITIES SHOULD BE PUBLICIZED IN THE APPLICABLE MEDIA.

EXAMPLE: WHEN A CHAIRMAN OF A CONTACT COMMITTEE IS APPOINTED, THE LOCAL NEWSPAPERS AND, IF AVAILABLE, LOCAL RADIO STATIONS SHOULD BE GIVEN THE INFORMATION REGARDING SUCH APPOINTMENT. THIS BROADENS THE BASE OF PUBLICITY AND GIVES THE APPOINTEE A FEELING OF GREATER INTEREST IN THE CAMPAIGN. SIMILAR TREATMENT SHOULD BE GIVEN TO THE OPENING OF A COMMUNITY HEADQUARTERS.

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### RELEASES

FOR THE PROTECTION OF THE CAMPAIGN FINANCIAL INTERESTS, RELEASE FORMS WERE SENT TO ALL SUPPLIERS, HOTELS, ETC., REQUIRING AN ACKNOWLEDGEMENT THAT ONLY THOSE AUTHORIZED SIGNATURES WOULD BE HONORED BY THIS CAMPAIGN. IT IS BELIEVED THAT THIS ACTION SAVED THE CAMPAIGN MANY THOUSANDS OF DOLLARS INASMUCH AS IN THE CONFUSION OF THE CAMPAIGN OPERATION, MANY PEOPLE TAKE THE AUTHORITY OF SIGNING CHECKS AND CHARGES THAT ARE NOT JUSTIFIED.

A RELEASE WAS SECURED ALSO FROM THE REPUBLICAN BUSINESSMEN'S ASSOCIATION (COLORED) ABSOLVING THE CAMPAIGN OF EXPENSES INVOLVED IN THE PROMOTION OF THAT ORGANIZATION. THIS RELEASE WAS HONORED TO THE FULLEST EXTENT.

### RECOMMENDATION

IT IS RECOMMENDED THAT ONE OF THE EARLIEST OPERATIONS IN A CAMPAIGN SHOULD BE THE DISTRIBUTION AND ACKNOWLEDGEMENT OF "RELEASES" SO THAT UNAUTHORIZED PERSONS WOULD BE PREVENTED FROM INCURRING INDEBTEDNESS TO THE CAMPAIGN.

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JOE SMITH FOR IKE & DICK

AS A RESULT OF AN OCCURENCE AT THE REPUBLICAN NATIONAL CONVENTION, THE OPPOSITION PARTY ATTEMPTED TO USE THE "JOE SMITH ISSUE" IN AN EFFORT TO MAKE IT APPEAR THAT THE DEMOCRATS WERE THE "PEOPLE'S PARTY" AND THE REPUBLICANS WERE NOT. TO COUNTERACT THIS, THE JOE SMITH CLUB FOR IKE AND DICK WAS ORGANIZED.

A TELEPHONE CONTACT WAS MADE WITH ALL JOE AND JOSEPHINE SMITHS IN LOS ANGELES COUNTY RESULTING IN A MEETING, FINE PRESS PARTY AND THE FORMAL ORGANIZATION OF THE JOE SMITH CLUB. PUBLICITY WAS EFFECTIVE TO THE EXTENT THAT IT IS CREDITED WITH NULLIFYING THE JOE SMITH ISSUE IN THIS AREA.

RECOMMENDATION

IN FUTURE CAMPAIGNS, IF A "PHONY" ISSUE SUCH AS THIS OCCURS, IT IS OUR OPINION THAT IT CAN BE MET WITH AGGRESSIVE AND PROMPT ACTION.

## SPEAKERS' BUREAU

ONE OF THE MOST SUCCESSFUL AND EFFECTIVE OPERATIONS OF THE CAMPAIGN WAS THE SPEAKERS' BUREAU. WE WERE FORTUNATE TO SECURE THE SERVICES OF THE DIRECTOR OF THE LOS ANGELES COUNTY SPEAKERS' BUREAU TOGETHER WITH THE EXPERIENCE, VOLUNTEER SPEAKERS, FILES, ETC. AS A RESULT, THE CAMPAIGN WAS ABLE TO START OFF IN ITS VERY BEGINNING WITH THE CAPABILITY OF HANDLING SPEAKING ENGAGEMENTS. A COMPLETE REPORT OF THE SPEAKERS' BUREAU IS INCLUDED IN THE MASTER FILE. SOME OF THE SALIENT POINTS ARE:

THE DEVELOPMENT OF A SYSTEMATIC MEANS FOR HANDLING REQUESTS, ASSIGNMENTS AND ANALYSIS OF SPEAKERS. THROUGH CAPABLE HANDLING OF REQUESTS A FAVORABLE REPUTATION WAS DEVELOPED BY THE SPEAKERS' BUREAU SO THAT DESIRABLE REQUESTS WERE CONTINUALLY COMING IN.

MORE THAN 1000 MEETINGS WERE SERVICED BY OUR SPEAKERS' BUREAU DURING THE CAMPAIGN. 85% OF THEM WERE NOT REPUBLICAN ORGANIZATIONS. THIS WOULD MEAN THAT IN EXCESS OF 100,000 PEOPLE WERE EXPOSED TO FAVORABLE INFORMATION FROM REPRESENTATIVES OF THE SPEAKERS' BUREAU.

## RECOMMENDATION

IT IS RECOMMENDED THAT THE IMPORTANCE OF THE SPEAKERS' BUREAU BE RECOGNIZED AND THAT ITS OPERATION BE SET UP AT LEAST NINETY DAYS BEFORE THE ELECTION, AND ADEQUATE PERSONNEL BE PROVIDED INCLUDING A DIRECTOR, RESEARCH ASSISTANT, SECRETARIAL HELP, ETC. THE PRACTICE THAT WAS INITIATED IN RUNNING SMALL ADVERTISEMENTS IN THE NEWSPAPERS INVITING REQUESTS FOR SPEAKERS WAS MOST EFFECTIVE AND SECURED INVITATIONS FROM NEUTRAL GROUPS. WE RECOMMEND THAT THIS BE CONTINUED. IN THE FUTURE, THE SPEAKERS' BUREAU SHOULD BE GIVEN ENCOURAGEMENT AND AUTHORITY TO SCHEDULE "NAME SPEAKERS" FOR RADIO AND TELEVISION FORUMS.

## SPECIAL EVENTS

A DEPARTMENT WAS ESTABLISHED UNDER THE NAME OF SPECIAL EVENTS. ITS PRIME PURPOSE WAS THAT OF PREPARING AND MANAGING THOSE EVENTS NOT TIED IN WITH OTHER ASSIGNMENTS. THIS WAS A MOST ACTIVE PART OF THE ORGANIZATION. IT INCLUDED

- A - SCHEDULING, MANAGING AND CROWD PRODUCING OF MEETINGS FOR VISITING DIGNITARIES SUCH AS HONORABLE JOSEPH MARTIN, HONORABLE THOMAS PIKE, HONORABLE DONALD QUARLES, HONORABLE HOWARD PYLE, HONORABLE CHARLES THOMAS, HONORABLE WENDELL BARNES, HONORABLE THOMAS E. DEWEY, HONORABLE IVY BAKER PRIEST, HONORABLE ARTHUR LARSEN, KATHERINE G. HOWARD, HONORABLE ARTHUR S. FLEMING, HONORABLE ARCHIBALD CAREY, SENATOR WILLIAM F. KNOWLAND. THE PROGRAM INCLUDED PROMOTIONAL ACTIVITIES IN CONNECTION WITH THE VISIT OF THE TRUTH SQUAD.
- B - IT WORKED AS A CO-ORDINATING BODY WITH THE YOUNG REPUBLICANS.
- C - IT PLANNED AND PRODUCED A WOMEN'S TEA AT THE HOME OF THE CHAIRMAN OF THE WOMEN'S DIVISION AND ASSISTED IN THE VISIT OF THE PRESIDENT, PARTICULARLY IN RESPECT TO THE BUS BRIGADE.
- D - THE PROGRAM HAD THE RESPONSIBILITY OF THE AIRPORT RECEPTION OF THE VARIOUS DISTINGUISHED GUESTS.
- E - THEY WERE RESPONSIBLE FOR THE THOMAS E. DEWEY RALLY.
- F - THEY WORKED IN CONNECTION WITH THE DEMOCRATS FOR EISENHOWER-NIXON LUNCHEON OF ASSISTANT SECRETARY OF LABOR, ARTHUR LARSEN.
- G - THEY WORKED IN COOPERATION WITH THE VISIT OF VICE PRESIDENT NIXON IN DEVELOPING CROWD SUPPORT.
- H - THIS DEPARTMENT HANDLED COMPLETELY THE ITINERARY INCLUDING DETAILED PLANNING, PREPARING AND CROWD PRODUCING OF SENATOR WILLIAM F. KNOWLAND.
- I - THEY HANDLED THE EISENHOWER BIRTHDAY ACTIVITIES.
- J - THEY HANDLED THE DETAILS FOR THE PRESENTATION OF A SCROLL FROM THE SMALL BUSINESS COMMITTEE
- K - THEY HAD THE RESPONSIBILITY FOR A PORTION OF THE COMMITTEE MEETINGS AT WHICH TIME DISTINGUISHED GUESTS DISCUSSED CAMPAIGN ACTIVITIES WITH KEY PEOPLE.
- L - THEY HANDLED THE DISTRIBUTION OF THE RAZOR PACKET.

SPECIAL EVENTS CONT'D

M - THEY PREPARED THE COPY FOR THE "SECRET BALLOT" PLACARD.

N - THEY HANDLED THE SCHEDULING OF THE WOMEN'S BRIGADE.

O - THEY ASSISTED ALL OTHER ACTIVITIES OF THE CAMPAIGN.

SUMMARY: THE SPECIFIC ASSIGNMENT OF THIS DIVISION WAS THAT OF MANAGING AND HANDLING ACTIVITIES THAT DID NOT FOLLOW INTO OTHER SPECIFIC CAMPAIGN MECHANISM.

RECOMMENDATION

IT IS RECOMMENDED THAT A SPECIAL EVENTS DIVISION BE ESTABLISHED IMMEDIATELY AS THE CAMPAIGN GETS UNDER WAY AND THAT A SUITABLE MANAGER BE SELECTED, ONE WHO HAS THE ABILITY TO JUDGE AND EFFECTUATE PUBLIC RELATIONS POLICIES, IS ENERGETIC AND IS CAPABLE OF WORKING WITH OTHER ELEMENTS OF THE CAMPAIGN. THIS ELEMENT OF THE CAMPAIGN WILL REQUIRE IN ADDITION TO THE MANAGER, AT LEAST TWO AND, AT TIMES, THREE ASSISTANTS. THEY SHOULD HAVE THE FULL BACKING OF THE MANAGEMENT OF THE CAMPAIGN.

### SPECIAL RALLIES

SPECIAL RALLIES WERE HELD IN THE NEGRO SECTION AND IN SPECIFIC LANGUAGE GROUPS SUCH AS HUNGARIAN, LITHUANIAN, POLISH, SPANISH SPEAKING, ETC. IN EVERY CASE, THEY WERE ARRANGED FOR AND CONDUCTED BY PERSONS OF THE NATIONALITY BACKGROUND INVOLVED.

### RECOMMENDATION

IT IS RECOMMENDED THAT THIS PROCEDURE BE FOLLOWED IN THE FUTURE. PERSONS FAMILIAR WITH SPECIAL LANGUAGE OR NATIONALITY PROBLEMS CAN MORE ADEQUATELY CONDUCT THE AFFAIRS OF THAT AREA THAN CAN ONE WHO IS NOT FAMILIAR WITH THEIR PECULIARITIES.

STATE CENTRAL COMMITTEE

THE CHAIRMAN OF THE STATE CENTRAL COMMITTEE SERVED AS CHAIRMAN OF THE POLICY COMMITTEE AND OF THE STRATEGY COMMITTEE.

HE AND HIS ASSISTANT ADVISED THE CHAIRMAN IN ALL OPERATIONS AND ASSISTED IN THE CONDUCT OF DISTINGUISHED GUESTS' VISITS.

### STEERING COMMITTEE

AN ADVISORY COMMITTEE OF THE CAMPAIGN WAS SET UP UNDER THE TITLE OF STEERING COMMITTEE WITH THE CHAIRMAN OF THE CALIFORNIA STATE CENTRAL COMMITTEE, AS ITS CHAIRMAN. THE PURPOSE OF THE STEERING COMMITTEE WAS TO MEET EACH MONDAY AFTERNOON TO DISCUSS MATTERS OF POLICY ON THE CAMPAIGN OPERATION. THE COMMITTEE WAS REPRESENTATIVE OF THE TOP LEADERS OF THE CAMPAIGN AND PARTY AUTHORITIES.

### STRATEGY COMMITTEE

A SO-CALLED STRATEGY COMMITTEE WAS ESTABLISHED TO MEET EACH SATURDAY MORNING AT 9:30. IT WAS INTENDED THAT THIS COMMITTEE BE MADE UP OF REPRESENTATIVES OF ALL LARGE AND SMALL GROUPS THROUGHOUT SOUTHERN CALIFORNIA INCLUDING COUNTY ORGANIZATIONS, PRECINCT ORGANIZATION, COMMUNITY LEADERS, ETC. APPROXIMATELY 1000 PEOPLE WERE INVITED. ATTENDANCE USUALLY RAN FROM 100 TO 200. THE PURPOSE OF THIS COMMITTEE WAS TO BRING TO THE ATTENTION OF THE KEY PEOPLE IN THE CAMPAIGN, THE PROGRAM OF THE CAMPAIGN, TOGETHER WITH PLANS TO BE ACTUATED AND TO PROVIDE A FORUM FOR DISCUSSION.

## SUPPLIES

A SUPPLY DEPARTMENT WAS ESTABLISHED UNDER A CAPABLE SUPPLY MANAGER WHOSE RESPONSIBILITIES INCLUDED MAINTENANCE OF INVENTORY CONTROL, RECEIVING ORDERS, SHIPPING, BILLING AND THE PREPARATION OF SPECIAL MATERIALS. SAMPLES OF SUPPLIES ARE ATTACHED WHICH INDICATE THE BROAD COVERAGE OF THIS OPERATION.

IT WAS THE DESIRE AND THE EXPECTATION THAT THIS CAMPAIGN HEADQUARTERS WOULD STOCK AND SUPPLY MATERIALS TO ALL ELEMENTS OF THE CAMPAIGN THROUGHOUT SOUTHERN CALIFORNIA. MATERIALS WERE SHIPPED BY THE MOST ECONOMICAL MEANS WITHIN TWENTY-FOUR HOURS AFTER RECEIPT OF AN ORDER. THE OBJECTIVES OF THE DEPARTMENT WERE LARGELY ACCOMPLISHED ALTHOUGH THERE WERE SOME ELEMENTS OF THE CAMPAIGN THAT ORDERED MATERIAL DIRECT FROM THE SUPPLIERS AND THE NATIONAL COMMITTEE. THE MATERIAL DISBURSED BY THIS DEPARTMENT IS AS FOLLOWS:

BUMPER STRIPS	753,000
CAMPAIGN BUTTONS	100,000
CAMPAIGN TABS	300,000
WINDSHIELD STICKERS	339,000
GENERAL CAMPAIGN FOLDERS	250,000
RANK & FILE LABOR FOLDER	50,000
WOMEN'S CAMPAIGN FOLDER	50,000
CAMPAIGN FOLDER IN SPANISH	30,000
"THIS MAN NIXON" PAMPHLET	200,000
"VICE PRESIDENCY" FOLDERS	10,000
VOLUNTEER POSTCARDS (RETURN TYPE)	100,000
THANK YOU CERTIFICATES	12,000
IKE & DICK ONE SHEETS	2,500
IKE BIRTHDAY POSTERS	2,000
MISOL SUCH AS "SHOE" CARDS, SPECIAL LANGUAGE GROUP MATERIALS, ETC.	50,000

## RECOMMENDATION

THE IMPORTANCE OF CAPABLE MANAGEMENT FOR THE SUPPLY DEPARTMENT IS VERY GREAT. THE RAPIDITY WITH WHICH THIS BUSINESS BUILT UP WITHIN A SHORT TIME, REQUIRES THAT A SYSTEM BE ESTABLISHED AND BE CAPABLY ADMINISTERED.

SUPPLIES - RECOMMENDATION CONT'D

DURING THE PAST CAMPAIGN ALL MATERIAL WAS DISTRIBUTED BY THE MORNING OF THE THURSDAY BEFORE ELECTION, GIVING LOCAL HEAD-QUARTERS THE OPPORTUNITY TO USE IT. THERE WERE LESS THAN 1000 PIECES OF LITERATURE THAT HAD TO BE DESTROYED AT THE CONCLUSION OF THE CAMPAIGN.

IT IS DESIRABLE, OF COURSE, THAT ALL OPERATING SUPPLIES SUCH AS STATIONERY BE CONTROLLED ADEQUATELY TO AVOID WASTE. THIS, THEREFORE, REQUIRES A VERY CAPABLE MANAGEMENT, ONE WHO CAN SAVE THE CAMPAIGN MANY THOUSANDS OF DOLLARS.

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### THANK YOU

ONE OF THE IMPORTANT OPERATIONS OF A CAMPAIGN IS TO BE SURE THAT ALL PERSONS WHO PARTICIPATE ARE MADE TO FEEL THAT THEIR WORK IS APPRECIATED.

AT THE CONCLUSION OF EVERY MAJOR EVENT, LISTS OF PEOPLE WHO PARTICIPATED WERE REQUESTED AND LETTERS OF ACKNOWLEDGMENT MAILED OUT FROM THE CAMPAIGN HEADQUARTERS.

ALL ELEMENTS OF THE CAMPAIGN DOWN TO THE LOCAL COMMITTEE LEVEL WERE REQUESTED TO SUBMIT LISTS OF PEOPLE WHO PARTICIPATED. THIS WOULD INCLUDE PERSONS WHO WORKED IN LOCAL CAMPAIGN OPERATIONS. ALL OF THOSE PERSONS SO RECEIVED WERE MAILED A SUITABLE THANK YOU "PLAQUE" SHOWING THE PICTURES OF PRESIDENT EISENHOWER AND VICE PRESIDENT NIXON AND SIGNED BY THE AUTHORITIES OF THE CAMPAIGN.

### RECOMMENDATION

IT IS RECOMMENDED THAT THE THANK YOU PROCESS BE CONTINUED BUT THAT ADDITIONAL EFFORT SHOULD BE CONSTANTLY MADE FROM THE BEGINNING OF THE CAMPAIGN TO SECURE ADEQUATE LISTS SO THAT CUSTOMARY LET-DOWN DOES NOT PRE-CLUDE SOME PEOPLE FROM BEING ACKNOWLEDGED.

## TRUTH SQUAD

ONE OF THE ACTIVITIES SPONSORED BY THE REPUBLICAN NATIONAL COMMITTEE WAS THAT OF THE "TRUTH SQUAD" WHICH, IT WAS HOPED, WOULD BRING TO LIGHT THE MIS-STATEMENTS AND DISTORTIONS BY THE OPPOSITION. THROUGH THE ADVICE OF POLITICAL EXPERTS AND THE COOPERATION OF THE NEWS GATHERING MEDIA, MAXIMUM ATTENTION WAS CALLED TO THE ACTIONS OF THIS "TRUTH SQUAD".

## TRUTH SQUAD - JUNIOR SIZE

HALF WAY THROUGH THE CAMPAIGN, IT WAS RECOMMENDED TO THE LEADERS OF THE REPUBLICAN PARTY, NAMELY THE REPUBLICAN NATIONAL COMMITTEEMAN AND THE CHAIRMAN OF THE CALIFORNIA STATE CENTRAL COMMITTEE, THAT A FUNCTION OF THEIR OFFICES SHOULD BE ANALYSIS OF THE STATEMENTS MADE BY SPOKESMEN OF THE OPPOSITION IN THIS AREA AND THE ISSUANCE OF STATEMENTS BY OUR OWN RESPONSIBLE HEADS OF THE REPUBLICAN PARTY CHALLENGING SUCH MIS-STATEMENTS. THIS FUNCTION WAS NEVER EFFECTUATED BUT IT IS OUR BELIEF THAT SUCH AN ACTIVITY, IF CONSTANTLY AND SYSTEMATICALLY FOLLOWED, WOULD BE MOST EFFECTIVE.

## RECOMMENDATION

TRUTH SQUAD-JUNIOR SIZE: IT IS RECOMMENDED THAT THE PROCEDURE SUGGESTED IN THIS CATEGORY BE ESTABLISHED EARLY IN THE NEXT CAMPAIGN SO THAT OFFICIAL PARTY HEADS FOR THIS AREA WOULD HAVE THE RESEARCH FACILITIES AND THE SYSTEMATIC MEANS OF ANSWERING IRRESPONSIBLE STATEMENTS BY THE OPPOSITION.

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### VICTORY SQUAD

ONE OF THE MOST EFFECTIVE CAMPAIGN OPERATIONS WAS THAT OF THE LOS ANGELES COUNTY CENTRAL COMMITTEE, KNOWN AS THE "VICTORY SQUAD". IN THIS OPERATION, THOUSANDS OF PEOPLE WERE RECRUITED TO WORK ON ELECTION DAY IN GETTING OUT ALL THE FAVORABLE VOTE. THIS CAMPAIGN HEADQUARTERS COOPERATED WITH THE VICTORY SQUAD TO THE FULLEST EXTENT.

### RECOMMENDATION

IT WOULD BE DESIRABLE FOR EVERY COUNTY TO DEVELOPE A "VICTORY SQUAD" AS A PERMANENT PART OF THE COUNTY CENTRAL COMMITTEE ORGANIZATION AND THAT EVERY EFFORT BE MADE TO DEVELOPE SUCH OPERATION IN EVERY PRECINCT PRIOR TO THE ACTUAL CAMPAIGN TIME. ALL PERSONS INTERESTED IN THE CAMPAIGN "AT EVERY LEVEL" SHOULD BE ASSIGNED A "VICTORY SQUAD" DUTY ON ELECTION DAY.

## VOLUNTEER INSTRUCTION AND REGISTRATION

CAMPAIGN HEADQUARTERS, LOCAL, COUNTY AND SOUTHERN CALIFORNIA-WIDE, WERE THE POINTS OF CONTACT FOR THOUSANDS OF PEOPLE WHO WANTED TO ASSIST IN THE CAMPAIGN. TO PROVIDE INSTRUCTION AND A REGISTRATION PROCESS FOR SUCH PEOPLE, A DOUBLE POSTAL CARD WAS DEVELOPED. IT HAD TWO PHASES:

- 1 - INSTRUCTIONS TO AN INDIVIDUAL WERE MADE, GIVING INFORMATION AS TO THE ACTION HE COULD TAKE WITHOUT FURTHER DIRECTION.
- 2 - A RETURN POSTAGE PAID POSTAL CARD WAS PROVIDED WHEREIN THE VOLUNTEER COULD CHECK THE PHASES OF THE CAMPAIGN IN WHICH HE WANTED TO PARTICIPATE. THESE CARDS INDICATED NAME, ADDRESS AND TELEPHONE NUMBER OF THE VOLUNTEER AND WERE USED IN ALL ELEMENTS OF THE CAMPAIGN REQUIRING PERSONNEL.

## RECOMMENDATION

IT IS RECOMMENDED THAT A VOLUNTEER REGISTRATION AND INSTRUCTION POSTAL CARD BE PREPARED AS ONE OF THE FIRST ACTS OF THE CAMPAIGN AND THAT THEY BE DISTRIBUTED:

- A - TO EVERY HEADQUARTERS
- B - INCLUDED IN ALL CONTACT MAILINGS
- C - AND THAT PRECINCT ORGANIZATION AND CANDIDATE ORGANIZATIONS BE ENCOURAGED TO USE THEM AS A MEANS OF SECURING REGISTRATION.

PERMANENT CAMPAIGN FILES SHOULD BE MADE FROM THESE VOLUNTEER CARDS.

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## WOMEN'S BRIGADE

A MOST EFFECTIVE TOOL OF THE CAMPAIGN WAS THAT OF THE WOMEN'S BRIGADE. A GROUP OF REPRESENTATIVE AND LOYAL LADY CITIZENS OF THE ENTERTAINMENT INDUSTRY PROVIDED A MOTORCADE OF FIVE TO SEVEN AUTOMOBILES COLORFULLY DECORATED. THESE WERE FILLED WITH ATTRACTIVE AND WELL-KNOWN PERSONALITIES WHO COVERED THE ENTIRE SOUTHERN CALIFORNIA AREA DURING THE CAMPAIGN PERIOD.

IT AUGMENTED EVERY MAJOR EVENT SUCH AS THE VISIT OF THE PRESIDENT, VICE PRESIDENT, SENATORS, ETC. MANY TIMES THE "BRIGADE" STARTED THE DAY AS EARLY AS 5:30 IN THE MORNING, CONTINUING ALL DAY LONG.

THIS ACTIVITY ENGENDERED ENTHUSIASM AND SECURED MUCH SUPPORT WHEN NEEDED.

## RECOMMENDATION

IT IS THE RECOMMENDATION OF THIS CAMPAIGN MANAGEMENT THAT EVERY ENCOURAGEMENT SHOULD BE GIVEN TO THE WOMEN WHO CARRIED ON THE WOMEN'S BRIGADE ACTIVITIES AND THAT THEY BE INTEGRATED THOROUGHLY INTO THE FUTURE CAMPAIGN STRUCTURE.

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## YOUNG REPUBLICANS

THE WORK OF THE YOUNG REPUBLICANS DURING THE 1956 CAMPAIGN WAS MOST VALUABLE, PARTICULARLY A GROUP THAT WAS ESTABLISHED IN ONE OF THE LEADING UNIVERSITIES. THE WORK INCLUDED SUCH THINGS AS:

- A - ESTABLISHING A YOUNG REPUBLICAN CLUB IN EVERY COLLEGE IN SOUTHERN CALIFORNIA
- B - PROVIDING STANDBY COMMITTEES FOR AIRPORT RECEPTIONS
- C - WORK WITH HEADQUARTERS AUGMENTING RALLIES
- D - PRODUCING SIGNS
- E - ATTACHING BUMPER STRIPS AND MANY OTHER SIMILAR ACTIVITIES
- F - ORGANIZING THE JUNIOR IKE AND DICK CLUBS
- G - ORGANIZING THE JOE SMITH CLUB
- H - PARTICIPATING IN THE SPEAKERS' BUREAU
- I - ACTING AS MOTION PICTURE PROJECTIONISTS IN SHOWING CAMPAIGN FILMS
- J - ASSISTING IN THE ARRIVAL AND DEPARTURE OF THE TRUTH SQUAD
- K - POSTING IKE BIRTHDAY CARDS AND PLACARDS FOR IKE'S VISIT
- L - WORKING CONSTANTLY IN COLLEGE MEETINGS
- M - WORKING IN RALLIES AND MOCK CONVENTIONS
- N - OBTAINING PERSONNEL FOR STRATEGY COMMITTEE MEETINGS
- O - ENGAGING IN A GREAT MANY ADDITIONAL THINGS THAT WERE NEEDED TO THE CAMPAIGN.

YOUNG REPUBLICANS CONT'D

RECOMMENDATION

IT IS RECOMMENDED THAT THE WORK OF THE YOUNG REPUBLICANS BE RECOGNIZED AND ENCOURAGED AT ALL EVENTS.

PERMANENT STAFF PERSONNEL SHOULD BE ENGAGED FOR THE FULL TERM OF THE CAMPAIGN FOR WORK WITH COLLEGES AND FOR THE DEVELOPMENT OF ENTHUSIASM AT ALL RALLIES.

DURING THE HEIGHTH OF THE CAMPAIGN, IT WOULD REQUIRE A YOUNG REPUBLICAN DIRECTOR, AN ASSISTANT AND A SECRETARY TO ADEQUATELY HANDLE AN OPERATION OF THIS AREA.

## SUPPLEMENT

The following is supplementary information to be included in the report of campaign activities of 1956.

### GENERATION OF ATTENDANCE AT MEETINGS:

It was the experience of the campaign that in no case could it be taken for granted that sufficient people would attend a meeting without promotion on the part of the campaign mechanism. The following techniques were used.

1. Teams of volunteer workers were assigned to areas for telephone solicitation.
2. Young Republicans were asked to turn out their membership and, where near colleges, to turn out the college Young Republicans.
3. In some cases busses were hired to assembly points set up in the area of the meeting, with women telephoning, urging their neighbors to come to the assembly point for transportation to the meeting.
4. In large affairs organizations and community headquarters were encouraged to provide bus transportation. Parking was provided and directions to suitable locations within the meeting area.
5. Where apropos, advertising was placed in local newspapers and on radio, but be warned however, that it is not safe to place much dependence upon advertising for crowd generation.
6. In all major events tickets were used which placed some value upon the attendance of the person who was invited to attend.

### RECOMMENDATION:

It is recommended that in each campaign adequate attention be given toward the generation of crowds at every major event. Never let it be taken for granted that suitable attendance will appear unless every effort is made to promote such attendance.

### WEATHER:

While it is realized that the campaign operation can do nothing about the weather, it was felt that knowledge of impending weather conditions would serve a very useful purpose. For this reason an arrangement was made with Dr. Irving Krick organization to provide daily weather reports. As a result we had a five day warning each day regarding the possible weather condition. As it did happen we had good weather during the time of the campaign, but if the reports had indicated poor

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weather we would have been able to provide buildings rather than open meeting facilities. We felt that it was much better to know in advance what the conditions might be that we would have to face.

RECOMMENDATION:

It is recommended that in future campaigns a contract be executed with a suitable weather forecasting establishment, preferably one of known reliability, to give the campaign management suitable warning and knowledge.