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54	24	03/12/1962	Memo	From Emily Pike to Bob Haldeman, re: Memo on Democratic State Council Committee Meeting. 1 page.
54	24	03/08/1962	Letter	From Emily G. Pike to Bob Haldeman, re: Democratic State Council meeting to be held in San Francisco. 1 page.
54	24	n.d.	Memo	Democratic State Central Committee Meeting held March, 2, 3, 1962 San Francisco. 5 pages.

INTER-OFFICE MEMORANDUM

Nixon for Governor

*file*

To: H. R. Haldeman

Date: March 12, 1962

From: Emily Pike, San Francisco

Subject: Memorandum on Democratic State Central Committee Meeting

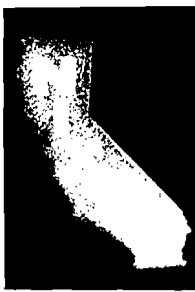
Distribution: Sophia Telfer

Since writing the attached - which was prepared for hand delivery to you by Ruth Watson - I understand from Ruth that she has talked with you about it and your recommendation was to send it to Sophia Telfer.

This memorandum will transmit a copy to you and a copy to Miss Telfer.

*Emily*

Emily G. Pike



# NIXON FOR GOVERNOR

*Northern California Office  
Suite 619-620, 525 Market St., San Francisco 5; DO 2-5576*

March 8, 1962

Mr. H. R. Haldeman  
Campaign Director  
Nixon for Governor  
3908 Wilshire Boulevard  
Los Angeles, California

Dear Bob:

Last week when I read in the newspaper of a Democratic State Central Committee meeting to be held in San Francisco over the weekend, I asked a very reliable and tactful Young Republican (Miss Lucia Quigg) to try to get in and listen for us. She did attend the Saturday workshop session on Speaking in the Coming Campaign. Lucia took as many notes as was possible in longhand, and a typed copy (in duplicate) is attached. We hope it will be useful.

I asked Ruth Watson to deliver this to you by hand, rather than having it perhaps go through several hands in your office. Lucia is a very responsible person and will not discuss her expedition with others. She is willing to do this sort of thing again and organize a small group to attend Democratic meetings in the county in the future.

The first section of the report is a resumé of general impressions of the meeting. Lucia was quite shaken by the efficient, well-organized approach compared to our seemingly casual attitude - this relates to the Party as a whole, not specifically the Nixon campaign.

Section B is the substance in outline form of what was stressed during the session. The report concludes with her recommendations to others attempting to infiltrate such meetings.

I have kept one copy of her notes for my own file and will await word from you as to any further distribution this should have.

Best regards,

Emily G. Pike  
Campaign Manager, San Francisco

Attachment



Democratic State Central Committee Meeting

Held- San Francisco

March 2, 3, 1962

Attended- Saturday March 3, only

A. General Impressions

1. Very well dressed
  - a. Women in hats and furs almost without exception
  - b. Men - successful business men, from appearances
2. Very friendly and courteous
  - a. Everyone welcomed individually
3. Definatly a Hand picked group from all over the State.
  - a. A reference was made and people were thanked for leaving their husbands or wives to attend.
4. Different races represented
  - a. Negro
  - b. Spanish--aristocracy
  - c. Jewish
5. The Meeting very well organized
  - a. Started on time
  - b. Had all aids handy-blackboards etc.
6. Group very attentive to business at hand
  - a. No confusion in background as we often have
  - b. No leaving in the middle of meeting
  - c. No talking to friends during meeting

Everyone sat quietly and listened and learned.  
They were there for business!
7. Meetings in general schedualed later than ours. Began at 10 AM.
  - a, Something to know if going to any more
8. Speakers were professors from all over the State.

B. Meeting

1. Dr. Paulson---Introduction
2. Dr. Weinz---"Campaign Speaking"
  - a. General rules of speaking
  - b. Have conducted a study on why people vote as the do Roper Survey

1. 25 - 33 % decide how to vote during campaigns
  2. Campaign speeches influence the voters.
    - a. More you speak to people the more will turn out.
    - b. Speaking converts 16 - 25 % of the voters
  3. More written material a person reads, the more determined he will be on his position
  4. Last 4 days before election 50 % of voters listen, and read, and make up their minds.
  5. Bolster the party organization by making party leaders stronger
- c. Qualifications of a speaker
1. Be prepared
  2. Knowledge of subject
  3. How to choose a subject
  4. How to attack
  5. How to defend
- d. What makes an effective speech
1. Fewer the issues the better
  2. Speak on Brown's record rather than the attack on record.
  3. Clear Structure
  4. Humor
3. LLOYD CRISP --- Preparing, Structuring, and Presenting Speeches
- A. Nixon - has an effective delivery;; a pleasant voice; appears well organized
1. Lists 3 points
- When you listen to speech point 1 contradicts point 3 and point 2 may not even be related
- " So Listen! "
- b. Structure
1. Introduction
  2. Body - contains proof

3. Conclusion

c. Presentation

1. Ask -

- a. Size of audience
- b. Kind of group
- c. Time
- d. Order of speakers
- e. Discuss only one issue
- f. Do not read - practice

2. Visual communication

- a. Movements of body
  - EX. Take off and put on glasses - bad
- b. Reinforce what saying with flowing body movements
- c. Eye Contact necessary

3. Language and matters of expression

- a. As raise volume also raise pitch - result a squeak.

4. Material

- a. Know group - so material can be selected to interest them.

5. Do not immitate

Develope own effectiveness

4. Dr. Dell --- Attack and Defence

" Nixon will be prime target "

a. Attack

- 1. Gov. Brown's 4 years in power. He has a fine program

Nixon must prove where Brown weak and where he will be stronger.

- 2. Nixon going to counties looking for issues

He does not know California issues - so is using national issues

- a. May not care about State issues
- b. Wants a ~~NATIONAL~~ national office
- c. Using California as a political stepping stone.

- 3. Refresh voters minds on what Nixon has done in the past -

Helen G Douglas ?

or Helena Voger ?

And Refshagie ?

4. How to attack opposition

a. In 16 years Nixon not made up his mind \*

Rolls with the tide

b. Nixon does not answer an argument head on -

Checkers - 1952 - cloth coat

c. Run against ghosts -

" They say I am afraid to say such  
and such "

Nixon must prove

d. Name calling without specific evidence -

" Bungling in Sacramento "

Nixon must prove

Never defined.

e. Inconsistency of many quotes

Nixon makes it appear unamerican to  
criticize America.

f. When Nixon answering question at U. C.

Murray ~~Chaitner~~ *Chaitner*

Nixon not believe in debate unless

favors him and turns questions to  
his advantage.

g. Think one of the major issues in California

Communism -

1. Make Nixon prove it

2. Use Joe Shell's statement \*

Communism not an issue and

Nixon is making it one.

h. Nixon denounced Birches months after

everyone else -

Nixon a Johnny come lately - so

will say Nixon sympathetic toward Birches

i. Budget -

1. Fiscal Irresponsibility

L. A. Times Feb. 18

Henry Falen - Glendale to advise

Nixon. This shows Nixon does not

know how to attack budget.

2. Bring up President Eisenhower's 12 billion budget and Nixon made no rebuttal against it.

Democrats will use - California a great state, has a great government, and therefore needs a great tax to support it and must continue to have if our children can be educated and grow up proud of California. Does not need a cut rate form of government.

c. The meeting then broke up into smaller groups where they were led by the above professors in :

1. How to criticize a speech
2. How to speak themselves.

Suggestions to others who may undertake similar excursions:

1. Go in groups of 2 or 3 -

This gives you someone to talk with and discourages others from coming up to you.

2. Join the Young Democrats and attend a few meetings as a social member.

3. Learn to turn questions \*

Comment on a hat - dress etc. to get you out of spots

4. Walk in as if you belong.