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To: Henry R. Haldeman
From: Emily Pike, San Francisco
Subject: Memorandum on Democratic State Central Committee Meeting

Distribution: Sophia Telfer

Date: March 12, 1962

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 G. Pike
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 resume 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
Democartic 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. Definitely 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

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 scheduled 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.
   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
       Develop 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 MAXIMUM 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 Vogner?
And Hefshagie?

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"
   d. Name calling without specific evidence — "Bungling in Sacramento"
      Never defined.
   e. Inconsistency of many quotes
      Nixon makes it appear unamerican to criticize America.
   f. When Nixon answering question at U. C. Murray "Cheater" — Chafee
      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.