

Richard Nixon Presidential Library
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Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
64	15	n.d.	Other Document	Nixon for Governor Campaign Organization rosters of campaign chairmen (continued - beginning alphabetically with Monterey County Campaign Co-Chairmen). 31 pages total. 1 oversized page not scanned.
64	15	n.d.	Report	Report on Public Relations for the Nixon for Governor campaign. 4 pages.
64	15	n.d.	Report	Report on Field Operations for the Nixon for Governor campaign. Includes structure, functions, methods, and basic materials. 2 pages.
64	15	n.d.	Report	Report on Party Liason (between the Candidate, County Republican Central Committees, elected Republican officeholders, and Nixon for Governor Campaign) of the Nixon for Governor campaign. 4 pages.
64	15	n.d.	Report	Report on the Contact Program of the Nixon for Governor campaign. 4 pages.

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P U B L I C R E L A T I O N S

Introduction

The principal task of public relations in a political campaign is to translate the record, personality and philosophy of the candidate in terms which will have the most favorable impact upon the electorate -- and, subsequently, to disseminate those impressions as widely and as often as there are techniques of communication available to do so.

Since the success of any campaign depends entirely upon the extent to which this "good will" is established, it is inevitable that every activity of both the candidate and his campaign organization be related directly to this concept of public relations. For this reason, the public relations effort of the Nixon for Governor Campaign necessarily intermeshes with all other campaign efforts; and, conversely, all other phases of the campaign must be keenly sensitive to this public relations requirement.

Dick Nixon's candidacy in the 1962 California gubernatorial contest is unique in our Country's political history. In essence, the voters of this State -- soon to be the largest in the Union -- are being given the opportunity, not merely to replace a "bad" Chief Executive with a "good" one, but to elect as Governor an experienced, proven and decisive leader who, by virtue of 14 years of distinguished public service, is today the Californian best known and most widely respected throughout the world.

Never before have the people of any state been presented with the opportunity to elect such a man as their Governor. This fact constitutes Dick Nixon's greatest single campaign asset. Combined with the unprecedented challenges facing California in the years immediately ahead, and the consequent need for strong and aggressive leadership, it is the key to victory in November!

Responsibility

The Public Relations Division of the Nixon for Governor Campaign will be responsible for all activities and operations in the public relations field, in its broadest sense -- including the management and direction of the campaign advertising, publicity, materials, and speakers programs. Its efforts will also be extended to the servicing in every appropriate manner of all other divisions of the basic campaign structure.

In addition, it will also be the obligation of the Public Relations Division to develop and, where authorized, to implement special campaign activities which are commensurate with the continuing requirement for the most effective and advantageous presentation of the Candidate and his campaign to the people of the State.

Organization

Authority for the Division's operations derives from the Director of Public Relations who, reporting to the Campaign Manager through the Executive Director, carries out the general policies of the Public Relations Advisory Committee.

Accordingly, all matters relating to campaign public relations, whether emanating from outside or within the Division, require his direct attention and administration.

The Director of Public Relations bears ultimate responsibility for the four major activities of the Division, and exercises personal supervision over its staff members in specific areas of performance.

In the guidance of all campaign advertising, the Director of Public Relations maintains constant liaison with the advertising agency retained for the State campaign, and participates in all consultations concerning the form and scope of advertising programs proposed by himself and others for application to the campaign.

He also co-ordinates closely with the Agency and the Headquarters Administrative Director in the development of basic campaign materials to be used either for sale or for general distribution.

Publicity

The Campaign News Bureau, whose Chief reports to the Director of Public Relations, is responsible for the preparation and dissemination of all publicity relating to the campaign.

Included in this requirement are news releases on appointments within the over-all campaign organization, statements of individuals in behalf of the Candidate, feature stories concerning both the Candidate and the campaign, and specific reporting assignments aimed at strengthening the basic publicity impact.

The News Bureau also prepares the Campaign News Letter.

In order that this activity may be developed and sustained with maximum effectiveness, it is essential that all publicity releases, regardless of their source, be centrally co-ordinated as to timing, format, and method of dissemination.

For Southern California, this control point is the State News Bureau office in Los Angeles. For Northern California, it is the Northern California News Bureau office in San Francisco, which reports directly to the State Headquarters.

To facilitate the closest possible liaison between these staff operations and the individual counties, it is contemplated that each Nixon County Chairman will appoint a volunteer Public Relations Committee for the County and/or designate one individual responsible to him who will serve as a point of local contact for the News Bureau.

This procedure will permit the desired division of responsibility in so far as local releases are concerned, and, at the same time, assure the maintenance of policy control from the central News Bureau.

Advertising

Recognizing both the importance of an effective and well-integrated advertising program to the campaign and the high cost of time and space in the various media, it was agreed by the Candidate and his advisors at the outset of the campaign that this phase of the public relations effort could best be implemented by retaining a single agency to conduct the advertising for the entire statewide campaign.

Accordingly, Hixson & Jorgensen of Los Angeles was selected on the basis of its strong representation of a substantial number of outstanding California clients, and its long and well established relationship with all media throughout the State.

The Agency's efforts are governed by policies laid down by the Candidate, including the imperative consideration of obtaining maximum value for every advertising dollar expended.

Consequently, while the advice and counsel of those acquainted with certain unique local advertising problems is desirable and will be appropriately solicited by the Agency, the wishes of the Candidate and the achievement of long-range campaign objectives in this area require that Hixson & Jorgensen maintain ultimate responsibility for all phases of the Nixon for Governor Campaign advertising for the State.

Any other course would result in waste, duplication and unwarranted deviations from the themes and policies established and/or approved by the Candidate.

Speakers Bureau

The Campaign Speakers Bureau functions for the primary purpose of providing appropriate, qualified spokesmen for the Candidate to groups, clubs and others forums throughout the State which request such appearances.

The Speakers Bureau Manager reports to the Director of Public Relations, and has the specific task of recruiting, training and assigning an adequate and representative roster of speakers, including entertainment personalities, as well as of promoting the services of the Bureau to the end of building a maximum volume of requests.

In addition, it is the responsibility of the Speakers Bureau to provide top-level speakers to substitute for the Candidate, when desired, before those gatherings where he is unable to appear personally.

It is expected that most, if not all, of the individual county and community organizations will maintain Speaker Committees for the purpose of filling local needs in this area of campaign activity.

Here, again, maximum co-ordination among all units of the campaign organization is essential to maximum performance; and each County and Community Chairman should assign to a volunteer the responsibility for liaison with the Speakers Bureau Manager to assure maximum coverage of all available forums.

A "Speakers Manual" will be provided to each County and Community Chairman, to each Speaker Committee Chairman, and to all members of the Campaign Speakers Bureau. This Manual will contain basic information relative to the Candidate's position on major State issues, and will be supplemented periodically by updated supporting material to aid the speakers in both their formal presentations and their responses to audience questions.

F I E L D O P E R A T I O N S

In order to give volunteers throughout the state maximum opportunity to take part in the campaign, a Nixon campaign committee will be formed in every community. Community campaign committee chairmen will be appointed by the county campaign chairmen, and their grassroots activities will be coordinated by the Field Director with the assistance of a number of field men. The following is an outline of the structure, functions, methods and basic materials of the field organization:

A. STRUCTURE

1. Full-time field director
2. Part-time volunteer field men to serve as liaison between field director and county and community chairmen.
3. County chairmen
4. Division chairmen (in large counties only)
5. Community chairmen
Community units are based on city, town or other geographical boundaries rather than assembly district lines.
6. Precinct chairmen
Ideally, community chairmen should assign volunteers to particular precincts to serve as precinct chairmen. Where this is not feasible, community chairmen will use volunteers in whatever way and whatever part of the community they can be most effective.

B. FUNCTIONS

1. Basic functions
 - a. Establish, man and finance community headquarters.
 - b. Canvass all voters (door-to-door or by telephone) to:
 - (1) Urge support of Nixon for Governor;
 - (2) Distribute campaign literature, bumper strips and buttons;
 - (3) Recruit Nixon volunteers;
 - (4) Obtain funds for support of community headquarters;
 - (5) Determine which voters intend to vote for Nixon;
 - (6) Determine why anti-Nixon voters oppose him.
 - c. Register unregistered pro-Nixon voters.
This need not be done where the Republican precinct organization does the job effectively, but in most communities it will be necessary to either supplement the work of the Republican precinct organization or do the entire job.
 - d. Get out the Nixon vote.
On June 5 this will be done by telephoners with the assistance of poll-checkers. On November 6 it will be done on a door-to-door basis by the Republican precinct organization with the assistance of Nixon volunteers.

2. Supplemental functions
 - a. Turn out crowds for rallies
 - b. Get out mass mailings
 - c. Distribute to undecided and anti-Nixon voters special campaign literature designed to answer anti-Nixon arguments revealed by first canvass.
 - d. Organize groups of Nixonettes
 - e. Sell Nixon jewelry

C. METHODS

1. Provide written instructions for all echelons describing in detail what is to be done and how to do it.
2. Establish deadlines for completion of each phase of the program.
3. Require periodic progress reports from each echelon.
4. Provide continuing supervision of county and community chairmen by field director and field men to make sure program is carried out on schedule.
5. Give county and community chairmen and their principal lieutenants an opportunity to meet the candidate and receive assurance he knows who they are and is aware of what they are contributing to the campaign.
6. Avoid conflict with Republican precinct organization and duplication of effort.
 - a. Establish harmonious relations between field organization and precinct organization leaders.
 - b. Perform precinct organization functions (e.g., registration) only in areas where precinct organization needs help.
7. Establish efficient procedure for promptly assigning volunteers to jobs within their abilities and interests.

D. BASIC MATERIALS

1. Handbook for Community Organization
2. Instructions for conducting door-to-door and telephone canvasses and getting out the vote.
3. Precinct maps
4. Precinct sheets
5. Campaign literature, bumper strips, buttons and jewelry.

P A R T Y L I A I S O N

A direct liaison between the Candidate, County Republican Central Committees, elected Republican officeholders, and Nixon for Governor Campaign leadership is essential to the campaign. Over-all coordination will result in a more effective operation.

RESPONSIBILITIES OF DIRECTOR OF PARTY LIAISON

The responsibilities of the Director of Liaison will include such things as, but not limited to, the general assistance in day by day problems confronting various chairmen as the campaign progresses. These problems will vary from county to county and it will be the responsibility of the Director of Liaison to determine the most effective and efficient way to expedite these problems, and to be of the greatest assistance to whatever leadership is requesting aid.

The liaison will act as a transmission belt between this leadership and the Nixon State Campaign organization, and be responsible for four programs, listed below, and other related activities outlined in more detail on the following pages:

1. Liaison with elected and appointed Republican Leadership.
2. Liaison with Nixon for Governor Campaign leadership.
3. Organization and direction of the "Friendly Ear" Program.
4. Organization and liaison with the "Legislative Alumni" program.

LIAISON COORDINATION REPUBLICAN ORGANIZATIONS

County Republican Central Committees and the Chairmen in all other Republican organizations give the Republican Party the year round day by day leadership which is the sound and vital base from which all Republican success stems.

To effect the best possible coordination with these dedicated and influential leaders, the Director of Liaison will make available to them various campaign facilities and aid them, when possible, in any area they might request.

County central committees have in the past worked at a disadvantage, due to lack of campaign coordination. It is hoped that the Central Committee Chairmen and Republican leadership will accept this program as a sincere effort on the part of the Nixon Campaign to keep them appraised of the campaign activities and the

campaign desire for their valuable and astute appraisals and suggestions. Without their devoted time and energy, our Party could not exist but with their enlightened interest and help our campaign and the campaigns of other Republican candidates will reach a greater and more effective strength.

ANTICIPATED LIAISON FUNCTIONS

1. Establish a good working relationship with all County Chairmen, Republican Central Committee members, and party volunteer organizations.
2. Keep in constant contact with all in "1."
3. Keep abreast of County Chairmen's problems and coordinate with RN campaign staff assignee in an effort to help deal with the following:
 - (a) Complaints in all areas of campaign
 - (b) Finance problems
 - (c) Speakers problems
 - (d) Precinct organization weakness
 - (e) Candidate problems
 - (f) Ethnic groups
 - (g) Interparty disagreements
4. Aid in sources of securing information. This information can be given to other campaign staff members.
 - (a) Voting trends in area
 - (b) C.S.O. activities
 - (c) C.D.C. activities
 - (d) Democrat area issues
 - (e) Republican Area issues
5. Establish working relationship with other Republican Organizations
 - (a) Federated Republican Women

- (b) Young Republicans
- (c) Republican Assembly
- (d) Republican Associates
- (e) Others

6. Aid leadership with any problem arising from any programs we are using.

LIAISON COORDINATION

NIXON CAMPAIGN COUNTY AND COMMUNITY CHAIRMAN

The organization and direction of the local Nixon for Governor Chairman is the direct responsibility of the Field Organization; however, it is of vital importance that there be cooperation and understanding between the Nixon Chairman and the official Republican Organizations. As the campaign progresses there might arise occasions when it will be necessary for liaison with various elements, if so, it will be available.

The Chairman must also have a direct contact with the State Headquarters, and because the Field Organization will be a moving one, the Director of Liaison will assume this responsibility and will route the varied requests to the correct campaign area for immediate attention.

"FRIENDLY EAR" PROGRAM

The name identification of the "Friendly Ear" describes its purpose. This program was initiated because of the many phone inquiries needing attention and the genuine interest in all persons seeking advice, lending criticism, and offering information.

Since it is important that all inquiries to the State Headquarters be handled with courtesy and in an efficient manner, the volunteers used in the "Friendly Ear" program must have the ability to listen and analyze conversations. Therefore, these volunteers will be carefully chosen from the ranks of executive personnel, i. e. retired Army, Navy, Air Force officers and professional people.

The Chairman of this program will be responsible for evaluating call importance and routing to the Director of Liaison for distribution to correct campaign area for follow-up.

The "Friendly Ear" program will be staffed full time in the Headquarters office and may be expanded to include at least two other well-located community centers.

All community centers should feel free to initiate the same type program and, if they desire, should forward to me all information they feel pertinent to the campaign, so that these like programs can be coordinated.

LEGISLATIVE ALUMNI

The former elected representatives of the Republican Party who no longer hold public office comprise a group of leaders, who as Legislative Alumni can carry a great impact on the voting public. Although, many of them are not active in the political arena today, they have the respect and following deserved by former legislators. These Alumni can and will be an asset to the community leadership of the Nixon Campaign, and because of past committee experience and the attention they have given to watching their former committees through the years, their value is immeasurable on Task Forces.

This committee will also be one which can initiate endorsements or resolutions on issues, work effectively on a precinct level in the influencing of the voter, serve as members of the speaker's bureau, and assist with recommendations of financial contributors and workers in the campaign.

Only two congressional districts in the State have no Legislative Alumni in residence. Although the overall number is small, their base is broad and very effective.

Assemblyman Fluornoy will be responsible for assigning these Alumni to Task Forces in their specific fields.

The Party Liaison Director will be responsible only for the Organization and Liaison with this committee; other than this they will function entirely independently.

C O N T A C T P R O G R A M

GENERAL

Major Function: The Contact Division will organize active support for Dick Nixon's candidacy among many occupational, trade, nationality, veteran, college and other "similar interest" groups in every one of California's 58 counties.

Method of Contact: The program will make primary use of person-to-person contact by word-of-mouth, letter or telephone to gain maximum support. Each individual approached by a fellow tradesman, fellow veteran or fellow Lithuanian-American, for instance, will be asked to commit himself to Dick Nixon's candidacy and work for Dick Nixon's nomination and election as Governor.

Philosophy of Program: Underlying the philosophy of the Contact Division is the conviction that persons can be effective politically among those with whom they have a "community of interests" such as fellow doctors, fellow electricians, fellow scholars, etc.

California Population: This program recognizes that the community of interests among persons in the same occupation or same nationalities group, for example, often is stronger than among persons in the same neighborhood. This is especially true in urban California areas with large transient populations including many new residents in the state.

Emphasis on Urban Areas: Primary stress of the program will be made in larger cities and surrounding areas among organized groups in many categories that can be contacted by the use of current membership lists. But the program will not overlook groups such as farmers and ranchers that tend to be located in less populated areas.

Participation of Democrats and Independents: Members of the various groups organized through the contact program will be urged to support Dick Nixon regardless of Party affiliation. The effort also will be made to have Democrats and Independents, as well as Republicans, serve in the volunteer leadership of the occupational, trade, nationalities and other groups organized through the Contact Division.

Financing of Program: A budget will be prepared by the Contact Director so informational materials needed for the program can be made available to key persons. Although it is desirable that each contact group support its own activities through member contribution, in some cases, other campaign funds will be needed to get a group started or to finance its program. This will be determined on an individual basis by the contact program leadership working in consultation with others in the campaign organization.

Supervision of Program: Administration of the state-wide contact program will be centralized in the Los Angeles office of the Contact Director. A Contact Chairman

in San Francisco will outline and coordinate the Contact Program in Northern California and its counties.

Goal of Program: The Contact Program will be kept as flexible as possible to accommodate differences in approach and organization of the various groups that are organized. Each contact group in every part of the state, however, will have the same goal of broadening the active support and voting strength of Dick Nixon among organized "non-neighborhood" groups.

Reaching the Voter: In conjunction with the Nixon Field organization, the Contact Program will give the campaign a "double" means of reaching the voter at his work and at his home. The Contact Program will also reach many voters through the organization of non-Republican groups in which individuals have a personal interest.

ORGANIZATION

State-wide and Southern California: Contact Director oversees the state-wide program with special emphasis on Southern California counties.

Northern California: Contact Chairman in Northern California direct the Contact Program in his area of operation under the general supervision of the Northern California Campaign Manager.

County: County Contact Chairman in each county organizes the contact effort in his area under the general supervision of the Nixon County Chairman.

Communities: Area Chairmen in the largest population centers of each county assist County Contact Chairmen with organizational and operational responsibilities.

Groups: Chairman of occupational, trade or veterans groups provides leadership for individual committees in Northern California, Southern California, county and community.

Committees: Appropriate organizing and coordinating committees will be appointed on the various levels of operation to assist the Contact Division leadership with (a) personnel (b) operation (c) membership (d) publicity (e) finance (f) activities.

OPERATION

Personnel: Volunteer Contact Division leadership will be recruited for Northern and Southern California the individual counties and the larger metropolitan centers.

Representation: Leadership on every level of organization will include a broad representation from business, the professions, agriculture, labor, ethnics groups, as well as men and women who have distinguished themselves as civic and community leaders.

Persons appointed to leadership in the Contact Division will be able to get things done and to do things that are newsworthy.

Membership: A broad membership drive will be launched among members of occupational, trade and other similar interests groups.

Lists: Up-to-date lists will be obtained that provide the most current and complete source of names in various groups. Special attention will be directed to making certain every major community in each county is covered.

Volunteers: All of the persons in the county Contact Program will be volunteers for Nixon. No paid personnel on the county level will be authorized from the Southern California Nixon for Governor headquarters for this program.

Training: Appropriate training material will be furnished to the county Nixon Chairman and county Contact Chairman covering subjects including (a) personnel (b) operations (c) membership (d) publicity (e) finance (f) activities.

Finances: Each contact group will be encouraged to operate on a self-sustaining basis. Methods of raising funds to finance group activities will be included in the Contact Division training manual.

Membership: Some groups may charge a membership fee but no one will be refused membership because of inability to pay. The membership fee will not exceed \$1 although larger contributions will be accepted.

Publicity: Contact Division appointments and activities will be publicized in appropriate news vehicles. A section of the training manual will cover methods of obtaining publicity for appointments, activities and endorsements of occupational, trade and other groups supporting Dick Nixon's candidacy.

Activities: The members of each contact group will engage in activities to broaden the support of Mr. Nixon's candidacy for Governor.

Reports: The County Contact Chairman will periodically submit a report on the progress of his program to the Contact Director in Los Angeles. Each group chairman will report similarly to the county Contact Chairman. Sample forms for this purpose will be included in the training manual.

Appointment of Chairmen: In the selection of group chairmen, it will be advisable in most cases to select the chairman from the largest community in the county. If co-chairmen are named, the second chairman should be from the second largest community in the county. In some cases several co-chairmen may be appointed.

Endorsement: Each contact group organized to support Dick Nixon's candidacy will not endorse or work for any other candidate than Dick Nixon. This is essential since the group could lose those members who are for Nixon but disagree with the choice of other candidates or are not affiliated with the Republican Party.

Letter From Candidate: When this program is well along, a letter will be sent from the candidate to those who have committed themselves in the various groups. The letter will thank them for their support and give the recipients further reason to be enthusiastic about the candidate and the campaign.

Mailing: If a mailing is deemed advisable, it will be sent to members of an occupation, trade or other contact group on the stationery of a respected member of the group together with an enclosure designed to gain a Nixon commitment from the recipient.

Mailing Procedure: Each occupation, trade or other group will handle its own mailing with the advice and consent of the County Contact Chairman. The procedure for mailing to a contact group will be covered in the training manual.

Undecided Voters: The names of undecided voters obtained through group contacts will be turned over to the county or community Nixon Chairman for mass mailings to voters who are being sent Nixon literature.