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62	37	11/26/1961	Memo	Carol Arth to H.R. Haldeman. Re: Speakers Bureau and Related Campaign Activities. 8pp.

26 November 1961

*disc. Artt*  
*file*

MEMORANDUM FOR BOB HALDEMAN

From: Carol Artt *Carol Artt*

Subject: Speakers' Bureau and Related Campaign Activities

During our luncheon conversation last Wednesday, the 22nd, you will recall I remarked I had prepared a rough outline re the above subject. I have refined it somewhat and enclose it for your study.

The outline contains the following sections:

- I. Statement of Purpose
- II. Speakers' Notebook
- III. Speakers' Bureau
- IV. Procedures
- V. Related Activities

Exhibit: Draft Speakers' Report Form

## I. STATEMENT OF PURPOSE

The Speakers' Bureau for the Nixon for Governor campaign should be so organized and directed as to carry Dick Nixon's past record and his programs for California's future advancement to every potential voter in every county in the state through the voices of Californians of all walks of life, endeavor, and origin.

Because a Speakers' Notebook (Section II) must depend for its compilation upon researchers, writers, legislative analysts, experienced speakers, and "the voice of the voter," as available through letters to the candidate, surveys, polls, and letters to the editor, there is required a constant liaison between the Speakers' Bureau and the other campaign segments mentioned here. These segments should regularly initiate information of value to the Speakers' Bureau and, in turn, should respond to requests from the Speakers' Bureau for information on specific issues and other campaign matters. Further, the Speakers' Bureau can, and should, serve as a conduit to the total campaign for current opinion, information, intelligence, etc., gathered by speakers in their speeches and discussions with their audiences.

While every effort must be made during the pre-primary period to secure as speakers those men and women who hold or have held prominent positions in the Republican Party, it is equally, if not more, important to find and utilize those men and women with access to non-partisan platforms, the CSO (Mexican-American organization), Negro groups, Urban League, Japanese-American Citizens' League, other minority and ethnic groups, etc. When possible, speeches to ethnic groups should be delivered in the group's language.

Television and radio provide additional "platforms" and every advantage should be taken of these media, including foreign language and Negro radio stations and programs. (Note: Negro and foreign language press should also be used for letters to the editor as well as meeting notices and coverage of meetings.)

Superior speakers will "float to the top" and should be utilized on the larger platforms.

This section and those that follow all include the premise that the Republican leadership in all areas will be appraised of this bureau's activities in advance. While their stamp of approval is not mandatory, informing them in advance will save embarrassment, frustration, anger, and, friendships.

## II. Speakers' Notebook

### 1. Makeup

- a. inexpensive 9½" x 11½" 3 ring looseleaf
- b. subject tabs
- c. 8" x 10" pocket inside back cover
- d. report forms
- e. stamped, self-addressed envelopes for mailing report forms
- f. supply blank pages for speaker's use (ie., notes, additional materials)

### 2. Contents

- a. letter over Nixon signature
- b. letter over campaign manager signature
- c. foreward by speakers' bureau manager
  1. purpose
  2. how use
  3. addenda
  4. report forms
  5. contact with central bureau
- d. table of contents
  1. RN biography (heavy emphasis California)
  2. House, Senate voting record
  3. Tie-breaking votes as Vice-President
  4. 1950-52 campaign facts
  5. Brown's record
  6. lists of supporters
  7. editorials, articles, etc., supporting RN
  8. results of surveys and polls
  9. vote for RN '46, '48, '50, '52, '56, '60  
- break down '50, '52, '56, '60 by county
  9. RN ---- Brown on issues  
employment/unemployment  
California business climate  
water  
education  
narcotics  
civil defense  
civil rights

education and action about communism  
California vis a vis the US and the world  
additional subjects as developed

10. affirmative attitude re other Republican candidates
11. sample speech and/or usable quotes
12. what speaker's audience can do to help

*Answers to common questions & complaints  
re Connally, Birch, UN, etc.*

*current bulletin on campaign progress, issues, etc.*

III. Speakers' Bureau

- Basic personnel requirements

1. manager
2. assistant
3. secretary
4. file clerk

#### IV. Suggested Procedures

1. Compile lists
  - a. previous campaigns (letter with return card)
  - b. scan returns from recent "support" mailing
  - c. check with task forces for names
  - d. seek out local "names" (phone and/or letter)
  - e. in (a) (b) (c) (d) include minority & ethnic)
2. Appoint co-chairmen
  - a. two per "out-state" county
  - b. two per city in heavily populated counties
  - c. two can and should keep each other moving on project
3. Call regional meetings of co-chairmen
  - \* Los Angeles, San Francisco, and San Diego to be considered as regions
  - a. chaired by speakers' bureau manager
  - b. recorded message from RN
  - c. distribute speakers' notebooks and discuss each section with questions and answers
  - d. discussion procedures and personnel assignment speakers' bureau
  - e. how
    - local people compile lists local "platforms"
    - initiate invitations
    - report
  - f. 3 or 4 persons of diverse backgrounds give sample speech
  - g. importance of effective reporting system
4. New materials for speakers
  - a. bureau initiates weekly or bi-weekly
  - b. culled from report forms submitted
  - c. candidate initiates, ie., messages, speeches, statements
  - d. research initiates
    - polls, surveys, newspaper clipping, studies, etc
  - e. analysis of mail to candidate and replies

5. a. report form  
(draft attached as exhibit)
- b. forms completed and forwarded once a week
- c. bureau use of forms
  - set up card file
  - all forms for previous 10 days and 10 days in advance maintained as desk file on calendar basis; then, retired to files divided on county and city basis, subdivided by date
  - maintain wall map with past, current and future speaking commitments designated by colored pins
  - running tally of information compiled from forms. Formal report filed each week; informal report available at any time.
  - well ordered reporting system and comprehensive analysis of contents permits use of current and imminent platforms for "crash" purposes, ie., special messages from the candidate, emphasis of particular issue in critical area, etc.

#### V. Related Activities

A reading of the previous sections, particularly Section I. Statement of Purpose, makes it clear that the organizational structure herein envisioned would call for the following:

1. Liaison
  - a. research
  - b. mail analysis
  - c. news office
  - d. writers of campaign material
  - e. Party organization and legislative liaison managers
  - f. Tv - radio
  - g. others as determined (minorities, labor, etc.)
2. Policy direction
  - a. contact with organizations (civic, non-partisan, etc.)
  - b. letters to the editor effort

*Maybe better  
have one for each  
speech -  
Also eval sheet  
to check of  
veg.*

S P E A K E R S ' R E P O R T F O R M

Speaker: \_\_\_\_\_ Period Reported: \_\_\_\_\_

\_\_\_\_\_  
(city) (county)

\_\_\_\_\_  
(speaker's street address)

\_\_\_\_\_  
(speaker's telephone number)

SPEECHES COMPLETED:

<u>Date</u>	<u>Organization</u>	<u>No. present</u>
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Questions asked:

Audience reaction:

SPEECHES SCHEDULED NEXT TEN DAYS:

<u>Date</u>	<u>Organization</u>	<u>Location</u>	<u>Time of day</u>	<u>No. Expected</u>
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(Please use other side for additional information and comment)