

Richard Nixon Presidential Library
White House Special Files Collection
Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
60	5	03/01/1962	Memo	Information Sheet No. 6 - "Suggestions, Do's, and Don'ts for Nixon Tours in Your County." 2 pages.
60	5	03/07/1962	Memo	Information Sheet No. 7 - "Nixon Community Headquarters & Chairmen." 1 page, 2 copies.
60	5	03/14/1962	Memo	Information Sheet No. 8 - "Contact!!" 1 page, 2 copies.
60	5	03/14/1962	Memo	Information Sheet No. 9 - re: newspaper list. 2 pages, 2 copies.
60	5	03/21/1962	Memo	Information Sheet No. 10 - re: the reporting and filing of campaign statements. 1 page, 2 copies.
60	5	03/21/1962	Memo	Information Sheet No. 11 - "An Unregistered Republican Can't Help Much." 1 page, 2 copies.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
60	5	03/21/1962	Memo	Information Sheet No. 12 - re: WIN manual. 1 page, 2 copies.
60	5	03/21/1962	Memo	Information Sheet No. 13 - "Someone Never Gets the Word." 3 pages, 2 copies.
60	5	04/02/1962	Memo	Information Sheet No. 14 - re: newly established advisory committees to campaign to the Negro communities and to advise the campaign on the labor vote. 1 page, 2 copies.
60	5	02/28/1962	Letter	Blank form letter from Andrew Downey Orrick re: the results of the Northern California Steering Committee Meeting of the Nixon for Governor campaign that was held on Feb. 26th. 1 page, 2 copies.
60	5	n.d.	Letter	To unaddressed parties from Andrew Downey Orrick re: the campaign. 1 page, 2 copies.
60	5	02/13/1963	Memo	To Area Chairmen from Andrew Downey Orrick re: the campaign. 1 page.
60	5	02/12/1962	Memo	Information Sheet No. 1 - "Guides for Handling the Press During Appearances by Dick Nixon." 1 page.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
60	5	02/12/1962	Memo	Information Sheet No. 2 - "Organization Endorsements." 1 page.
60	5	02/12/1962	Memo	Information Sheet No. 3 - "Speaking Requests and Engagements." 1 page.
60	5	02/12/1962	Memo	Information Sheet No. 4 - "Letters to the Editor." 1 page.
60	5	02/21/1962	Memo	Information Sheet No. 5 - "Campaign Supplies." 1 page.
60	5	02/12/1962	Memo	Information Sheet No. 1 - "Guides for Handling the Press During Appearances by Dick Nixon." 1 page.
60	5	02/12/1962	Memo	Information Sheet No. 2 - "Organization Endorsements." 1 page.
60	5	02/12/1962	Memo	Information Sheet No. 3 - "Speaking Requests and Engagements." 1 page.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
60	5	02/21/1962	Memo	Information Sheet No. 5 - "Campaign Supplies." 1 page.
60	5	n.d.	Memo	To: County Chairmen from George Milias, Chairman, Campaign Division re: organizational chart and committee organization. 6 pages
60	5	n.d.	Memo	To: County Chairmen from George Milias, Chairman, Campaign Division re: organizational chart and committee organization. 2 pages
60	5	n.d.	Memo	To Area Chairmen from George Milias, Chairman, Campaign Division, re: organizational charts. 2 pages.

SUGGESTIONS, DO'S AND DON'T'S FOR NIXON TOURS IN YOUR COUNTY

Red faces on your part and annoyance on the part of the candidate's staff during campaign tours can be avoided by proper planning. While flexibility, particularly in regard to last minute schedule changes (which will occur) will be required in most cases, the following will apply.

A. TRANSPORTATION

1. If you plan a car cavalcade, have it fully aligned and drivers in the cars before the candidate arrives. If you can't do this, don't plan one.
2. The driver of the candidate's car must drive his proposed route ahead of time. Check for timing and traffic.
3. Barring instructions to the contrary, at least two cars should be available at all pick-ups, one for the candidate and one for staff. Inquiries should be made as to the needs of the press.
4. Don't put on signs that will be blown away in a wind.
5. The driver or person accompanying Mr. Nixon should have available pertinent information on the next stop.
6. Police escorts are out, except in emergency.
7. If the candidate's wife is in the party, appoint at least one woman to remain with her from the moment of arrival.
8. The candidate should never be without local escort. When responsibility for the candidate passes from one county to the next, an advance man, familiar with route and arrangements, should join the party before he leaves the first county, unless there are instructions to the contrary.

B. RECEPTIONS, RALLIES AND MEETINGS

1. Generally, two hours will be sufficient for large receptions. Based on experience to date, receptions in populated areas should draw a minimum of 1,000 persons. These invitations should be "non-political" in format, simply inviting people to meet with the former vice president. Utilize all lists available -- or the telephone book -- to obtain names and addresses.

2. When organizing a reception, arrange for a free flow of people through and well beyond the candidate.
3. Be prepared to provide a meal for the candidate before he leaves for a breakfast, lunch or dinner meeting. Generally he won't get a chance to eat at the meeting.
4. Respect the candidate's schedule. When you are told that he must leave at 10:00 p.m. to catch a plane, be prepared to pull the plug on any long-winded introductions.
5. Check, double check and triple check the public address system.
6. Have sign-up cards or sheets available.

C. GENERAL

1. Please forward pertinent data on issues or problems that the candidate may face when he arrives in your area to Mrs. Sophie Telfer, Research Dept., Room 707, Coast Federal Building, Los Angeles. Also, please fill out, in detail, forms you will be receiving regarding visits of the candidate.
2. We urge you to remain flexible regarding arrangements. In all campaigns, changes are inevitable.
3. Please call this office immediately if serious problems or questions develop.

IN EACH AND EVERY CASE, PLEASE
PLAN AH
E
A
D.

NIXON COMMUNITY HEADQUARTERS & CHAIRMEN

County chairmen are urged to think in terms of appointing community chairmen for every population grouping within their county. Generally the geographic area over which a chairman is appointed will be one of two types:

1. A city or town.
2. A neighborhood or community area within a city or town.

You are asked to designate neighborhoods by a local name, rather than by _____ Assembly District, or _____ Congressional District, even though the geographic boundaries of the area may - or may not - be the same. For example, within a city or town you might appoint a "Reed Heights" or a "Highlands Shopping Area" chairman.

Each community chairman appointed within your county should immediately open a headquarters. This should be done on the following basis:

1. Obtain donated space, if possible, even if it is a garage or playroom.
2. A large NIXON sign should be placed on the headquarters.
3. Although overall budget plans will vary from county to county, community headquarters should be self supporting if possible. Expenses of each headquarters will include telephone, signs, campaign material, and precinct maps.

These headquarters then become the rallying point for all precinct activities within the area.

No population center is too small to have a chairman, a vice chairman and a Nixon committee. And no chairman should operate without a headquarters.

CONTACT!!

Contact will be the "extra margin" in this campaign. Our opponents will try to match us in customary campaign activities. However, they will have no CONTACT Program - this will be our clear and decisive margin.

CONTACT is a tri-motored organization:

1. The WIN Program is an organization of Nixon supporters within occupational groups. An effective WIN Program recruits people to work for and to sell the candidate within their own professions, businesses and firms.
2. The ENDORSEMENT Program is an organized effort to obtain, create and publicize the maximum number of Nixon-for-Governor endorsements from nationality groups, Republican organizations, service clubs and other civic and trade organizations.
3. The SPEAKERS' Program supplies competent and articulate men and women to any organization, any meeting, that wants to hear about the Nixon candidacy.

If you have not already done so, please appoint chairmen for each of these programs. The WIN chairman can be an aggressive young businessman. The ENDORSEMENT chairman should have some political experience, be acquainted with endorsing groups. Your SPEAKERS chairman might come from Toastmasters.

Then let us know on the attached sheet as soon as possible the names of the appointees so that Bob Steele and our Contact Division can send the material and provide the assistance to each of your chairmen that can help him implement a program. It would be of great help to us to know by March 26th at the latest that these appointments have been made.

NIXON FOR GOVERNOR COMMITTEE
Northern California Office
Room 619 - 525 Market Street
San Francisco 5, California

INFORMATION SHEET NO. 9
March 14, 1962

In order to bring our newspaper list up to date and to likewise provide a current list for your use, we would appreciate having the attached forms completed in duplicate and one copy returned to us as soon as possible. Retain the duplicate for your use.

A separate form should be filled out for every daily and weekly paper.

The data you give us will greatly expedite the flow of news during the forthcoming campaign. It also will be very useful to the candidate on his campaign tours before both the Primary and the General Elections.

NIXON FOR GOVERNOR COMMITTEE
Northern California Office
Room 619 - 525 Market Street
San Francisco, California

INFORMATION SHEET NO. 10
March 21, 1962

For your information and file, enclosed are three photo copies of a legal memorandum relative to the reporting and filing of campaign statements in this campaign. The two extra copies are for your finance chairman or co-chairman.

Copies of this memorandum are to be handed to community chairmen and community finance chairmen as they are appointed. Additional copies may be obtained by writing Helen Gale, Nixon-For-Governor, 525 Market Street, San Francisco 5.

Please note that each county finance committee, through its treasurer, must file a campaign statement within 35 days after both the Primary and General elections.

Andrew Downey Orrick
Northern California Campaign Chairman

AN UNREGISTERED REPUBLICAN CAN'T HELP MUCH

In November, 1960, _____ Republicans were registered in your county. By January 2, 1962, this number had dropped to _____, an uncomfortable numerical decline of _____.

These Republicans, as well as newcomers to your county, can be placed on the voting rolls through a registration program.

Generally, the Nixon campaign will assist county central committees in their registration drives, supplying workers and/or leadership wherever needed. If no county drive is being conducted, the Nixon campaign should do the job.

Helpful Hints:

1. Appoint a registration chairman immediately to confer with your county central committee. Find out where you can help.
2. Have deputized a number of Nixon volunteers by the county clerk. Some counties pay registrars 10 or 20 cents a name for voters they register. In a medium size county, it is not uncommon to have deputized 100 or more Republicans.
3. Using deputy registrars, with high school and college students to assist, conduct a house to house canvass, registering as many Republicans as possible.
4. Conduct a telephone canvass, or working off precinct lists and reverse directories call all unregistered voters, to determine if they are Republicans. Then send out a deputy registrar to the residence.

Registration deadline for the Primary is APRIL 13, three weeks away!

Andrew Downey Orrick
Northern California Campaign Chairman

(For further information, contact James W. Halley,
Chairman, Campaign Division)

NIXON FOR GOVERNOR COMMITTEE
Northern California Office
Room 619 - 525 Market Street
San Francisco 5, California

INFORMATION SHEET NO. 12
March 21, 1962

Attached is a copy of a proposed campaign WIN manual. You should discuss this immediately with your WIN Chairman.

This particular manual was prepared for the San Francisco WIN Committee, but it is also applicable, in whole or in part, to all Northern California counties.

1. This manual will provide you and your WIN Chairman with basic information as to the objectives, organization and operation of the WIN program.
2. This will also provide you with a guide for preparing your own WIN manual, adopting it to the particular needs of your area.

Any questions relative to the WIN program should be directed to Dick Nair, Northern California WIN Director, (120 Montgomery Street, San Francisco - YU 1-3355) or to Bill Spencer, Northern California Campaign Director.

Andrew Downey Orrick
Northern California Campaign Chairman

NIXON FOR GOVERNOR COMMITTEE
Northern California Office
Room 619 - 525 Market Street
San Francisco 5, California

INFORMATION SHEET NO. 13
March 21, 1962

SOMEONE NEVER GETS THE WORD

Unless you let us know what you are doing, and unless we keep you informed of campaign plans and progress, the coordinated effort breaks down. THE PIPELINE MUST BE KEPT OPEN AND INFORMATION MUST FLOW BOTH WAYS.

The attached form, to be filled in by you and returned to us by the middle of this week, lets us know what is going on in each of the 47 northern counties. (This information will supplement that requested for the Contact program last week.)

In turn, we will report back to you of progress being made throughout the north, and in the process pass on helpful ideas originating in other counties.

Please keep a copy to facilitate the preparation of future reports. We look forward to hearing from you.

Andrew Downey Orrick
Northern California Campaign Chairman

(For further information, contact James W. Halley,
Chairman, Campaign Division)

COUNTY ROUND-UP - CAMPAIGN ACTIVITIES

County _____

Date _____

A. County Appointments:

Signature _____

<u>Position</u>	<u>Name</u>	<u>Address</u>	<u>Phone No.</u>
-----------------	-------------	----------------	------------------

Finance Chairman

Public Relations Chairman

Headquarters Chairman

Registration Chairman

Telephone Chairman

B. Headquarters Opened to Date:

<u>Date of Opening</u>	<u>Hours Open</u>	<u>Address</u>	<u>Phone No.</u>
------------------------	-------------------	----------------	------------------

- 1.
- 2.
- 3.
- 4.

(Append list of additional headquarters opened)

C. Programs - Progress Report (Registration, Nixon girls, volunteers, Win, etc.):

D. Community Chairmen Appointed to Date:

<u>Name of Community</u>	<u>Chairman</u>	<u>Address</u>	<u>Phone No.</u>
--------------------------	-----------------	----------------	------------------

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.
- 18.

(Append list of additional chairmen appointed)

COUNTY ROUND-UP - CAMPAIGN ACTIVITIES

County _____

Date _____

A. County Appointments:

Signature _____

<u>Position</u>	<u>Name</u>	<u>Address</u>	<u>Phone No.</u>
-----------------	-------------	----------------	------------------

Finance Chairman

Public Relations Chairman

Headquarters Chairman

Registration Chairman

Telephone Chairman

B. Headquarters Opened to Date:

<u>Date of Opening</u>	<u>Hours Open</u>	<u>Address</u>	<u>Phone No.</u>
------------------------	-------------------	----------------	------------------

- 1.
- 2.
- 3.
- 4.

(Append list of additional headquarters opened)

C. Programs - Progress Report (Registration, Nixon girls, volunteers, Win, etc.):

D. Community Chairmen Appointed to Date:

<u>Name of Community</u>	<u>Chairman</u>	<u>Address</u>	<u>Phone No.</u>
--------------------------	-----------------	----------------	------------------

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.
- 18.

(Append list of additional chairmen appointed)

NIXON FOR GOVERNOR COMMITTEE
Northern California Office
Room 619 - 525 Market Street
San Francisco 5, California

INFORMATION SHEET NO. 14
April 2, 1962

We are pleased to announce the establishment of two advisory committees in Northern California, one to concentrate on the relationship of the Nixon campaign to Negro communities, and one to advise the campaign on the labor vote.

Both committees are made up of leaders in their field, and both are well qualified to assist county organizations with their own programs, should such assistance be requested.

We urge every county to appoint committees in both the labor and the Negro areas if it is appropriate.

If the Northern California office can be of help to you in this regard, please contact Mrs. Alice Leopold, who is coordinating these programs for the Northern California campaign.

Andrew Downey Orrick
Northern California Campaign Chairman

February 28, 1962

Dear

I want to report to you on the decisions made at the Northern California Steering Committee Meeting of the Nixon for Governor Campaign that was held on February 26th.

The fundamental organizational efforts of the County Committees should by now be complete - or nearing completion. Naturally, there will, of necessity, be a little time lag in meeting this schedule by the County Chairmen who have just recently been appointed. All County Chairmen should have, by now or very soon, a functioning County Finance Committee; a County Campaign Vice Chairman; a County Contact Division Vice Chairman; and a similar organization for each important community or area within his jurisdiction.

What activities should be underway in each county at this time?

1. Raising money to support the campaign operations within your own county. You will, of course, need funds to establish headquarters, purchase campaign materials, defray mailing and telephone expenses, and so on. (We expect that campaign materials, such as buttons, bumper strips, brochures, etc. will be available within the next week or so and will keep you informed on how, when and where to obtain them.)
2. Signing up people on the white pledge sheets and/or the green registration cards. (A supply will be sent to you under separate cover.) These persons will then be placed on the Nixon Headquarters mailing list and they will receive the Nixon Newsletter, excerpts from his major campaign speeches and other information.
3. Assisting the County Republican organizations with voter registration.
4. Implementing the program to obtain endorsements for Nixon's candidacy by the civic bodies and occupational groups.
5. Carrying out an effective Letters-to-the-Editor program designed to comment on Nixon's position on such topics as fiscal responsibility, the role of state and local governments, etc.

Within the next week I am most hopeful that representatives of the Northern California Campaign Headquarters will commence making periodic visits to you and your vice chairmen. We would like to give you any assistance we possibly can in carrying out your responsibilities.

It is essential that our program develop from its organizational stage to its operating activities as soon as possible.

The ideas expressed in this letter will be amplified in additional Information Sheets that will be distributed to you in a few days.

Sincerely,

Andrew Downey Orrick

ADO/hg

Nixon for Governor Committee

ROOM 526, 525 MARKET STREET • SAN FRANCISCO, CALIFORNIA
DOUGLAS 2-5576 • YUKON 2-9036

I have recently been appointed the Northern California Chairman of the Nixon for Governor Committee. Since you are one of the important members of this organization, I want to communicate with you without delay.

There is already in being throughout the State of California, due to the efforts of many of his friends - such as you - a well integrated, effective campaign structure dedicated to the support of Dick Nixon's candidacy. Our job will be directed at strengthening, enlarging and animating this organization.

The emphasis of Dick Nixon's campaign will be a person-to-person approach to the voters. I am confident that they will recognize his personal warmth and understanding as much as they respect his great ability and broad public experience.

Our specific function - through every committee and division in every area, county, occupational group and precinct - is to render maximum assistance to Dick Nixon in projecting these personal qualities and in publicizing the positions he has taken and will announce on the issues to be discussed during the campaign.

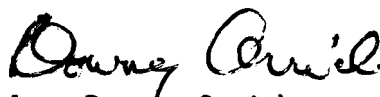
Our ultimate objective is to enliven and vitalize the surging demand of California Republicans for the wise leadership that Dick Nixon offers to our Party and State. I welcome your ideas on how we should coordinate our efforts.

I'm for Dick Nixon because of his discerning understanding of the meaning of true Republicanism and because he can best unify and strengthen the Republican Party in California.

I shall look forward to meeting you personally soon.

With all best wishes.

Sincerely,



Andrew Downey Orrick

PS: Please excuse my use of this mimeographed letter. I had hoped to write to each of you individually, but lack of the necessary time and stenographic help preventing me from doing so.

February 13, 1963

MEMO TO: Area Chairmen
County Chairmen

FROM: Andrew Downey Orrick

Last Monday morning we held a meeting of the Northern California Steering Committee for the Nixon for Governor campaign. We reviewed the progress of the campaign organization and activities.

To assist you in organizing your area or county, as the case may be, I am enclosing a number of copies of Information Sheets and other documents that have been prepared by the Northern California Headquarters.


At the Steering Committee meeting we determined that organization of the counties should be promptly completed. Accordingly, if you have not already done so, it is imperative that you commence at once to appoint the key members of your Finance, Campaign, Contact and Policy Committees and to obtain the support of other leading Republicans in your county. In this connection, will you please complete the County Report forms which we have heretofore furnished you.

It is also essential to program and implement, without delay, two most important facets of this campaign: first, to contact and cultivate organizations which make political endorsements (see Information Sheet No. 2 and Organization of Contact Division); and second, to institute Letters-to-the-Editor activities (see Information Sheet No. 4).

We shall continue to afford you all possible assistance in carrying out your campaign activities by furnishing additional information sheets from time to time and visiting you personally.

Best personal regards.

Sincerely,


Andrew Downey Orrick

PS: Please excuse my use of this mimeographed letter, which we are using in order to save time and money.

GUIDES FOR HANDLING THE PRESS DURING APPEARANCES BY DICK NIXON

1. No press conferences should be arranged.
2. Each local group should handle its own publicity. They should prepare and distribute their own press releases respecting Dick Nixon's appearances. Emphasize how the public can see and meet him. This is a person-to-person campaign.
3. Arrange as much TV and Radio coverage of Dick Nixon's appearances as possible. This should include promotion; however, don't leave the impression that press conferences are included in the coverage. State Headquarters will supply tapes and films whenever feasible.
4. Each group should always set up a press table - for press only. Encourage as much photography as possible. Try to have the photographers take pictures beforehand - perhaps when the head table assembles; also, try to get pictures of the crowd, people shaking hands with the candidate, etc.
5. Do not commit the candidate to have his text or excerpts available to the press beforehand. Always say that he hopes to have excerpts available to the press, but that they cannot be definitely promised.
6. If you are asked whether Dick Nixon will have a topic for his speech, the answer 99 times out of 100 is NO. Best to say that he has not yet picked a topic, since he usually determines what will be most interesting and appropriate at the time he actually speaks.
7. We will try to keep you posted regarding the traveling press. Please do the same with this office.

ORGANIZATION ENDORSEMENTS

Endorsements by major organizations is one of the most effective tools in a statewide campaign. Organization endorsements can be extremely effective in gaining the support of their memberships. They also provide the springboard for news releases on a statewide or local basis.

Northern California Headquarters will have available, and will furnish you with, up-to-date listings of dates of annual and regional meetings, national and state conventions. In addition, every local campaign echelon should also prepare a list of organization meetings within their respective geographical boundaries.

Pay particular attention to organizations which customarily take action on political endorsements by resolution or official action. Please keep our office informed of the names of such organizations.

The County Contact Committee, acting under the direction of County Chairmen, should forthwith plan to contact and obtain the endorsements of such organizations. Northern California Headquarters will provide you with sample endorsements, resolutions and press releases which can be used as a guide. Many organizations, however, will probably want to draft their own statements and press releases. It is most preferable if every endorsing organization spells out its reasons for supporting Dick Nixon.

While statewide organizations usually prefer to make these news releases under the name of their ranking officer, local groups or units of a state organization may prefer to have the releases made by the local Nixon for Governor Committee.

Contacting and cultivating organizations with the view of obtaining their endorsements is an urgent and continuing project. Since the opposition will be trying to win the support of every possible organized group, we must launch an immediate and aggressive campaign to establish friendly liaison with all endorsing groups.

Your job will be easier when we have Nixon literature and campaign materials on hand. Endorsements generate publicity and influence groups as well as individuals. Endorsements can produce votes on election day!

NIXON FOR GOVERNOR COMMITTEE
Northern California Office
Rm. 526 - 525 Market Street
San Francisco 5, California

INFORMATION SHEET NO. 3
February 12, 1962

SPEAKING REQUESTS AND ENGAGEMENTS

All requests for Dick Nixon's appearances should be made in writing (2 copies thereof), should be forwarded to the Northern California Office, Nixon for Governor Committee, 525 Market Street, San Francisco 5, California.

Dick Nixon wants to make as many appearances before non-partisan groups as possible. It is suggested that the County Organizations be on the look-out for such meetings in your area - the larger the better.

No appearances will be made before a single Republican group. These types of meetings must include all volunteer groups in the area and should be opened to the public if possible.

No invitations will be accepted to meet in private homes.

The people-to-people approach is desired in his appearances - either a hand-shaking affair (no receiving lines) or, if a dinner, he might give a short speech and then table hop.

You are reminded, as stated in Information Sheet No. 1, that Mr. Nixon usually will not have a topic for his speech. Accordingly, it is best to say that he has not yet picked a topic, since he ordinarily plays it by ear - judging what seems to be of most interest at that time.

Please keep in mind at all times that the time and energy of the candidate should be conserved in order to cover as much area as possible.

NIXON FOR GOVERNOR COMMITTEE
Northern California Office
Rm. 526 - 525 Market Street
San Francisco 5, California

INFORMATION SHEET NO. 4
February 12, 1962

LETTERS TO THE EDITOR

A vitally important function of the County Committees is the activation of an alert and well-organized letter-writing effort.

Letters to the editor have the advantage of prominent placement on the editorial pages and are often extremely influential in creating public opinion. The most effective type of letter will cogently explain the reasons why the writer believes that election of Dick Nixon is essential to the welfare of California generally and to the writer and his economic and social group specifically.

Northern California Headquarters will be prepared to assist you in suggesting constructive approaches or specific points to stress in letters. We suggest that you also screen editorial letter columns for attacks or charges against the candidate which can be blasted by a simple statement of the facts.

Each letter should be sent by a person who addresses the editor in his own handwriting and in his own phraseology. Letters should be brief and factual and should impress the reader with honesty and sincerity. Form letters should not be used.

The County Committees should immediately organize their letters-to-the-editor campaigns.

NIXON FOR GOVERNOR COMMITTEE
Northern California Office
Rm. 619 - 525 Market Street
San Francisco 5, California

INFORMATION SHEET NO. 5
February 21, 1962

CAMPAIGN SUPPLIES

Regarding campaign supplies, you will receive either this month or next the following:

Lapel tabs	10% of your Republican registration
Windshield stickers	10% of your Republican registration
Brochures	2% of your Republican registration
Bumper strips	1% of your Republican registration
Posters	Undetermined number

These will be sent without charge to your county. However, you will receive an itemized price list of all available items, indicating the names and addresses of suppliers. Henceforth, counties will order all supplies directly from suppliers, accompanying each order with a check.

GUIDES FOR HANDLING THE PRESS DURING APPEARANCES BY DICK NIXON

1. No press conferences should be arranged.
2. Each local group should handle its own publicity. They should prepare and distribute their own press releases respecting Dick Nixon's appearances. Emphasize how the public can see and meet him. This is a person-to-person campaign.
3. Arrange as much TV and Radio coverage of Dick Nixon's appearances as possible. This should include promotion; however, don't leave the impression that press conferences are included in the coverage. State Headquarters will supply tapes and films whenever feasible.
4. Each group should always set up a press table - for press only. Encourage as much photography as possible. Try to have the photographers take pictures beforehand - perhaps when the head table assembles; also, try to get pictures of the crowd, people shaking hands with the candidate, etc.
5. Do not commit the candidate to have his text or excerpts available to the press beforehand. Always say that he hopes to have excerpts available to the press, but that they cannot be definitely promised.
6. If you are asked whether Dick Nixon will have a topic for his speech, the answer 99 times out of 100 is NO. Best to say that he has not yet picked a topic, since he usually determines what will be most interesting and appropriate at the time he actually speaks.
7. We will try to keep you posted regarding the traveling press. Please do the same with this office.

NIXON FOR GOVERNOR COMMITTEE
Northern California Office
Rm. 526 - 525 Market Street
San Francisco 5, California

INFORMATION SHEET NO. 2
February 12, 1962

ORGANIZATION ENDORSEMENTS

Endorsements by major organizations is one of the most effective tools in a statewide campaign. Organization endorsements can be extremely effective in gaining the support of their memberships. They also provide the springboard for news releases on a statewide or local basis.

Northern California Headquarters will have available, and will furnish you with, up-to-date listings of dates of annual and regional meetings, national and state conventions. In addition, every local campaign echelon should also prepare a list of organization meetings within their respective geographical boundaries.

Pay particular attention to organizations which customarily take action on political endorsements by resolution or official action. Please keep our office informed of the names of such organizations.

The County Contact Committee, acting under the direction of County Chairmen, should forthwith plan to contact and obtain the endorsements of such organizations. Northern California Headquarters will provide you with sample endorsements, resolutions and press releases which can be used as a guide. Many organizations, however, will probably want to draft their own statements and press releases. It is most preferable if every endorsing organization spells out its reasons for supporting Dick Nixon.

While statewide organizations usually prefer to make these news releases under the name of their ranking officer, local groups or units of a state organization may prefer to have the releases made by the local Nixon for Governor Committee.

Contacting and cultivating organizations with the view of obtaining their endorsements is an urgent and continuing project. Since the opposition will be trying to win the support of every possible organized group, we must launch an immediate and aggressive campaign to establish friendly liaison with all endorsing groups.

Your job will be easier when we have Nixon literature and campaign materials on hand. Endorsements generate publicity and influence groups as well as individuals. Endorsements can produce votes on election day!

NIXON FOR GOVERNOR COMMITTEE
Northern California Office
Rm. 526 - 525 Market Street
San Francisco 5, California

INFORMATION SHEET NO. 3
February 12, 1962

SPEAKING REQUESTS AND ENGAGEMENTS

All requests for Dick Nixon's appearances should be made in writing (2 copies thereof), should be forwarded to the Northern California Office, Nixon for Governor Committee, 525 Market Street, San Francisco 5, California.

Dick Nixon wants to make as many appearances before non-partisan groups as possible. It is suggested that the County Organizations be on the look-out for such meetings in your area - the larger the better.

No appearances will be made before a single Republican group. These types of meetings must include all volunteer groups in the area and should be opened to the public if possible.

No invitations will be accepted to meet in private homes.

The people-to-people approach is desired in his appearances - either a hand-shaking affair (no receiving lines) or, if a dinner, he might give a short speech and then table hop.

You are reminded, as stated in Information Sheet No. 1, that Mr. Nixon usually will not have a topic for his speech. Accordingly, it is best to say that he has not yet picked a topic, since he ordinarily plays it by ear - judging what seems to be of most interest at that time.

Please keep in mind at all times that the time and energy of the candidate should be conserved in order to cover as much area as possible.

NIXON FOR GOVERNOR COMMITTEE
Northern California Office
Rm. 619 - 525 Market Street
San Francisco 5, California

INFORMATION SHEET NO. 5
February 21, 1962

CAMPAIGN SUPPLIES

Regarding campaign supplies, you will receive either this month or next the following:

Lapel tabs	10% of your Republican registration
Windshield stickers	10% of your Republican registration
Brochures	2% of your Republican registration
Bumper strips	1% of your Republican registration
Posters	Undetermined number

These will be sent without charge to your county. However, you will receive an itemized price list of all available items, indicating the names and addresses of suppliers. Henceforth, counties will order all supplies directly from suppliers, accompanying each order with a check.

Siskiyou County

NIXON FOR GOVERNOR COMMITTEE
NORTHERN CALIFORNIA
CAMPAIGN DIVISION

525 Market Street, Room 526
San Francisco 5 DOuglas 2-5576

MEMO TO: County Chairmen

FROM: George Milias, Chairman, Campaign Division

Attached for your information and guidance is an organizational chart which should be adapted to fit your particular county.

The County Report forms should be filled out in quadruplicate and distributed as follows:

1 copy to	Northern California Office
1 copy to	Area Chairman
1 copy to	George Milias, Chairman Milias Hotel Gilroy, California
1 copy to	Your files

Your committee should be organized no later than March 1, 1962.

Your appointments should be made in the following order:

- I. Finance Chairman
- II. Finance Committee - selected by Finance Chairman and County Chairman
- III. Policy Committee
- IV. Coordinating Committee - 5 members
 - A. County Chairman
 - B. Finance Chairman
 - C. Headquarters Chairman
 - D. Contact Division Chairman
 - E. No. California Area Chairman

The Coordinating Committee, with the exception of the No. California Area Chairman, will also sit as the BUDGET COMMITTEE.
- V. Steering Committee
This committee should be composed of your area (or city) chairmen.
- VI. Others
 - A. Headquarters Chairman (see Coordinating Committee)
 - B. Precinct Chairman
 - C. Publicity Chairman
 - D. Telephone Chairman
 - E. Special Events Chairman

NIXON FOR GOVERNOR COMMITTEE
NORTHERN CALIFORNIA
CAMPAIGN DIVISION - COUNTY ORGANIZATION

TEHAMA

COUNTY

Headquarters Address

Telephone

COUNTY CHAIRMAN:

Address

Telephone

FINANCE CHAIRMAN:

Address

Telephone

POLICY COMMITTEE:

COORDINATING COMMITTEE:

STEERING COMMITTEE:
(Area Chairmen)

NIXON FOR GOVERNOR COMMITTEE
NORTHERN CALIFORNIA
CAMPAIGN DIVISION - COUNTY ORGANIZATION

TEHAMA

COUNTY

Headquarters Address

Telephone

COUNTY CHAIRMAN:

Address Telephone

FINANCE CHAIRMAN:

Address Telephone

POLICY COMMITTEE:

COORDINATING COMMITTEE:

STEERING COMMITTEE:
(Area Chairmen)

NIXON FOR GOVERNOR COMMITTEE
NORTHERN CALIFORNIA
CAMPAIGN DIVISION - COUNTY ORGANIZATION

TEHAMA

COUNTY

Headquarters Address

Telephone

COUNTY CHAIRMAN:

Address

Telephone

FINANCE CHAIRMAN:

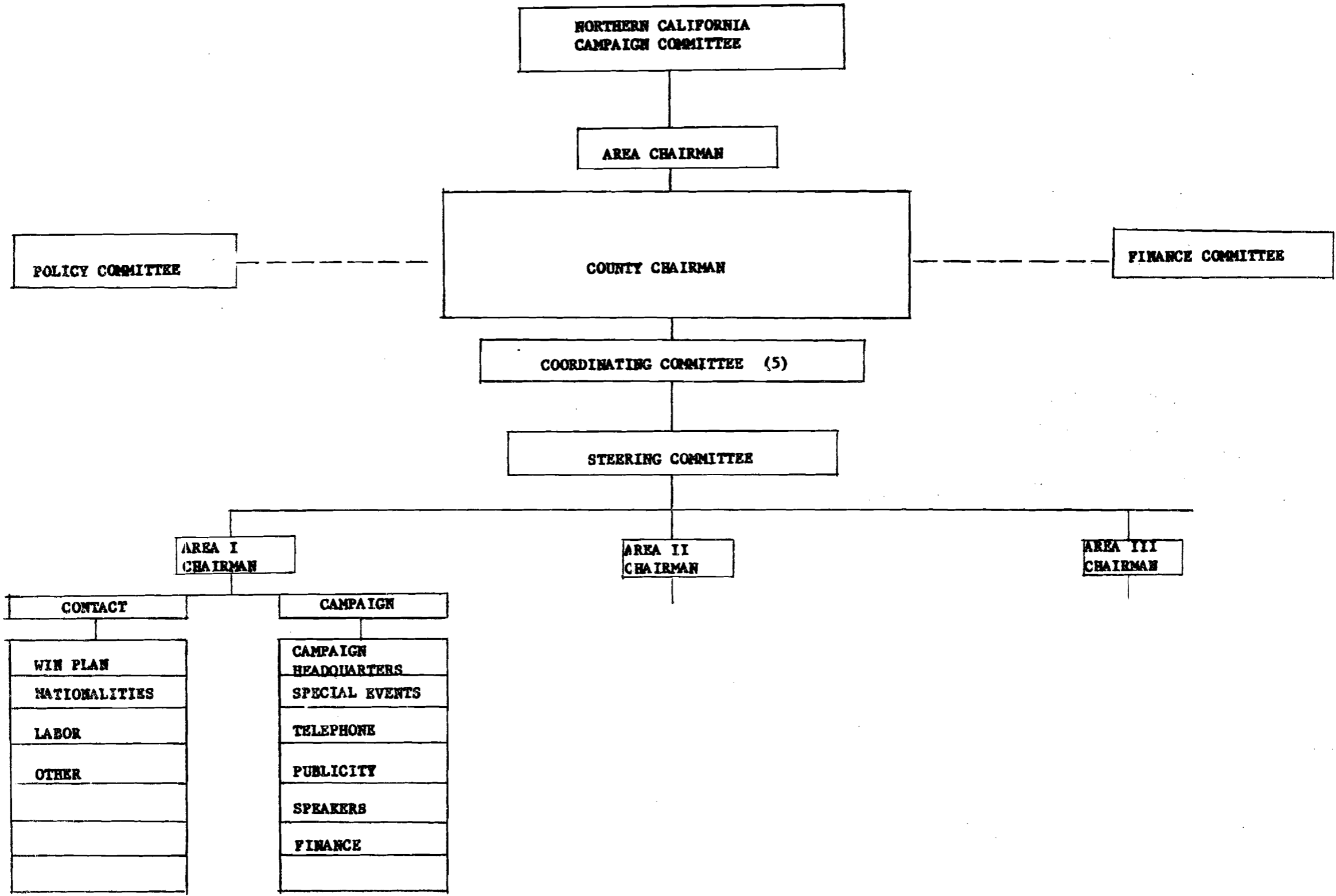
Address

Telephone

POLICY COMMITTEE:

COORDINATING COMMITTEE:

STEERING COMMITTEE:
(Area Chairmen)



NORTHERN CALIFORNIA
CAMPAIGN COMMITTEE

AREA CHAIRMAN

POLICY COMMITTEE

COUNTY CHAIRMAN

FINANCE COMMITTEE

COORDINATING COMMITTEE (5)

STEERING COMMITTEE

AREA I
CHAIRMAN

AREA II
CHAIRMAN

AREA III
CHAIRMAN

CONTACT

CAMPAIGN

WIN PLAN
NATIONALITIES
LABOR
OTHER

CAMPAIGN HEADQUARTERS
SPECIAL EVENTS
TELEPHONE
PUBLICITY
SPEAKERS
FINANCE

NIXON FOR GOVERNOR COMMITTEE
NORTHERN CALIFORNIA
CAMPAIGN DIVISION

525 Market Street, Room 526
San Francisco 5 Douglas 2-5576

MEMO TO: County Chairmen

FROM: George Miliias, Chairman, Campaign Division

Attached for your information and guidance is an organizational chart which should be adapted to fit your particular county.

The County Report forms should be billed out in quadruplicate and distributed as follows:

1 copy to	Northern California Office
1 copy to	Area Chairman
1 copy to	George Miliias, Chairman Miliias Hotel Gilroy, California
1 copy to	Your files

Your committee should be organized no later than March 1, 1962.

Your appointments should be made in the following order:

- I. Finance Chairman
 - II. Finance Committee - selected by Finance Chairman and County Chairman
 - III. Policy Committee
 - IV. Coordinating Committee - 5 members
 - A. County Chairman
 - B. Finance Chairman
 - C. Headquarters Chairman
 - D. Contact Division Chairman
 - E. No. California Area Chairman
- The Coordinating Committee, with the exception of the No. California Area Chairman, will also sit as the BUDGET COMMITTEE.
- V. Steering Committee
This committee should be composed of your area (or city) chairmen.
 - VI. Others
 - A. Headquarters Chairman (see Coordinating Committee)
 - B. Precinct Chairman
 - C. Publicity Chairman
 - D. Telephone Chairman
 - E. Special Events Chairman

NIXON FOR GOVERNOR COMMITTEE
NORTHERN CALIFORNIA
CAMPAIGN DIVISION - COUNTY ORGANIZATION

COUNTY _____

Headquarters Address

Telephone

COUNTY CHAIRMAN:

Address Telephone

FINANCE CHAIRMAN:

Address Telephone

POLICY COMMITTEE:

COORDINATING COMMITTEE:

STEERING COMMITTEE:
(Area Chairmen)

NIXON FOR GOVERNOR COMMITTEE
NORTHERN CALIFORNIA
CAMPAIGN DIVISION

525 Market Street, Room 526
San Francisco 5, California
DOuglas 2-5576

MEMO TO: AREA CHAIRMEN

FROM: George Milias, Chairman, Campaign Division

Attached are organization charts outlining your area.

The area report forms should be filled out in triplicate and distributed as follows:

1 copy forwarded to the Northern California Office
525 Market Street, Room 526
San Francisco 5, California

1 copy forwarded to George Milias, Chairman
Campaign Division
Milias Hotel
Gilroy, California

1 copy for your files

Your first order of business will be the appointment of Nixon County Chairmen in each of the counties within your area.

All County Chairmen should be appointed not later than February 15th.

It is particularly important to clear these appointments with the County Central Committee Chairman so that after the Primary an effective consolidation of effort may be achieved.

Organization charts and instruction sheets for County Chairmen are also included in this kit.

Your prime responsibility will then be to see that each county has an effective working organization operating through the Primary Election.

PLEASE REMEMBER THAT NO APPOINTMENTS CAN BE MADE UNTIL THE NAMES HAVE BEEN SUBMITTED AND CLEARED.

Many thanks for accepting this important assignment.

