

INTRODUCTION (For the General Chairman of the Area Conference)

Time: 10 to 15 minutes.

The third Area Conference of the League of Women Voters of Texas is now in session.

I would like to introduce to you the President of the \_\_\_\_\_ League, our hostess League, and it is through her efforts and those of her splendid League members that you will spend a happy, comfortable, and we hope profitable, twenty-four hours - Mrs. \_\_\_\_\_.

(Welcome by President of the Hostess League, announcements in relation to the city or community, etc. Try to limit her to from 3 to 5 minutes.)

Thank you, Mrs. \_\_\_\_\_.

This is the THIRD AREA CONFERENCE held by the League of Women Voters of Texas during the past three years. Each one of them represents the answer to an urgent request from local Leagues for help in the various fields - first, FINANCE; second, PROGRAM; and now third, LEGISLATION AND PUBLIC RELATIONS. See what orderly creatures we are in the LWV - first we get the money, then we develop our program, local, state and national, and then we are ready for the Legislative phase. We are calling this Conference THE LEAGUE IN A LEGISLATIVE YEAR, as more than ever we are going to have to extend our public relations with our communities as well as with our legislators. Legislation is really Public Relations - as is about everything the League does. Boiled down it all amounts to explaining the League and trying to persuade people that what we have agreed - after careful study - is best for them !

Each Conference is divided into three sessions. This year we are going to try something new. At the close I am going to ask you to comment on this idea, as it takes valuable time from our scant 24 hours, and we want to know if you think it is worth it. At the close of each session, we will have sort of a DISCUSSION GROUP. Here we can talk over the problems of the local League in relation to the ground we have just covered. This will be your chance to talk - so jot down your questions and problems and we will go over them.

THE RECORDERS will take brief notes on each session for later use by the state Board-- they will not be compiled. These recorders may ask you other questions about your League - answer them if you can but do not feel too bad if you cannot. After all, one head can only carry so much information - and a new hat !

You have before you THE KIT. Your registration fee goes toward paying for this kit as well as other expenses of the Conferences. This, as you know, is \$1.50 and a fee of 50¢ will be charged for the attendance of a single session. Kits will not be given with the 50¢ fee, but if anyone wishes, she may buy a kit for 50¢. We have tried to fill the kit with material which will be valuable to you after we have all gone home to the various parts of this large State - but your state Board will be sitting back in their domiciles waiting to hear from you as to how you use the material and to offer any help you may need while using them. These are just the beginning of the strong Legislative Chain we are going to forge this year.

I suggest that we take all of the material out of our Kits. It is a big job to fill these kits and inadvertently something may have been left out. We will take a few minutes to check them, as it is most annoying to be in the middle of a discussion and find you are without the material mentioned. First the AGENDA - hold on to that for sure. This year the sheets are numbered so we will not have to refer to them as pink or red - last year a number of our Leaguers thought I should not be permitted to drive a car as I did not know blue from green! The pieces of material in the kit are (READ THE LIST OF MATERIAL) (HAVE A FEW EXTRA COPIES OF EACH)



At the back is a sheaf of blank paper for your copious notes. Thus your League back home will feel they are getting their money's worth when they send you as a delegate.

Now I would like to introduce to you Mrs. \_\_\_\_\_ and Mrs. \_\_\_\_\_ of the state Board who will conduct the first session.

(The General Chairman may have to add a few sentences on tickets, arrangements, changes, anything which might come up during the Conference. She will be ready for emergencies at the Dinner Meeting, but she will not speak. She will open the third session in the same manner as the first and introduce the leaders.)



THE LEAGUE IN A LEGISLATIVE YEARSession #1, a - A Plan for Legislative Action in Texas

Since your State Convention in Galveston, at which time it was voted to hold this Area Conference on Legislation and Public Relations, the state Board, the Steering Committee on Legislation, and your State Legislative chairman have been giving a great deal of thought as to a plan which we might outline for this League year, - A very important year, as it is the year of our 54th Legislature. The first half of this session will be devoted to the question of Legislation generally, Legislative Techniques, and a discussion as to how we can be most effective in the Legislature itself.

This plan of Legislative Action was submitted to the State Board in June and was accepted - it is as follows: We have a steering committee which will consist of state Board members and off-Board members who have worked in the field of Legislation or may be helpful to us in mapping our campaign. Then we will have a General Legislative committee which will be composed of:

ALL LEGISLATIVE CHAIRMEN IN THE STATE

So you can see that it is of vital importance to your League to have a Legislative Chairman ! If some of you have a full Board, it will be possible for your state Resource Chairman for Election Laws to serve in this capacity - but it will put a large load on her shoulders as she will have her responsibilities toward the Board as a Resource Chairman as well as the great responsibility of Legislation. It may be that some of you will wish to have this Chairman an off-Board appointment. Either way - just so she is ready to get busy.

(Stop and check Leagues with Legislative Chairmen.)

This year we are attempting to localize our State Legislative Program. Our aim is to insure more interest and individual response to Calls for Action by the local Leagues. We believe that this can best be accomplished as suggested just now by having one person in each local League responsible for Legislative activity on the state program level. She would work in cooperation with the Resource Chairman, Voters Service Chairman, and the Public Relations Chairman, as well as the corresponding State Chairman, to put the League program across.

In your kit is a sheet headed "Plan for Legislative Action in Texas." This we believe will set up very clearly the duties of the local Legislative Chairman. We are going to go over each section of this plan in a few moments. I want also to call your attention to what we shall call for want of a better name "the Capitol Committee." The Legislative Chairmen of the League in Austin, and possibly San Antonio, will find their duties varying slightly from the other chairmen who live farther away from Austin. I have just been in Austin and met with the Legislative Committee there, and together we are working out some exciting plans for the Capitol Committee. Because they are there, or in fairly close commuting distance - as close as anything is in Texas - they will be called on to aid in conducting the "come-see" tours and with the actual lobbying in the Capitol.

You will probably want to take this plan home with you to discuss it with your Board - as we all know that a Chairman is just as good as she can sell her Board on helping her with her job ! A copy of this plan will be sent to your Board along with a full Legislative report. What we will want to know from you, and as soon as possible, is how much action you believe your League can accomplish along the lines of the proposed plan - because unlike some other PLANS, we do not have five years in which to accomplish it !



1. TRAIN LEAGUE LOBBYISTS. The most important criteria is that Lobbyists be well informed on subject matter. This is where you use your local and your State Resource Chairman. On subject matter, the League of Texas is most fortunate as excellent material has been put out on the times on the State League program for the past year. We should know what we are talking about. Generally I think in the League we have found that it is better to say nothing than to speak inaccurately or incorrectly about the subject matter concerning a piece of Legislation. The second half of this session will cover thoroughly the subject matter of the item on our state program Election Laws.

2. INSPIRE LETTER WRITING on League items during the session in answer to Calls for Action. It may be that part of your units can be spent on the subject of Letter Writing - it sounds simple, but it has proven not to be so. In your kit you will find a LOBBY BY LETTER. This is supposed to make it as easy as the ABCs for you. I think it is so attractive that you will carry it with you every where and take it out on all occasions just to show if not to write letters. It contains the what, why, where, and how of letter writing. Also, a statement of the League's stand on state items and how to use this material in a letter to your legislator. The sheet Ready Answers will help you in talking to anyone "face to face" as well as in letter lobby. We have printed a great many copies of LOBBY BY LETTER and the one you have in your kit it a "selling sample". We hope you will offer it to the members of your League and that they will all want one when they get really excited about Legislation. There are extra ones for sale here, I believe.

3. The Legislative Chairman will urge members of her League to set up "Sight Seeing Tours" of the Legislature. At first glance this sounds like a repetition of what we do at President's Council, but we have decided that so few League members come to Council - just the President and one other Board member - that it could be most useful if for any reason a carload of League members could make the trip to Austin. Work is being done on the plans for this with your "Capitol Committee" and when everything is set we will write you about it in the LEGISLATIVE NEWSLETTER.

4. Work with your Voters Service Chairman. She has already helped you by the questions on the Voters Guide. The candidates should all know how the League stands on the items on our state program even if our Voters Service material is completely objective.

5. Keep Files on Legislators. Once they are elected set up a card file on each Legislator. One card is to be kept by the local Legislative Chairman and a copy sent to the state Legislative Chairman might help up in lobbying more wisely and effectively. Will you do this the first thing when you go back home? Files could contain the following information about a legislator:

His district

Is labor strong?  
Is farm group strong?  
What business is predominant?  
What nationality predominates?

His organization affiliations

American Legion?  
Luncheon clubs?  
Other interests?

Other information

Political leaders in his district?  
What groups supported him in campaign?  
What favors would he want to confer?  
What reprisals?  
Who are his friends? opposition?  
Family connections?  
Special interests?  
Political party?  
Caucus?



6. Keep Files of Other Organizations' Legislative Program, also individuals to contact, both in your local community, and at the State Capitol, in these organizations, so that we may work more effectively in cooperation with those other organizations. How many of us know the Legislative program of the PTA? Of your Church? Of other churches? Of important groups over the State? These would be useful to have in both the local League and the State League's possession. Send us a copy if you have the information.

7. Does your local League have a Legislative Budget? Do you need one? Could your present budget be adjusted to consider some money to be spent on Legislation? Would you recommend to your budget committee for the following year that they include an item for LEGISLATION? Do you think of this under the general term Action in the Community?

Now we want to take up our CALENDAR FOR LEGISLATIVE ACTION which is sheet #

APRIL	1954	State Board decided to hold Area Conferences in four cities on Legislation and Public Relations. Area Conference Committee set up - Mrs. Smith, Mrs. Nichols, Mrs. Ruggles, Chairman.
JUNE		Tentative plans for Area Conferences submitted to Board
JULY		Resolutions on Election Laws submitted to precinct Conventions, County Conventions and State Conventions.
NOVEMBER		General Election Area Conference on Legislation and Public Relations -
DECEMBER		After the elections, the Legislative Chairman should have a meeting with the representatives and Senators before they leave for the Capitol. Possibly give them a letter, signed by the local League President rather than the State President, stating our program. In some places this could be done at a General membership meeting, or a luncheon. The Voters Service, State Resource Chairman, and the Legislative Chairman might work together on this project. Bear in mind that they have many such requests, and a personal visit might be more helpful.
DECEMBER		A meeting of the "capitol committee" in Austin in order to make actual lobbying plans and arrange for Go-See Tours. Possibly a booklet "How It Is Done" a handbook on lobbying could be compiled.
JANUARY		From the beginning of the Legislative Session we will start our "COME AND SEE" tours. These tours may continue through the session. Leagues would have to notify the Committee if they desired to make such a trip. We should have free discussion this afternoon as to the value of this idea.
MARCH		President's Council will have a Legislative Workshop <ol style="list-style-type: none"><li>a. Have Legislators talk on program coming up for action</li><li>b. Visit House and Senate while in session</li><li>c. Have League delegates talk to their legislators</li><li>d. Get copies of Legislative publications, such as Journal, Agendas, Bills, etc., for League visitors.</li></ol>



JANUARY  
TO  
MAY 1955

Until the end of the session of the Legislature, all League Members will Lobby for the League by

- a. In person
- b. By letter
- c. By letters to the newspapers
- d. By influencing others to lobby

A legislative Newsletter will be sent to the local leagues when needed during the session of the Legislature. This will be in addition to the information you will find in THE TEXAS VOTER.

And now that you have accomplished such a terrific and successful legislative effort, I feel sure you are ready for a break before we go into the League's actual program -



Session #1, b - The League Legislative Program

Introduction We have discussed earlier this afternoon ways and means of carrying out a legislative program. Now we will consider those methods in relation to our current program: "Support of Legislation for Improvement of Election Laws in the Field of Voting Procedures."

Legislative Action in the Past This is not the first time that the League of Women Voters of Texas has sought to improve the election laws. Our hardest and longest fight was for secrecy in voting. The League led the movement which, in 1949, culminated in a Secret Ballot for Texas.

Then we concentrated our efforts on complete revision of the Election Code. Here the League's prestige and reputation was publicly acknowledged when the Governor of Texas appointed a League member, our own Dillie Penn of Midland, to the Commission charged with the study and revision of the Code. The findings of that Commission were incorporated in a bill, commonly known in the League as HB-6. This bill was introduced in the Legislature carrying the endorsement of the League, but it was very different from the bill which was finally enacted into law. Amendments in committee and on the floor of the Legislature reinstated many of the objectionable provisions which we so strongly opposed and inserted many new provisions equally adverse to the conduct of fair and impartial elections - to our way of thinking. However, the League backed the bill all the way through and when it passed we estimated the results as a decided gain - since the desirable features far outnumbered the undesirable. Although we had made progress, we were not satisfied.- Perfection is our goal!

We were not the only dissatisfied Texans. At the next session of the Legislature, bills to change election laws were introduced one after another. So many, in fact, that they were all put together in one omnibus or package bill. And this maneuver caught the League unprepared. Our interests were diversified and there were no points of agreement when we met at President's Council, - nor was there time to reach agreement and arrange for concerted action. We were right in the middle of the short legislative session! - However, we were fortunate in that the much amended package bill died a natural death in the state senate after the second reading. Had it passed, our work would have been doubled, or tripled. We were fortunate, too, in that we did not lose ground while we were learning a valuable lesson.

We learned that important lesson dealing with preparation and timing. We learned that the year following the President's Council must be devoted to study and consideration, so that agreement can be reached at the biennial convention. This, then, allows each League nine months to familiarize itself thoroughly with the issues voted at the convention and to lay the ground work for its legislative campaign.

Member Preparation Two years ago we were trying to revise the whole Election Code, but we are not being quite so greedy this time. We are just trying to change that part of the Code covered by our 16 sketches which we studied and discussed at the Unit Meetings last League year.



Member Agreement You will remember that all the changes contained in those 16 sketches, together with a few which developed from the unit discussions, were incorporated in a ballot to be voted at convention. Samples of this ballot were sent to all the local Leagues three or four weeks before the State Convention to give each League time to review the issues as a whole and to instruct its delegates, if it so desired. There at the Convention the voting was held and agreement reached. We voted to support 48 issues and to oppose anything to the contrary on those 48 issues.

The results of that voting marked up another triumph for the Texas League! To vote, one by one, the mechanical details and end with the blueprint for a complete electoral process wholly consistent, wholly practical and wholly praiseworthy was a triumph, indeed!! Equally praiseworthy and equally compatable were the results of the voting on the several issues dealing with principle and policy. It is quite evident from the final tally that the League of Women Voters wishes nothing to impede the growth of Texas into a strong two-party state!

Material We have, bound together in one slim booklet entitled "Sketches of Texas Election Laws," all the material we used last year: the 16 sketches, the ballot which your delegates voted at the State Convention and the points of agreement reached there. These are the issues to be supported by the League at the 54th Legislature which convenes in January.

In addition, we have in our kits a summary of points on which to argue each point - the one entitled "Ready Replies." These are the down-to-earth arguments that the common man or practical politician will understand. This is the handy tool for the League member who missed the meeting when a certain issue was discussed, or missed the point for lack of political knowledge and experience.

Possible Bills It was our understanding that the 48 issues the League agreed to support or oppose would have to be incorporated in 48 or more separate bills - leading almost inevitably to a package bill. This posed a problem which we were bravely preparing ourselves to face - and overcome.

Now we find that our apprehensions were unnecessary. Since the changes we propose are almost all procedural, they can be set forth in one bill. A League Bill which we will write ourselves and sponsor!

You noticed, perhaps, that I said "almost all" our proposed changes are procedural. The one dealing with consolidated primaries is, strictly speaking, a procedural item, but, since it would tend to promote the two-party system, it might prove controversial. The one dealing with compulsory primaries following a 100,000 gubernatorial vote is even more controversial and likely to meet strong opposition - and it is doubtful if it falls into the procedural classification. So, rather than endanger the other 46 points, these two items will be handled separately. We may write another League Bill covering the two-party system issues, or we may agree to support other bills covering these points.

You will remember that we voted to retain a number of election law provisions. This means that we must be prepared to oppose any bills which would attempt to remove any of those procedures which we found satisfactory and voted to keep.



To summarize our election law legislative aims: (1) we intend to write, introduce and support our procedural bill; (2) either to write and promote a bill on the two-party system issues, or to support one or more bills introduced from outside the League; and (3) to oppose any attempt to change the procedures we voted to retain.

Writing our own bill or bills simplifies the work of the local Leagues and their members at the grass root level. At the same time, it may increase the work and responsibility of the State Legislative Committee. However, in having our own League bills we are on familiar ground as far as the work pertains to the state level.

Member Participation We have had legislative campaigns before and we take pride in the measure of our success. Since the last one, however, we have increased the number of local Leagues and more than doubled the number of League members. In addition we are changing our legislative strategy. Heretofore, we campaigned chiefly from the top down. Now we shall work from the bottom up.

It is our hope, of course, that every member will be prepared to take her station in our legislative campaign, even if it is the seemingly minor one of talking intelligently to husband, family, neighbors and friends. And you have no idea how politically effective you can be by mentioning our work in letters to friends who also live in Texas! The doings and misdoings at the November election, not to speak of the primaries, the contested elections and the political movements for places on the general election ballot are still subjects of interest and give each one of us the chance to point out the need for such and such a change. In this way, each of us will take our legislative program to the community.

The Legislative Committee of each local League will constitute a squadron assigned to interview the local legislators and to persuade or dissuade them to the League positions on election law revision.

Before they leave for the capital in January, our legislators will know what their constituents expect of them in the way of supporting and opposing bills dealing with election laws. If they act contrary to the expressed wishes of their constituents, they will know that the burden of proof and explanation will lie on them when they return - and that their voting record will be remembered at the next election.

First Step We have already started this grass root action. Two resolutions were prepared, one dealing with supervisors, the other dealing with absentee voting. A Call for Action went out to each of the local Leagues early in July asking it to submit one of the resolutions to each precinct convention in its community. Reports show that 11 local Leagues answered the call. Resolutions were introduced in 131 precincts, carried in 90 precincts and - best of all - adopted in 8 county conventions! - despite the fact that one of the parties was chiefly concerned with its private struggle between Conservatives and Liberals. - If 11 local Leagues could carry the election law resolution through 90 precinct and 8 county conventions, think what we could have done if all the Leagues had answered the call! We'd have stormed and carried the state conventions - no less!

Since this was an unexpected maneuver, many of the Leagues could not participate in the initial stage of the campaign. Those who could and did enjoyed a truly thrilling political experience! Even in the conventions where "outsiders" introduced the resolutions, the word quickly passed: "That's the League resolution!" Heightened interest was immediately apparent and greater consideration was given the resolution. In some precincts and some counties, we lost, of course, but a large number of people over the state, including many of the legislators, now know that the League of Women Voters of Texas is out to improve the election laws.



With only part of our organization producing such results, we can foresee the tremendous impact we will make when all the local Leagues join forces in the real legislative campaign which lies ahead!

Compromise Only the very young and the very trusting believe that they are going to get everything they want. As we grow older and wiser, we learn that seldom, if ever, does anyone get all he wants. We in the League are mature women and we should realize at the outset of this campaign that we are not going to get everything we desire - even though our purpose is noble and unselfish, even though we have no axes to grind and nothing to gain personally.

We who were members of the League in 1949 know how our ballots were numbered so that identification was immediately possible. We who were members at that time remember how the fate of our Secret Ballot Bill hung in the balance until we agreed to the signature on the stub. It was not what we wanted, but it was so much better than what we had that we compromised. We now have a ballot that is almost, though not entirely, secret. To obtain even this degree of secrecy, we had to compromise.

Right now we must reconcile ourselves to the fact that we will have to compromise. If the forces against us are much stronger than we are, we will surely lose - on that one issue, anyway. - If the forces against us are fairly equal, we will compromise by agreeing on a point midway between the two extremes. Or, we may compromise by trading - agreeing to sacrifice one point in order to gain another. You may be sure that we will trade carefully and to our best advantage.

Most of the compromising, most of the trading will be done in Austin by the League's very best legislative workers. Some may have to be carried on at home by the local Leagues. But the thing to understand and to take back to our members and communities is that compromise is an important and necessary factor of practical political effectiveness. The Election Code that results from the 54th Legislature will not be exactly what the League wants. It will not contain all the changes that the League recommends, nor will all the changes be made in precisely the way that we desire. But surely, if serious study, deep earnestness, high endeavor and noble purpose prevail, the resulting Election Code will be better than the one we have today.



Session #2 - Agenda

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|---------------------------------------|----------------------------|
| I. INVOCATION                         | 7 P.M.                     |
| II. DINNER                            | 7 - 8:15 P.M.              |
| III. INTRODUCTIONS BY LOCAL PRESIDENT | 8:15 P.M.                  |
| IV. OPENING REMARKS BY CHAIRMAN       | 8:20 P.M.                  |
| V. QUESTIONS AND ANSWERS              | 8:20 - 9:15 P.M. (Approx.) |
| VI. CLOSING REMARKS BY CHAIRMAN       | 9:15 - 9:20 P.M.           |

- I. Local President raps for attention. Asks audience to stand for invocation and introduces local pastor.
- III. As soon as possible (immediately after dessert has been served or tables have been cleared, depending on local arrangements with hotel), President raps for attention and welcomes delegates to second session of the \_\_\_\_\_ Area Conference. She then introduces those sitting at the head table, omitting the panel members. Her introduction of panel members is prefaced with brief remarks similar to this:

"We in the League of Women Voters are so dedicated to the job of encouraging better citizenship that we are apt to fall into the habit of thinking we are alone in this job--that only the League of Women Voters cares about promoting a more informed and active citizenship. But we have only to begin a voters service project or a legislative program to realize that we can never work alone--that there are, in fact, many people interested in our job and ready to help us make a success of that job. We have three of those extra-ordinary citizens with us tonight, who have agreed to share with us their knowledge and experience..... It gives me great pleasure to introduce to you....."

- (a) the legislator, who will be serving his \_\_\_\_\_ term in the state Legislature (or served when)
- (b) the newsman, his position and name of his paper
- (c) the member of another organization, his or her position.
- (d) ".... and Mrs. \_\_\_\_\_, member of the state board of the League of Women Voters, who will preside."

- IV. State Board member (hereafter referred to as Chairman) speaks for not more than two minutes, covering the following points:

- (a) Purpose of the LWV, mentioning non-partisanship.
- (b) We do support issues in the public interest, which members have adopted. Program is the tool by which we learn-by-doing how to be more effective.
- (c) We have asked members of the panel to help us be more knowledgeable in our techniques---to give us factual, practical pointers which will make our work and theirs more successful. Questions will be devoted to techniques only---we will not discuss the specific legislation which we are supporting.



- (d) "I have three questions of my own, to start us off tonight, which are of special interest to the state legislative committee....."

Question to  
Legislator:

Keeping in mind that we have a very limited budget, when would you suggest we provide all legislators with copies of our information on the bills we are supporting---before they leave home or after they get to Austin? Where are these materials most likely to be read?

Question to  
Newsman:

What are the relative merits of local stories and wire service stories about League-supported legislation? Would you prefer only local stories or can you use both?

Question to  
Organization:

Generally speaking, how obligated does a local chapter of a statewide organization feel to work for legislation which is on its state program?

- V. Questions may be asked from the floor or sent up to the Chairman. In either case the questioner will identify herself, but not her League (some questions might prove embarrassing if the town were named.)

The Chairman will repeat into the microphone the question and the name of the person to whom it is directed. If the questioner doesn't name the person to answer, then the Chairman will decide to whom it belongs. Some questions might be addressed to more than one panelist. Or other panelists might be asked if they also would like to answer some of the questions. The Chairman has the right to declare any question out of order if it relates to specific legislation or is not pertinent to the program.

The Chairman will elaborate on questions and answers if they have to do with League policy. Remembering that others beside League members will be in the audience (and the panel), she will be sure that no question or answer leaves a wrong impression of the LWV.

The Chairman's first responsibility is to be poised and animated. The tone of voice and enthusiasm in her voice during her opening remarks will set the tempo for the entire program. She must be alert for a "speechmaker" in both the audience and the panel, and as tactfully as possible discourage this tendency. She must try to get questions for all panelists, so that no one is too long "neglected."

- VI. As soon as it appears that there are no more questions (or about 9:15 P.M.), the Chairman will announce that the time allotted for the program is up and, if there are no more questions...pause....the meeting is concluded. She will then thank each of the panelists individually, hope that delegates and guests have had a profitable evening, and say GOOD NIGHT.



Some probable questions from delegates to the LWV Area Conferences:

1. Generally speaking, at what editorial level should we begin our contacts on a specific piece of legislation?.... with the executive editor?.... managing editor?.... political reporter?.... editorial writer? Is there a protocol here that we should be aware of?
2. What, in your opinion, are the relative merits of local stories and wire service stories about League-supported legislation? Would you prefer only local releases?.... What can we do to help coordination?
3. What do you think of the value of "Letters to the Editor" columns?
4. Could you suggest a course of action with a newspaper which is not interested in the legislation we are supporting?
5. When would you suggest we provide all legislators with copies of our background material on bills we are supporting--- before they leave home or after they get to Austin? Where are these most likely to be read?
6. At what point in a bill's progress will our letters to our legislators be most effective?
7. What kinds of letters are most effective?
8. Because many of us have never done legislative work before, could you tell us the best role of the "constituent" in helping his legislator? ... in influencing his legislator?
9. Do you have suggestions as to how we might go about interesting other organizations in League-sponsored legislation? A meeting of the presidents? ... a speech before the members?
10. Generally speaking, how obligated does a local chapter of a statewide organization feel to work for legislation which is on its state program?
11. Another general question---could you give some tips to women speakers appearing before men's groups? .... Should we ask men to make these speeches? .... or is the League of Women Voters well enough known as an informed group to make its speeches acceptable even to men?
12. What would you think of a local "council" of organizations working for the same public interest legislation? Would this help to expedite legislative information and citizen action? .... Could you suggest dangers that might be involved in this suggestion?



INTRODUCTORY REMARKS FOR SECTION III  
WORKSHOP ON PUBLIC RELATIONS

The term "public relations" is perhaps one of the most widely used and least thoroughly understood of any of our modern expressions. All of us have certain ideas as to what it means but most of us would probably have difficulty putting into words an exact definition. Actually, the words mean just what they say. "Literally it is an organization's relationship with the public, a relationship which must be guarded at every meeting, in every pronouncement made." If we are concerned with the public relations of an organization, then we are concerned with all those things which the organization, either collectively or individually, does or says that have an effect on public opinion.

Someone has defined public relations as "a good job, well advertised." Another definition that I like is this one: "Public relations is the over-all 'personality' and 'policy' of an organization, plus the communicating of it. The communicating is publicity."

Sometimes we tend to forget that the "personality" and "policy" of an organization are basic to good public relations and in losing sight of that fact consider only the publicity, or communicating, portion. GOOD PUBLIC RELATIONS ISN'T JUST GOOD PUBLICITY. It is entirely possible to have extensive publicity without having good public relations. Many column-inches were printed about Hitler, but few people have achieved worse public relations. On the other hand, it is almost impossible to have good public relations without good publicity.

Good conduct is the basis of desirable public relations, but it is made evident through the use of various media of information such as the press and radio. We must let others know that we are doing a good job - but unless a good job is actually being done we have no foundation on which to build.

Maintaining good public relations is the converse of hiding one's light under a bushel. But the "light" must be present - then ways can be found for projecting or communicating that light.



It is said that there is "one royal road to effective public relations for an organization, and that is building programs that are alive and challenging. An organization whose program is in tune with the problems of the day and has the courage to attack them in more than an academic fashion will have little trouble in stimulating public interest. A program that is disturbingly intelligent will not only hit the news columns but will keep the audience awake." To me, that rather sounds like a description of the League program - "alive, challenging, in tune with the problems of the day." Since it is the quality of our activity that proclaims our worth, we seem to be in a very enviable position for readily developing an effective public relations program. It also follows that the Public Relations Chairman and her assistants need to know and understand the League thoroughly. They must KEEP UP so that they can SPEAK UP.

All of us would agree that the League of Women Voters could no more exist without good public relations than a human being could live without air. In the first place, we are financed largely through donations. If we are to continue to have successful finance drives, then we need an unimpeachable record for public service. Secondly, we are not just a self-improvement association, but are primarily engaged in informing the potential voter and inciting him to action. Unless our organization is as widely respected as it is well known, what we have to say will fall on deaf ears.

Now let's talk about some of the specific ways by which we can "win friends" for the League of Women Voters and thus "influence people" to help us put over the League plans for the coming legislative year.

We must always remember that very small things can sometimes become of large importance. It's said that John D. Rockefeller's habit of giving away dimes was thought up for him by his public relations advisor!

We will use the agenda on page \_\_\_\_ of your kits, which was prepared for the public relations workshops at the national convention last spring. The first topic for consideration is: CREATING A FAVORABLE CLIMATE IN THE COMMUNITY.



SUGGESTIONS FOR ADDITIONAL POINTS TO BE MADE ON TOPICS  
INCLUDED IN THE PUBLIC RELATIONS ROUND TABLE

These additional suggestions are given in order to furnish enough material for the 1 hour 45 minute discussion period. The amount of time required for each section will depend on how much audience participation is inspired. (Perhaps a re-reading of national's LET'S HAVE A DISCUSSION might be in order.)

The five persons who will participate as members of the model Public Relations Committee in the second part of the session have been alerted to help keep things going during the round table (from the audience). It is also hoped that Board members present will contribute ideas.

If we have considerable audience participation, we will have to watch the time carefully in order to be able to cover the agenda. On the other hand, if the agenda is completed before the time is up, some time can be given to a discussion of radio and TV.

Some points that might be brought out are:

1. We are obligated to give programs that are interesting as well as worthwhile when we are given radio or TV time.
2. Adequate preparation is necessary.
3. Some sort of visual "props" will be necessary for TV. Just talking isn't enough--except for celebrities such as the President.
4. If we can secure guest appearances in regularly scheduled shows, we have a ready-made audience.

1. CREATING A FAVORABLE CLIMATE IN THE COMMUNITY

Not just a job for the Public Relations Chairman alone. Extensive planning is necessary and the entire Board should feel responsibility. Public Relations Chairman has a big job just learning as much about the League as she needs to know and all Board members should help keep her informed as to their portfolios. The members of the speakers bureau also need to be very familiar with the League program - otherwise erroneous ideas may be given the public.

Emphasize the fact that every member also shares in the responsibility. We customarily think of the ways by which publicity can readily be given to the League as the press, radio, and TV. Actually, word-of-mouth publicity spreads like wildfire. The organization itself is a medium of communication, and each member can help or hurt the League by what she says. In the eyes of the community, any member may represent the League. In order that information spread by League members may be correct we need frequent orientation. (We might ask for suggestions for orientation procedures here. One League has been having very successful sessions for only a half-dozen or so new members. Informal gatherings in someone's home with "cokes" or some simple refreshments.) One member can spread misunderstanding of the League through a large segment of the community in a short time. Everyone comes in daily contact with someone over whom he has an influence. If what we say is of sufficient interest, other people will repeat it.

Loyalty of its individual members to the League is essential. A person who really understands the democratic processes by which the League operates is usually loyal to it.



A local League has a wider sphere of influence than we usually recognize. The progress of the state and national League is dependent on the success of the local League in maintaining a favorable climate in its own community. We stand or fall together.

## 2. KNOW YOUR COMMUNITY ATTITUDES

If we have a true cross section of the community in our membership it is easier to determine the community attitudes, since we will have representatives of many viewpoints in the League itself. If the community is not actively interested in government, what are some of the ways by which we might build up such interest? (Try to reach them through some common interest, such as prosperity, the love of country, or the desire for well-being of children.) Are there popular organizations with which we might co-operate (within the League program) that might help us to reach our objective?

For a specific problem, you might want to take a community poll. Face-to-face interview is important, not over the telephone. Be tactful. Be sure that you are reaching a true cross section of the community. Lists can be secured from the city directory. Determine how many people can be interviewed by your volunteer staff. If there are 20,000 names in your city directory and you have enough volunteers to interview 100 people, then 1 in every 200 could be reached. Take every 200th name in the directory and interview that person. Have your questions unbiased and don't take up too much time for the interview. (Wichita Falls did a community survey on the U.N. and might be willing to tell about it at the Midland conference.)

Keep an "ear to the ground." Watch to see what opinion the town leaders express. Read the "letters to the editor." (Not entirely valid because those who are against a proposal are usually more vocal than those who are for it.)

Very different planning will be involved if we are supporting a proposition that is unpopular with a large segment of the community than if it is one already pretty well accepted. In order to win over the opposition we must find some way of meeting them on common ground.

## 3. PROMOTING GOOD PRESS RELATIONS

Remember that the editor is human and would like to be treated just as you would if you were in his place. Make friends with him and try to understand his problems - we are just one of many groups seeking publicity. He's looking for NEWS and if we give it to him it will be printed. Don't ask for or expect special favors. It's up to us to make news and to see that our stories are really news stories. Be brief and accurate. See that copy is neatly typed and double spaced. Learn when the deadlines are and have your story in plenty of time.

Don't be disappointed if your story lands on the Women's Page instead of on the front page. Many women read little other than that section.

Newspapers often like to get "letters to the editor" and they are usually printed. Why not encourage League friends to write them?

Good photographs that are well-captioned are good stories. Work for originality. "Two chairmen looking at a report has been done before." The four characteristics in pictures with the greatest interest value are cheerfulness, personality, animation and novelty. If you can get all four into one picture you will attract both editor and reader.



(Here is a good time to remind them that since the improvement of election laws is a vital and popular subject, a visit to the editor to take some of our election laws material just might produce an editorial on some phase that we are going to support. We can't just go in and demand an editorial - but it is all right to plant an idea where we think it will do the most good. Be tactful.)

If newspaper people are invited to a dinner - or to any meeting where any expense is involved - be sure that they are given tickets.

Don't overlook the weekly newspaper.

There are perhaps a few Leagues in Texas that function where there are foreign language newspapers. They are interested in articles on citizenship and government and in notices of citizen's meetings.

Religious papers may also print some of our material.

Publications such as are sometimes printed locally by organizations such as the Jaycees and the Rotary Club will sometimes help out.

#### 4. HANDLING ADVERSE CRITICISM

If the attack is not serious it may be better to ignore it. As long as we are accomplishing something we will be criticized. A retraction or correction (unless the matter is very serious) may be more confusing than helpful. People who did not see - or have forgotten - the original article may give the matter more importance than it deserves.

Emphasize again the importance of letters to the editor. If the signature is that of a person well and favorably known in the community, the results may be far reaching.

Don't get involved in an argument in the press.

#### 5. RELATIONS WITH OTHER COMMUNITY GROUPS

It is often necessary to explain that although the "cause" is a good one we cannot work on it because it is not a part of our program. This gives us another opportunity to explain how we limit our activity in order not to "scatter our shots." Frequently it is necessary to say in the beginning that we do not donate funds to other organizations. Our finance policy can then be explained.

#### 6. CRITERIA FOR EVALUATING THE LEAGUE'S POSITION IN THE COMMUNITY

"If not, why not," should be the consideration here. Are new members properly orientated? If finance drives are not successful is it because the League is not well known or because our membership hesitates to take part? If radio and TV time are not readily available, have we presented programs that were uninteresting, not worthwhile, or that had been poorly planned?



To: Chairmen of the Model Public Relations Committees for the Area Conferences  
From: Mrs. H. P. Nichols, 1303 Mockingbird Lane, Tyler - Public Relations Chairman  
Re: Suggestions for Planning the Skits

## IN GENERAL

For the "stage setting" we will need a table around which the Voters Service Chairman, the Public Relations Chairman, and the other members of the PR committee will sit. Everyone should have pencil and paper to take notes. A calendar should be provided so that dates for carrying out each part of the campaign can be set. Samples of poll tax flyers, signs or posters previously used, or other such "props" to give color - as well as to show them - should be in evidence.

The Voters Service Chairman is attending the meeting in order to coordinate the work of her committee with that of the PR committee. She will describe the work planned by her committee - such as whether poll taxes are to be collected by League members, or whether it will simply be an effort to focus attention on the paying of the poll tax. The press chairman will consult her as to the names of the VS committee members and their duties in order to do an accurate job of reporting.

Each of the four members of the PR Committee will have responsibility for one of the following:

1. Press
2. Radio and TV
3. Speakers' bureau
4. Displays and posters

The PR Chairman has the overall responsibility for seeing that the plans are carried out.

The agenda is set up to follow the usual method of planning a publicity campaign: the past is reviewed; the objective defined; the use of various media is discussed; a budget is set up (which in the LWV includes woman power as well as money); decision is made as to which projects can best be carried out within the limits of the budget; responsibility is assigned and a calendar for action made.

## SUGGESTIONS FOR USE OF COMMITTEE PLANNING POLL TAX CAMPAIGN

1. Analysis and evaluation of past experience - what has been the most successful approach?

1955 is an "off-year" and that means that it will be more difficult to get people to pay their poll taxes than it was this year. The conclusion reached here is likely to be that general publicity is good but a person to person approach is often necessary to secure actual payment. People forget--when they hear radio announcements they may intend to pay the tax but may forget it unless they are personally reminded later.

2. Whom are we trying to reach?

Experience shows that persons in all walks of life and in many different groups are guilty of failure to pay the poll tax. Newcomers to the state who did not reside in Texas on January 1, 1953 and were able to vote "free" in 1954 should be reminded to pay the tax in order to vote in 1955. (This is important in an area where a number of people have come in from other states because of the transfer of certain industries.) There are some groups, such as the labor unions, that do ordinarily encourage their members to pay the poll tax.



If the amendment permitting regular military personnel to vote is passed on November 2, we will have a new group to reach in areas where there are military installations. This should be brought out if the amendment passes, but we cannot know until November 2.

Mention fact that persons who have become 21 since January 1, 1954, should be reached and notified that they can vote "free" by securing an exemption certificate. College students?

3. Based on conclusions from 1 and 2, what specific ideas can be used for:

Newspaper Publicity

Letters to the editor, an editorial if the editor is so disposed, regular news stories, and reminders carried in paid advertising of League supporters are some types to be considered. Information as to what elections will be held is important. A frontpage box with "7 more days to pay your poll tax," etc., is effective. Information as to the history and use of the poll tax should be given. Importance of place of residence on January 1, 1954 as to eligibility for payment to be stressed. (See POLL FACTS and the ELECTION LAW SKETCHES in your files for further information to be used.) Is there a friendly columnist? If the campaign is to include actual collection of poll taxes by the LWV, the deputizing of members who are to serve as collectors will make one story. If special booths are to be set up their location should be announced. Any ideas for unusual pictures? What about the picture of some local "celebrity" such as a football hero paying his first poll tax? It was news when General Eisenhower first registered to vote. Is there some important military personality in your city whose picture paying his first poll tax would be news? (Assuming the amendment to permit him to vote passes.) What about notices in trade papers and luncheon club publications? See TIPS ON REACHING THE PUBLIC.

Radio

Interviews with well known local leaders on the importance of paying the poll tax. Some of the material suggested for newspaper publicity can also be used here. Spot announcements. See IF WE WANT TO AIR OUR VIEWS.

TV

Television is not yet available to all Leagues. See TIPS ON TELEVISION. In both radio and TV, if time can be secured on shows that are already regularly scheduled we will have a ready-made audience. Have something to show, such as a map of the city with the points marked at which deputy collectors are located.

Speakers' Bureau

A suggestion made at the national convention was to have a Young Speakers' Bureau. A few carefully selected high school or college students should be well trained to give a brief presentation of the necessity for paying the poll tax and because of their youth and enthusiasm will often make a very definite appeal. (Especially good for luncheon clubs.)

Displays or Stunts

Several members of one League advertised the poll tax campaign by wearing "sandwich boards." Got their pictures in the paper, too. Any booths operated by the League should have a sign saying so! Arrangements may be made with a department store, or some other firm, for a window display. Their talent may furnish the idea - or you may have to. What about poll tax flyers? What about a poster contest?



4. Do we have the money and the woman power for these projects?

Most of the ones we considered require more woman power than money. Some material, such as signs and posters, is likely to be available from previous years. It is always well to plan for more publicity than you think you will need - then if one portion of the program breaks down something else can be substituted. Long range planning will minimize the burden.

5. Pin down responsibility and set up a calendar.

The responsibility for the various media to be used has been determined by the appointment of the committee members. Because of the general tendency of people to postpone paying the poll tax until the last minute, most of the publicity will be concentrated during the last 10 days of January. If poll tax flyers are used to try to secure payment along with other taxes, they should first be distributed in October. Newspaper publicity should continue through January 31st. (Stress importance of accuracy in giving information to newspaper. Get names correctly!) Radio programs could be given anytime in January, but spot announcements would likely be most effective during the last few days. TV is especially useful at this time also. The speakers' bureau will have to function over several weeks in order to provide as much coverage as possible. Displays in store windows will have to suit the convenience of the store. If a poster contest is held it will have to be timed so that the winning posters can be displayed several days before the end of January.

Set the dates so that the type of publicity to be used will be varied. (If, for example, you are going to have three radio interviews, try to plan one a week for three weeks rather than having all three in one week.) Plan for a concentration for the closing days of the campaign.

Of course, you will have decided on what this committee is going to recommend, and have set up your budget and schedule well ahead of time. The skit will have been rehearsed several times before it is presented, to be sure that we make the points we wish to emphasize and that it does not require more than 30 minutes.



Session #3 - Suggestions for the discussion of "The Role of the Public Relations Chairman"

The Public Relations Chairman is a member of the Board of Directors. She sends a member of her committee to attend any Board meeting at which she cannot be present. It is essential that she knows what is going on in the League at all times.

She has an active committee to help her so that no one will be overburdened. The members of her committee have specific assignments.

Realizes that good public relations isn't just good publicity, but knows that good publicity is essential.

Helps plan ways to secure maximum publicity.

Reminds the Board to look at each project from the public relations standpoint.

Understands that a good project must not necessarily be abandoned because some members of the community are opposed to it, but that through a good public relations program it is often possible to get the opposition on our side.

Is interested in anything that affects the attitude of the public toward the League.

Helps other Leagues to build up their public relations programs by sharing her ideas. Clippings should be sent to the State Public Relations Chairman regularly, and the national office will appreciate the outstanding ones. Plans for radio and television programs and any other material used to interpret the League to the public should also be included.

In short, the good Public Relations Chairman tries to make the LWV well and favorably known.

See: LOCAL LEADER'S HANDBOOK, Page 24.  
TIPS ON REACHING THE PUBLIC, Pages 3-5.



## TELLING THE PEOPLE -- USE ALL MEDIA

Generally speaking, planned public relations should be geared to the special interests of the audience you wish to reach and publicity scheduled through the channels most effective for your particular program. However, use of all possible media to publicize your program is important. Your plans, particularly for special events and campaigns, should include:

- a. Newspapers - for news items, feature stories, photographs, editorials, columnists' comment, cartoons, letters to the editor.
- b. Press Conferences - for use as a means of releasing material for the press when there is something definite to say - something that really makes news.
- c. Radio - for special broadcasts, spot announcements, interviews, round table discussions.
- d. Magazines - for exceptionally good material that might interest national magazine editors. Generally, magazines work three to four months ahead on issues.
- e. Trade Journals, House Organs, Etc. - for material that fits their particular interests; don't miss small bets - industrial house organs are interested in short features touching upon the special interests of their own organizations.
- f. Motion Pictures - for movie shorts whenever possible.
- g. Exhibits - for displaying visually highlights of your program to pique the public interest.
- h. Posters and Placards - for announcing events, campaigns, etc.; for soliciting support of projects; for strategic use in public places.
- i. Pamphlets - for long-range presentation, where exactness or illustration is important.
- j. Direct Mail - Bulletins, News Letters, Etc. - for a highly personalized approach to key people, special lists, the general public, other groups, your own members; to convey information, urge action, solicit support and stimulate interest.
- k. Buttons, Tags, Stickers, Labels - for distribution as symbols of participation in and support of campaigns.
- l. Paid Advertising in Newspapers and Magazines - for special events and campaigns, to solicit maximum participation.
- m. Public Service Advertising - for the same purpose as advertising you pay for, but someone else pays the bill; often local advertisers can be persuaded to plug your special event or message in their advertising as a public service.
- n. Speakers Bureau - for organizing your best speakers, and speakers outside your own group who will take your message to other interested groups and help keep your program in the public mind.

In striving toward an informed and interested program through your planned public relations program, it is particularly necessary to keep



in mind that the press, periodicals, radio and motion pictures are privately owned agencies. There is no compulsion on their part to support or further your work. The fact is that these agencies are in the business of furnishing news, enlightenments and entertainment to the public. Your organization is one source of news, enlightenment and entertainment only if you make it so.

From the HANDBOOK FOR WORKSHOP ON PUBLIC RELATIONS  
prepared by the National Capital Alumnae Chapter  
of Theta Sigma Phi



RADIO TIPS  
ALBANY COUNTY LEAGUE OF WOMEN VOTERS

I. Approaching the Mike.

- a. Dispose of noisy accoutrements--bracelets, big rings, bundles, purses.
- b. Bring chair in close to table and assume comfortable position; remember you cannot shift even slightly once on the air.

II. Voice Pick-up.

- a. Normal position between 6 to 8" from mike. Varies for different people; therefore, voice check before such program is desirable.
- b. Most mikes pick up all around. Beware the diamond-shaped type which picks up only on the two sides with perforated holes. Use of this type is rare but happens when a station is pressed for equipment.

III. On the Air.

- a. Avoid any nervous motions, e.g., tapping the foot, tapping fingers on table, brushing leg against table, touching mike with papers. Even the slightest of these sounds pick up and are enormously magnified.
- b. Keep eye not only on script but on clock and control room.
- c. Once having read sheet, slide to one side. If you drop page to floor, it may hit on edge and cause sharp, cracking sound. When several people are seated close together, pages can be slipped onto communal piles; they can always be sorted later.
- d. Always use mimeo or bond; never use noisy flimsy or onionskin.
- e. Never staple or otherwise secure your pages. Each should be separate and ready to be slipped away noiselessly.

IV. Cues.

- a. Hands working from the middle outward (like pulling taffy) means Slow Down or Stretch It Out.
- b. Hand working rapidly in circle (like moving around a clock) means Speed It Up or Your Time is Short--Wind It Up.
- c. One finger means one minute left.
- d. Hand cutting throat means Finis--Cut Completely.



## V. Reading.

- a. Practice reading out loud as much as possible. Read to family, preferably, or read aloud to yourself. Try to hear yourself talk. Don't slur, but avoid unnatural, over-precise enunciation.
- b. Become very familiar with script, so in case you lose your place, you can ad lib sensibly until you find your lines again.
- c. Except for plays, scripts, etc., try not to use prepared speech. Make notes on main points, know what you want to say, and then talk naturally.
- d. Mark up your script. Circle your cues; underline words to be emphasized; use colored crayons to indicate different moods, e.g., red for rising excitement, blue for deliberate tone, etc.
- e. Make your part lively; avoid monotonous reading.
  1. Vary your voice levels.
  2. Vary speed of delivery.
  3. Many people find that gesturing, smiling, or frowning into mike helps put across the effect they want.

## VI. Timing.

- a. Avoid "dead air;" pauses are deadly.
  1. On interview show, have your next thought in mind.
  2. On script show, open your mouth before the character preceding you has finished his lines.

## VII. Special Appearances as Guest.

- a. Call well in advance for time.
- b. Arrive 20 to 30 minutes early to go over material with m.c.
- c. Prepare subject matter in advance.
- d. Keep human interest story in mind in case material runs short.
- e. Jot down leading questions for the m.c.  
Remember that your interviewer often has a guest or more every day, and that he cannot be an expert on all organizations, problems, etc. Don't expect him to carry the ball for you.

## VIII. Preparing Written Material.

- a. Maintain easy, conversational tone.
  1. Avoid elaborate sentence construction. Keep subject and verb close together.
  2. Avoid crude words and expressions.
- b. Be colloquial, even ungrammatical, if it's normal usage.
  1. Split infinitives are easier listening, e.g., "to really understand this problem" vs. "really to understand" etc.



2. "I've already sent the whole story to Winchell."  
(Stunned)--"You sent it to who!" ('Whom' would spoil effect.) Preferable to re-write where possible. "For a real understanding" or "to Winchell! You couldn't have."
  3. "Who's there?" "It's me, Ruthie" (except for professorial type).
  4. Use contractions. "I wouldn't do that, Johnny" vs. "I would not do that."
  5. Perfect sentence construction is not necessary and often not desirable.
- d. Keep speeches short.
1. Voice change adds interest.
  2. In case a long passage is necessary, break it with "Oh, I see," "Yeah," grunts, sound effects, etc.
- d. Timing.
1. Figure 13 lines to the minute (with normal type, wide margins).
  2. Keep spot announcements at 4 to 5 lines (never more than 6).
- e. Typing.
1. Always use bond or mimeo paper — never flimsy.
  2. Always double space. Triple-spacing between separate parts or roles advisable.
  3. Never hyphenate words at end of a line.
  4. Forget normal punctuation rules. Be liberal with commas, dashes, dots....someone may have to read it "cold."
  5. Instructions to engineer (sound effects, music) should be all in caps and in parentheses.

This material is to be heard, not read, so keep it simple. Remember the listener can't go back to read over a point he's missed.

Think aloud as you write to insure natural speech. Read back aloud to spot stilted prose, fancy words or tongue-twisters. Pity the poor announcer who is confronted by "the sparkling spring show at Sloane's Shade Shop."



LEAGUE OF WOMEN VOTERS OF TEXAS

AREA CONFERENCES

NOVEMBER 1954

THE LEAGUE IN A LEGISLATIVE YEAR

INDEX

1. Agenda
2. LOBBY BY LETTER
3. Plan for Legislative Action in Texas
4. Calendar for Legislative Action in Texas
5. Legislative Newsletter
6. Letter to Senator or Legislator
7. Ready Replies to Elective Law Legislative Argument
8. Public Relations: Telling the People - Use All Media
9. Agenda for Public Relations Committee Meeting



AGENDA  
FOR  
AREA CONFERENCES

THE LEAGUE IN A LEGISLATIVE YEAR

SESSION NUMBER 1 - LEGISLATION

1:00 - 2:30 P.M.

1. League Lobbyist
  - a. Lobby by Letter
  - b. Capitol City Committee
2. Letter Writing
3. Outline of State Legislative Processes
4. Sight Seeing Tours (Go-See Trips to the Capitol)
5. Files on Legislators
6. Files on Other Organizations' Legislative Programs
7. Legislative Budget

2:30 - 3:00 P.M.                      DISCUSSION

3:00 - 3:30 P.M.                      BREAK

SESSION NUMBER 1-B - ELECTION LAWS

3:30 - 4:30 P.M.

1. Review of the Election Law Sketches
2. The Ballot on Election Laws at the State Convention in Galveston
3. Member Participation
4. Member Agreement
5. Bills in the Field of Election Laws
6. Compromise



## AGENDA (CONTINUED)

7. Family Courts

8. Jury Service for Women

4:30 - 5:00 P.M.

DISCUSSION

SESSION NUMBER 2

7:00 - 9:30 P.M.

1. INVOCATION

2. DINNER

3. Introduction by Local League President

4. Opening Remarks by Chairman

5. Questions and Answers (Legislative Panel)

6. Closing Remarks by Chairman



AGENDA (CONTINUED)

SESSION NUMBER 3 - PUBLIC RELATIONS

9:00 - 10:30 A.M.      ROUND TABLE ON PUBLIC RELATIONS

1. Creating a Favorable Climate in the Community
2. Recognizing Your Community Attitudes
3. Promoting Good Press Relations
4. Handling Adverse Criticism
  - a. Analyze the Attack
  - b. Counteraction
  - c. When to Notify State or National
5. Relations with Other Community Groups
6. Criteria for Evaluating the League's Position in the Community

10:30 - 10:45 A.M.      THE ROLE OF THE PUBLIC RELATIONS CHAIRMAN

10:45 - 11:00 A.M.      BREAK

11:00 - 11:30 A.M.      MODEL MEETING OF A PUBLIC RELATIONS COMMITTEE  
OF A LOCAL LEAGUE

11:30 - 12:00 A.M.      DISCUSSION