



League of Women Voters
of the United States

FEB 17 1986

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FBI

Memorandum

1730 M Street, NW
Washington, DC 20036
(202) 429-1965

February 6, 1986

TO: State League Presidents
Local League Presidents of West Palm Beach (FYI)
Dayton
Oakland
San Antonio
Kansas City
West Hartford
Seattle
Jackson

FEB 11 1986

FROM: Harriette Burkhalter, LWVUS Field Service Chair

RE: Campaign Techniques Training Opportunity

This is a follow-up to the November 19, 1985 memo we sent to you about the YWCA-NWEF Political Campaign Skills Seminars.

The national board is pleased to announce that scholarship funds are available to enable a greater number of women to attend these outstanding two-day seminars. \$250 to cover two full scholarships or, alternatively, a larger number of partial scholarships, have been forwarded to the local Leagues at each of the 1986 seminar cities. We are working with those local Leagues to explore creative ways to make the best use of the funds. This includes partial payment of registration fees for several women to attend the seminars rather than providing full scholarships to only two women. If you have located individuals in states near you to attend the seminars, we suggest you contact the appropriate local League to learn whether scholarship funds are still available to underwrite all or part of their participation. Also, remind those persons who plan to attend the seminar to include the League's name on the registration form so that we will be credited with our share of attendees. The funds are not for the exclusive use of the local Leagues administering the scholarships. The funds are, however, exclusively for use at those particular seminar sites.

If you have not already done so, please inform your local Leagues of these outstanding seminars. Include the information provided in our November 19, 1985 memo in your state Voters and/or in mailings to your local Leagues.

We are asking you to do this because some local Leagues, located in states where the seminars will take place, were unaware of these events and thus unable to answer inquiries about them. Several of the Leagues and individuals have contacted the national office about the seminars.

The contact person and the site location for each of the 1986 seminars is listed below:



POLITICAL CAMPAIGN SKILLS SEMINARS 1986

Contact Person

Site Location

Linda Beaty
LWV of West Palm Beach

WEST PALM BEACH, FL Sat.-Sun., Feb. 8-9
YWCA of West Palm Beach, 901 South Olive Ave

Pat Schroeder
LWV of Greater Dayton Area

DAYTON, OH Sat.-Sun., Feb. 22-23
YWCA of Dayton, 141 West Third Street

Adrienne Hillebrandt
LWV of Oakland

OAKLAND, CA Sat.-Sun., Feb. 22-23
YWCA of Oakland, 1515 Webster Street

Susan Yerkes
LWV of San Antonio Area

SAN ANTONIO, TX Fri.-Sat., March 7-8
YWCA of San Antonio, 503 Castroville Road

Chris Logan
LWV of Kansas City

KANSAS CITY, MO Fri.-Sat., March 14-15
YWCA of Kansas City, 1000 Charlotte Street

Pam Lassman
LWV of West Hartford

HARTFORD, CT Fri.-Sat., March 14-15
Hartford Region YWCA, 135 Broad Street

Mary Coltrane
LWV of Seattle

SEATTLE, WA Fri.-Sat., April 11-12
YWCA of Seattle-King County, 1118 Fifth Avenue

Kay Higginbotham
LWV of Jackson

JACKSON, MS Fri.-Sat., April 18-19
YWCA of Jackson, 226 North State Street



League of Women Voters
of the United States

NOV 27 1985

Texas
SO - FYI

Memorandum

1730 M Street, NW
Washington, DC 20036
(202) 429-1965

November 19, 1985

NOV 25 1985

TO: State League Presidents
Local League Presidents of Chicago (FYI)
Pasadena (FYI)
West Palm Beach
Dayton
Oakland
San Antonio
Kansas City
Hartford
Seattle
Jackson

FROM: Harriette Burkhalter, LWVUS Field Service Chair

RE: Campaign Techniques Training Opportunity

*Seems to me that
this could be
ed fundable. Maybe
they are just being
careful ...
Lis will find
Hold*

As stated in the August 1985 Post-Board Summary, the LWVUS has joined the Consortium for Campaign Skills Training. The National Board of the YWCA in cooperation with the National Women's Education Fund have convened a consortium of national women's rights and allied organizations to offer a special opportunity for professional political skills training to women in 10 locations across the nation. These intensive, two-day training workshops will take place from November 1985 through April 1986. All locations will use the YWCA facilities.

The League has agreed to participate in this program as one key step in increasing substantially the proportion of women in public office. Women, as you are aware, now hold less than 12% of all local, state and Federal offices across the nation. Our commitment to the success of the consortium is locating six women to participate at each of the 10 locations. This does not necessarily mean six League members. Membership in the consortium also does not imply any local or state League financial responsibility for the registration fee. The \$125 registration fee includes the two-day program, The Campaign Workbook (a \$25 value), two meals and breaks.

Be sure to spread the word among immediate past officers who may be looking for new areas of effort -- including public office. Also consider local business and professional women; the entrepreneurial personality can make an extremely good candidate and officeholder. Anyone may attend at any location. One major objective, however, is to build a local network of politically active women after the event.

THE PROGRAM consists of two full days of intensive hands-on training in the form of a campaign simulation in which participants track a campaign from beginning to end. They will experience the roles of candidates, campaign staffers and community organization representatives through actual practice and presentation; budgeting; strategy planning; fundraising with emphasis on large donors; media and voter contact, including phone and mail; recruitment and management of volunteers and staff.

Planning to run for office requires laying the groundwork ahead of time, pre-building of a base of knowledge and contacts, and training such as this. A major plus for potential candidates and also for women's rights is the establishment of a network of all or most community groups, a goal of this project. All League members or potential participants who have an interest in public policy can benefit from this training because it equips them to help other members make an impact in the political arena. To quote from the NWEF's initial material "We are all concerned, of course, about serious affirmative outreach to women of color as participants in the Model Political Campaign, a responsibility in which each organization must share by mounting a serious outreach effort through all its own channels in each location."

As a convenience, both a hotel reservation and an airline reservation process have been set up to assist those who must travel some distance to the workshop city. Neighboring states are listed at each location to point up the accessibility to locales beyond the local League's immediate area.

WE ARE ENCLOSING copies of a flyer, which contains all the information about dates and locations of the workshops. The flyer also includes a registration form. A few copies of a more formal brochure are also enclosed. *not enclosed*

WE ARE ASKING you to select an individual in each of the workshop locales to act as the League's contact person or coordinator who will work with the contact people from the other organizations in the consortium. The YWCA and the NWEF will supply the contact person with the name, address and phone number of the contacts in the other organizations within the area. The contact should be prepared to disseminate workshop information and registration forms. It would also be appropriate for the contact to head efforts to publicize the opportunity for League involvement in the workshop.

AS A REMINDER, participants in the workshops need not be League members, although we certainly want to offer this opportunity to our own League membership first. Once each League has identified six participants at each location, members as well as non-members, be sure that anyone signing up indicates the League as the organization to which they want to be credited. The registration form has a line on it for that identification.

THE CONTACT PERSON at the national office is Nancy Robberson, Membership and Development Division. She will phone the presidents of the local Leagues in the workshop cities to learn the name of the contact person there. If you have any questions, please get in touch with her at the national office, 202/429-1965.

Enclosures: Local Leagues - 25 flyers

Neighboring states - 10 flyers

Other states - 1 flyer

I am keeping one & sending rest to you - L.



League of Women Voters
of the United States

campaign
techniques
seminars



1730 M Street, NW
Washington, DC 20036
(202) 429-1965

THE MODEL POLITICAL CAMPAIGN

An intensive two-day hands-on training workshop for women candidates and campaign staff, potential candidates and staff and for women's rights/community organization representatives who want to help their membership participate politically.

WHERE/WHEN 1985 CHICAGO, IL Friday-Saturday, November 22-23 (Nearby States:
Illinois, Wisconsin, Michigan, Iowa)

PASADENA, CA Friday-Saturday, December 6-7
(Southern California, So. Nevada, Arizona)

1986 WEST PALM BEACH, FL Saturday-Sunday, February 8-9
(Florida, Georgia)

DAYTON, OH Saturday-Sunday, February 22-23
(Ohio, Kentucky, Indiana)

OAKLAND, CA Saturday-Sunday, February 22-23
(Northern California, No. Nevada)

SAN ANTONIO, TX Friday-Saturday, March 7-8
(Texas, New Mexico, Oklahoma)

KANSAS CITY, MO Friday-Saturday, March 14-15
(Missouri, Arkansas, Kansas)

HARTFORD, CT Friday-Saturday, March 14-15
(Connecticut, New York, New England)

SEATTLE, WA Friday-Saturday, April 11-12
(Washington, Oregon, Idaho, Montana)

JACKSON, MS Friday-Saturday, April 18-19
(Mississippi, Alabama, Arkansas, Louisiana)

(Friday-Saturday workshops begin at 1 p.m. Friday, with dinner that evening and end 5 p.m. Saturday; Saturday-Sunday workshops run 9 a.m. to 5 p.m. with lunch both days.)

REGISTRATION: \$125 includes two day program, The Campaign Workbook (a \$25 value alone), two meals and breaks.

*If this can be
stencil-burned, I think
it should go in Dec.
mailing to LLP's, SU
Chair & maybe DPM.
If it can't be burned -
just send to SB make
extra xerox copies. I will
mention & explain in Pres.
Ltr. Will check w/ San.
Antonio on contact person.
Lois*

TEAR OFF AND MAIL TODAY!

REGISTRATION:

MAIL TO: Dee Brinkley, Director of Training, National Board, YWCA
[REDACTED] [REDACTED]

Please enroll me for the Model Political Campaign Workshop in:

City _____ Date _____

Name _____

Address _____

City _____ State _____ Zip _____

Telephone (with area code) (h) _____ (o) _____

Here is my check for \$125, payable to National Board YWCA. Please be sure to credit my registration to:

(List consortium organization from list at bottom of page.)

Check here if you need information on hotel accommodations or an 800 (toll free) number for help with airline reservations (at your expense).

-----Tear and mail above-----

THE PROGRAM: Two full days of intensive hands-on-training - a simulation in which participants track a campaign from beginning to end. Experience the roles of candidates, campaign staffers and community organization representatives through actual practice and presentation; budgeting; strategy planning; fund raising, with emphasis on large donors; media and voter contact, including phone and mail; recruitment and management of volunteers and paid staff.

FOR THE FIRST TIME: The National Board YWCA, in cooperation with the National Women's Education Fund, with its wide experience in political leadership training for women, are collaborating with a consortium of women's rights and allied organizations to bring professional political skills training to 10 locations.

The Consortium (as of September 27):

- . Alpha Kappa Alpha Sorority
- . American Home Economics Association
- . Coalition of Labor Union Women (CLUW)
- . League of Women Voters of the United States
- . National Abortion Rights Action League
- . National Council of Negro Women
- . National Education Association
- . National Organization for Women
- . Project on Equal Education Rights (NOW/LDEF)
- . United Methodist Church, Women's Division, General Board of Global Ministries, Office of Public Policy
- . Women's Action for Nuclear Disarmament

These 14=1

YWCA NWWEF

in cooperation with

- Alpha Kappa Alpha Sorority
- ***American Home Economics Association***
- American Nurses' Association
- **Coalition of Labor Union Women (CLUW)**
- *League of Women Voters of the United States*
- National Abortion Rights Action League
- ***National Council of Negro Women***
- **National Education Association**
- ***National Organization for Women***
- Project on Equal Education Rights (NOW Legal Defense and Education Fund)
- **United Methodist Church, Women's Division, General Board of Global Ministries**
- *Women's Action for Nuclear Disarmament Education Fund*

These 12 influential groups, convened by the YWCA of the U.S.A. and the National Women's Education Fund, are focusing collectively for the first time to increase the numbers of women prepared to seek public office across the nation.

Each year, more and more women are winning offices—local, state and federal. The increases, while steady, are small and will remain so until much larger numbers of women recognize themselves as part of the pool of potential candidates.

Fully qualified to run and serve and committed to public leadership, more and more women can use new opportunities to gain technical skills for effective campaigns and to build informal grass-roots support systems to sustain their efforts.

For the last five years, the National Women's Education Fund has pioneered in the field of political training for women. Its corps of trainers in this field and its training packages are highly regarded.

The National Board, YWCA adds its vast network of training resources and facilities (4,000 communities and in 49 states, all but Alaska) to facilitate this political training experience and to make it available to women throughout the country.

THE MODEL POLITICAL CAMPAIGN

Regardless of political affiliation, this is the seminar for you if you are a:

- Potential or actual woman candidate or campaign staffer, particularly at local and state legislative levels;
- Representative of a women's/community organization who wants to help members build political skills and get recognition for jobs well done.

This is a two-day intensive, skill-building workshop to equip you to get in, "get noticed" and get results and credit in the political campaign of your choice.

SKILLS BUILDING

Working with highly experienced political professionals who are members of the national training group for the National Women's Education Fund, you will track a campaign from beginning to end, experience the roles of candidate, staff and organization representative in small group exercises, direct discussions and roleplay.

THE "NETWORK"

For the first time, the National Board, YWCA and the National Women's Education Fund are working in collaboration with 12 women's rights and allied groups to bring professional skills to workshops in 10 locations. You'll get a chance to meet and talk with other people from the seminar city as well as nearby states who share your interests and concerns—the people you need to know and who need to know you.

DATES

SITE

HOTEL

Friday, Nov. 22	CHICAGO, ILLINOIS	MIDLAND HOTEL
Saturday, Nov. 23	YWCA of Metropolitan Chicago, 37 South Wabash Avenue	Single \$60, Double \$35
Friday, Dec. 6	PASADENA, CALIFORNIA	HOLIDAY INN-Cordova St.
Saturday, Dec. 7	YWCA of Pasadena-Foothill Valley, 78 North Marengo Avenue	Single \$52, Double \$26
Saturday, Feb. 8	WEST PALM BEACH, FLORIDA	PALM BEACH RESIDENCE HOTEL
Sunday, Feb. 9	YWCA of West Palm Beach, 901 South Olive Avenue	Single \$50, Double \$25
Saturday, Feb. 22	DAYTON, OHIO	DAYTONIAN HILTON
Sunday, Feb. 23	YWCA of Dayton, 141 West Third Street	Single \$50, Double \$25
Saturday, Feb. 22	OAKLAND, CALIFORNIA	HOLIDAY INN-Airport
Sunday, Feb. 23	YWCA of Oakland, 1515 Webster Street	Single \$55, Double \$27.50
Friday, March 7	SAN ANTONIO, TEXAS	HOLIDAY INN-318 W. Durango
Saturday, March 8	YWCA of San Antonio, 503 Castroville Road	Single \$45, Double \$25
Friday, March 14	KANSAS CITY, MISSOURI	EMBASSY ON THE PARK SHERATON
Saturday, March 15	YWCA of Kansas City, 1000 Charlotte Street	Single \$45, Double \$27.50
Friday, March 14	HARTFORD, CONNECTICUT	RAMADA INN-Asylum St.
Saturday, March 15	Hartford Region YWCA, 135 Broad Street	Single \$50, Double \$30
Friday, April 11	SEATTLE, WASHINGTON	KENNEDY HOTEL
Saturday, April 12	YWCA of Seattle-King County, 1118 Fifth Avenue	Single-very limited \$34.95 Double \$18.48-\$23.48
Friday, April 18	JACKSON, MISSISSIPPI	HOLIDAY INN-DOWNTOWN
Saturday, April 19	YWCA of Jackson, 226 North State Street	Single \$50, Double \$25

Note: Double rate quote is per person. Tax is not included.

Important:

Friday-Saturday Seminars begin at 1 p.m. and end at 9 p.m. on Friday and begin at 9 a.m. and end at 5 p.m. on Saturday.

Saturday-Sunday Seminars begin at 9 a.m. and end at 5 p.m. on both days.

DAY 1

CAMPAIGN PLANNING/ MANAGEMENT

This session readies you—and your organization—to move immediately and effectively into the campaign process. In this session, you will:

- Learn the basic elements of a winning campaign
- Learn strategy planning and budgeting skills
- Learn how to apply your present skills in campaign roles and help others to do so too
- Learn what it takes to be a campaign “insider” and how to get results and credit for your efforts

FUND RAISING

Money is essential in any successful campaign and so are people with fund-raising skills. In this session, you will:

- Learn how to ask for money and get it
- Practice the sales pitch that wins dollars
- Learn to identify and target large contributors
- Learn the fundamentals of fund-raising strategy—for your candidate and your organization

DAY 2

CAMPAIGN COMMUNICATIONS

There is no successful campaign without news coverage and paid advertising that reach—and win—voters. In Campaign Communications, you will learn to present your candidate's positions convincingly, get effective news coverage, and build a positive image for the candidate.

In this session, you will:

- Learn the basics of news releases/contacts and paid advertising—broadcast and print
- Sharpen delivery skills by practicing and critiquing presentations
- Learn to target basic messages to key voter groups

DIRECT VOTER CONTACT

Direct voter contact translates directly into individual votes. And it's not all computers; there is a great deal of one-to-one contact work—in person, by mail, and on the phone—that secures support for the candidate. In this session you will:

- Learn to convey your message to individual voters in the most convincing way
- Learn how to identify potential and actual supporters and the cost-efficient, persuasive ways to reach them
- Develop skills to register voters and get out the vote on Election Day

Registration Fee:

\$125 for the full two-day seminar, including two meals, coffee breaks, your own copy of *The Campaign Workbook* (itself a \$25 value) and your personal Model Political Campaign packet.

Please return immediately to: DEE BRINKLEY, Director of Training
Human Resources Division
National Board, YWCA
726 Broadway, New York, N.Y. 10003

I will attend the Seminar in _____ **Date** _____
CITY STATE (DATE OF EVENT)

Name of Registrant _____ **Home Tel. ()** _____
LAST FIRST INITIAL

Address _____ **Bus. Tel. ()** _____
STREET CITY STATE ZIP

ORGANIZATIONS to which my registration should be credited: (please check)

- | | |
|--|---|
| <input type="checkbox"/> Alpha Kappa Alpha Sorority | <input type="checkbox"/> National Education Association |
| <input type="checkbox"/> American Home Economics Association | <input type="checkbox"/> National Organization for Women |
| <input type="checkbox"/> American Nurses' Association | <input type="checkbox"/> Project on Equal Education Rights
(NOW Legal Defense and Education Fund) |
| <input type="checkbox"/> Coalition of Labor Union Women (CLUW) | <input type="checkbox"/> United Methodist Church, Women's Division,
General Board of Global Ministries |
| <input type="checkbox"/> League of Women Voters of the United States | <input type="checkbox"/> Women's Action for Nuclear Disarmament
Education Fund |
| <input type="checkbox"/> National Abortion Rights Action League | |
| <input type="checkbox"/> National Council of Negro Women | |

RACIAL/ETHNIC GROUP: (Optional)

- | | | |
|--|--|-----------------------------------|
| <input type="checkbox"/> American Indian | <input type="checkbox"/> Asian American | <input type="checkbox"/> Black |
| <input type="checkbox"/> White | <input type="checkbox"/> Other: _____
SPECIFY | <input type="checkbox"/> Hispanic |

EMPLOYMENT STATUS:

- | | | |
|---|------------------------------------|---------------------------------------|
| <input type="checkbox"/> Full-time | <input type="checkbox"/> Part-time | <input type="checkbox"/> Not employed |
| <input type="checkbox"/> Unemployed, looking for work | | <input type="checkbox"/> Student |

CONDITION(s) requiring special accommodations, if any: _____

- ☐ My check for \$125.00, payable to the National Board, YWCA, is enclosed.

You will receive Hotel and Travel Information with your Registration Confirmation

WHEN DOES 14=1?

When grass-roots, political skills seminars are co-sponsored by the YWCA, National Board and the National Women's Education Fund along with 12 major national organizations.

The 14 organizations together are offering skills training for political office to women in 10 areas of the United States.

These 12 groups:

- Alpha Kappa Alpha Sorority
- ***American Home Economics Association***
- American Nurses' Association
- **Coalition of Labor Union Women (CLUW)**
- *League of Women Voters of the United States*
- National Abortion Rights Action League
- ***National Council of Negro Women***
- **National Education Association**
- ***National Organization for Women***
- Project on Equal Education Rights (NOW Legal Defense and Education Fund)
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TO: LL Presidents (2 copies)
FROM: Jan Wilbur & Madeleine Appel
RE: PR Workshop at Council

LWV-Texas
LL Presidents Mailing (2)
May, 1978

CAMPAIGN TECHNIQUES AND MEDIA - Mary Beth Rogers

A. After consensus in the League, then what?

Political campaigns -- if you understand as much (or more) about political campaigns as the opposition, you can often win them over; it is not hard to understand more than many legislators do.

MYTH -- even though you lost, you have educated the voter.

FACT -- you have not educated the voter unless you win.

B. How to WIN political campaigns. The goal HAS to be to WIN.

In any campaign the voters include:

1. Your natural constituency
2. Your natural enemies or opposition
3. Don't know, don't care, but vote

The strategy:

Get them to Act

Leave them alone; don't rile them

Persuade them

How to persuade the undecided: One-on-one repetitive contact using techniques below.

C. Three components of a campaign plan:

1. Message. Must be simple and relevant to the voter.

2. Organization. Prepare a written plan

Focus on voters you need to reach (identify target audience)
Identify resources -- time, people, money

3. Timetable.

D. Planning Principles

-- selectivity -- identify and contact those who will do the most good

-- system -- the method (mechanism)

-- measurement -- report every activity in writing; if you can't count it, don't do it.

-- balance -- know resources; use resources to best advantage; make one enhance the other

E. Techniques

billboards
yard signs
telephone banks
fundraising
brochures
door-to-door canvass
television commercials
newspaper ads

radio spots
press releases
endorsements
direct mail
buttons
headquarters
media events

coffees/teas
rallies
door-hangers
debates
handcards
speeches
free food
etc.

F. More of what it takes to WIN

-- must think in terms of winning

-- takes concentration

-- takes identifying what it takes to win (time, effort, commitment)

-- takes willingness to risk; have to understand the cost of losing

-- have to look powerful to be powerful -- and therefore WIN

OVER

A. Media comes in two kinds: FREE and PAID. What follows concerns FREE media.

B. "FREE" media is not free. It costs in time & human resources.
You have to DO something to get free media coverage.

C. Uses of television

1. local newscast
2. news interview
3. news documentary

Uses of newspaper

1. news stories
2. feature stories
3. letters to editor
4. political/social columns
5. editorials

Uses of radio

1. newscast
2. issue feature
3. call-in show
4. community bulletin board

D. ACTION MAKES NEWS, NOT WORDS!!!

E. Media survey is basic to effective use of the media

Things to know:

- Circulation
- Station rating
- Who owns the media
- Names & positions of staff
- Who really does the work
- Deadlines

F. Schedule your activities with media in mind. Have a plan for using media.

G. Set up press conferences and have a few of your people there, but do not stack the conference.

H. Use different media for different purposes:

- If you want to change attitudes, use TV (an emotional medium)
- If you want to achieve recognition (name identification) use radio
- Newspapers are least emotional medium, therefore use them for explaining complex issues.

BEAR IN MIND: MARKETING TOOLS DO NOT SOLVE MANAGEMENT PROBLEMS

TO: LL Presidents (2 copies)
FROM: Jan Wilbur & Madeleine Appel
RE: PR Workshop at Council

LWV-Texas
LL Presidents Mailing (2)
May, 1978

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B. How to WIN political campaigns. The goal HAS to be to WIN.

In any campaign the voters include:

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Focus on voters you need to reach (identify target audience)
Identify resources -- time, people, money

3. Timetable.

D. Planning Principles

- selectivity -- identify and contact those who will do the most good
- system -- the method (mechanism)
- measurement -- report every activity in writing; if you can't count it, don't do it.
- balance -- know resources; use resources to best advantage; make one enhance the other

E. Techniques

billboards

yard signs

telephone banks

fundraising

brochures

door-to-door canvass

television commercials

newspaper ads

radio spots

press releases

endorsements

direct mail

buttons

headquarters

media events

coffees/teas

rallies

door-hangers

debates

handcards

speeches

free food

etc.

F. More of what it takes to WIN

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C. <u>Uses of television</u>	<u>Uses of newspaper</u>	<u>Uses of radio</u>
1. local newscast	1. news stories	1. newscast
2. news interview	2. feature stories	2. issue feature
3. news documentary	3. letters to editor	3. call-in show
	4. political/social columns	4. community bulletin board
	5. editorials	

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yard signs	press releases	rallies
telephone banks	endorsements	door-hangers
fundraising	direct mail	debates
brochures	buttons	handcards
door-to-door canvass	headquarters	speeches
television commercials	media events	free food
newspaper ads		etc.

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B. "FREE" media is not free. It costs in time & human resources.
You have to DO something to get free media coverage.

C. <u>Uses of television</u>	<u>Uses of newspaper</u>	<u>Uses of radio</u>
1. local newscast	1. news stories	1. newscast
2. news interview	2. feature stories	2. issue feature
3. news documentary	3. letters to editor	3. call-in show
	4. political/social columns	4. community bulletin board
	5. editorials	

D. ACTION MAKES NEWS, NOT WORDS!!!

E. Media survey is basic to effective use of the media

Things to know:

- Circulation
- Station rating
- Who owns the media
- Names & positions of staff
- Who really does the work
- Deadlines

F. Schedule your activities with media in mind. Have a plan for using media.

G. Set up press conferences and have a few of your people there, but do not stack the conference.

H. Use different media for different purposes:

- If you want to change attitudes, use TV (an emotional medium)
- If you want to achieve recognition (name identification) use radio
- Newspapers are least emotional medium, therefore use them for explaining complex issues.

BEAR IN MIND: MARKETING TOOLS DO NOT SOLVE MANAGEMENT PROBLEMS

TO: LL Presidents (2 copies)
FROM: Jan Wilbur & Madeleine Appel
RE: PR Workshop at Council

LWV-Texas
LL Presidents Mailing (2)
May, 1978

CAMPAIGN TECHNIQUES AND MEDIA - Mary Beth Rogers

A. After consensus in the League, then what?

Political campaigns -- if you understand as much (or more) about political campaigns as the opposition, you can often win them over; it is not hard to understand more than many legislators do.

MYTH -- even though you lost, you have educated the voter.

FACT -- you have not educated the voter unless you win.

B. How to WIN political campaigns. The goal HAS to be to WIN.

In any campaign the voters include:

The strategy:

1. Your natural constituency

Get them to Act

2. Your natural enemies or opposition

Leave them alone; don't rile them

3. Don't know, don't care, but vote

Persuade them

How to persuade the undecided: One-on-one repetitive contact using techniques below.

C. Three components of a campaign plan:

1. Message. Must be simple and relevant to the voter.

2. Organization. Prepare a written plan

Focus on voters you need to reach (identify target audience)

Identify resources -- time, people, money

3. Timetable.

D. Planning Principles

-- selectivity -- identify and contact those who will do the most good

-- system -- the method (mechanism)

-- measurement -- report every activity in writing; if you can't count it, don't do it.

-- balance -- know resources; use resources to best advantage; make one enhance the other

E. Techniques

billboards

radio spots

coffees/teas

yard signs

press releases

rallies

telephone banks

endorsements

door-hangers

fundraising

direct mail

debates

brochures

buttons

handcards

door-to-door canvass

headquarters

speeches

television commercials

media events

free food

newspaper ads

etc.

F. More of what it takes to WIN

-- must think in terms of winning

-- takes concentration

-- takes identifying what it takes to win (time, effort, commitment)

-- takes willingness to risk; have to understand the cost of losing

-- have to look powerful to be powerful -- and therefore WIN

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yard signs	press releases	rallies
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fundraising	direct mail	debates
brochures	buttons	handcards
door-to-door canvass	headquarters	speeches
television commercials	media events	free food
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BIBLIOGRAPHY

- Atkins, Hock, Martin. Getting Elected: A Guide to Winning State and Local Office. Houghton Mifflin Co., 1973. This handbook is aimed towards the neophyte candidate.
- Cass, Don. How To Win Votes and Influence Elections. Public Administration Press, 1962. Written by a precinct captain, this is a manual of the fundamentals of campaign organization at the precinct level for modern precinct workers.
- COPE (Committee on Political Education), AFL-CIO. How to Win. A practical booklet on campaigning written especially for unions but useful for candidates as well. May be ordered from COPE, 815 16th St., N. W., Washington D.C.
- Democratic National Committee. Campaign Consultation Program '76. This is a series of 9 booklets on everything from fundraising to get-out-the vote. It may be the best nuts and bolts campaign manual in existence.
- Hickie, Koriath, Richards, Rogers. Campaign Techniques for Women Candidates and Managers. (from a workshop presented to the Texas Women's Political Caucus, 1976). Texas Women's Political Caucus. Practical how-to-do-it manual. Available from TWPC, 711 San Antonio, Austin, Texas 78701.
- National Women's Education Fund. Campaign Workbook. A basic manual on every aspect of political campaigns. Limited copies may still be available from the National Women's Education Fund, 1532 16th St. N.W., Washington D.C. 20036.
- Nimmo. The Political Persuaders: The Techniques of Modern Election Campaigns. Prentice-Hall, 1970. An excellent summary of campaign techniques, written by a college professor.
- Perry. The New Politics: The Expanding Technology of Political Manipulation. Potter, 1968. If you read only one book for background, this is the one to read.
- Republican National Committee. Consider Yourself for Public Office. A good campaign manual written especially for women candidates.
- Schwartzman. Campaign Craftsmanship. This is a how-to-do-it book with a complete recipe of the mechanics of a well-organized campaign.
- Simpson. Winning Elections: A Handbook in Participatory Politics. Swallow, 1972. Good for the mechanics of petitioning, kaffeeclatches, and other details, but not designed to help with overall campaign strategy.

national women's education fund

**campaign
techniques
institute
for women**



Participants will be women who, regardless of party affiliation, are committed to ending sexism, racism, violence and poverty through participation in the political process. The Institute will be useful to the woman who may become involved in a campaign for public office as a candidate, campaign manager, or responsible staff member, and to leaders of women's organizations interested in designing political education programs for their membership.

Interested persons must submit applications by January 31, 1978. The National Women's Education Fund will review applications to select 100 participants and will send notice of admission decisions as early as possible.

The curriculum will emphasize the unique aspects of female candidacies, in addition to those techniques basic to every campaign. It will be presented by regional and national experts, including women who have themselves run for public office.

Workshops will begin at 8 p.m. on Thursday, February 23 and end at 3 p.m. on Sunday, February 26. *Participants must be present for the entire Institute.* Because classes extend from early morning until late at night, local residents will stay in lodging provided at the Institute.

The Institute fee is graduated according to the distance between the participant's home and the Institute site. Within a radius of 150 miles, the fee will be \$100; from 150 to 300 miles away, \$75; and more than 300 miles away, \$50. This fee covers tuition, workshop materials, lodging, and meals.

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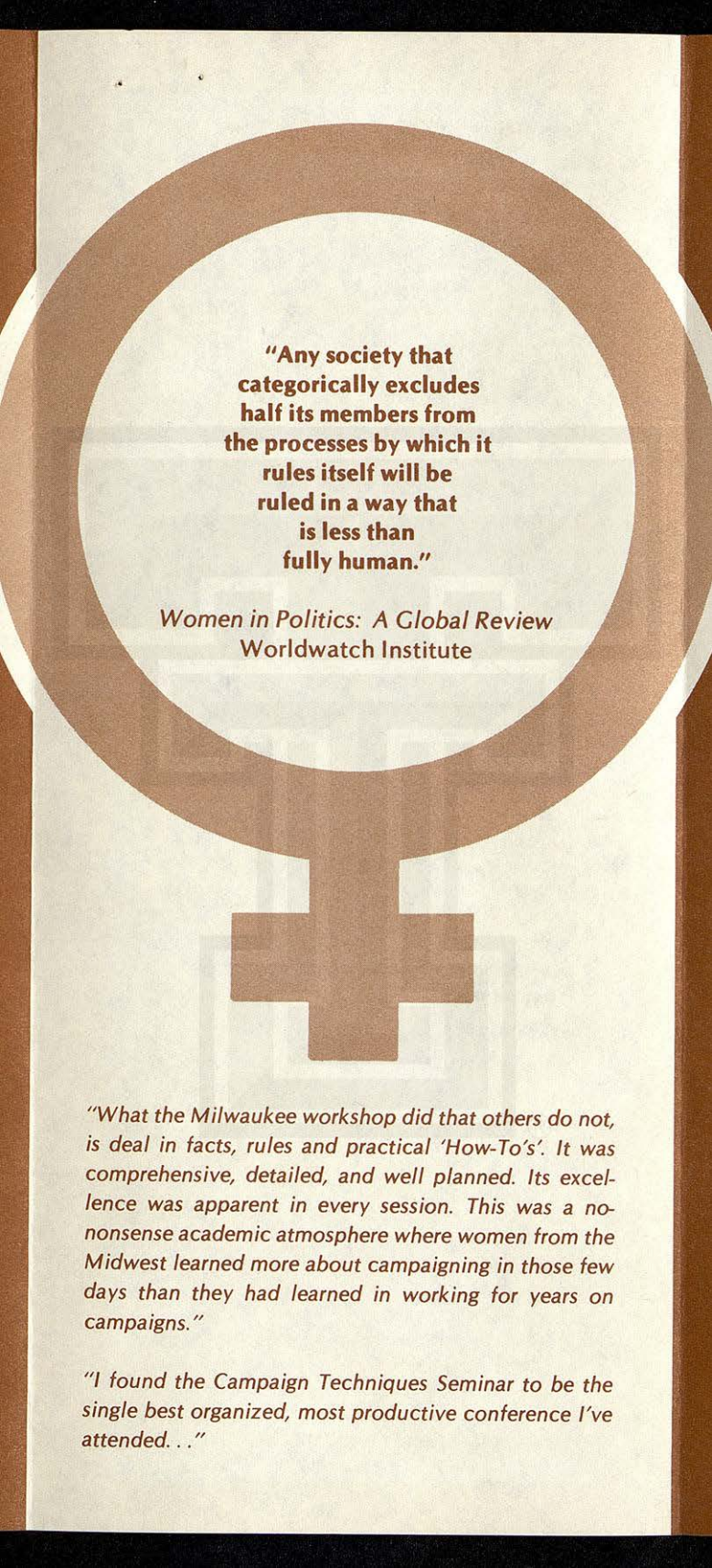
Applications to attend the Institute are available from the Washington, D.C. offices of the National Women's Education Fund.

The National Women's Education Fund
will offer workshops on the
Techniques of Campaigning
to women from **Arkansas, Kansas,
Missouri, Oklahoma, and Texas.**



**Thursday—Sunday
February 23-26, 1978**

**Irving, Texas
(Dallas-Fort Worth area)**



**"Any society that
categorically excludes
half its members from
the processes by which it
rules itself will be
ruled in a way that
is less than
fully human."**

Women in Politics: A Global Review
Worldwatch Institute

"What the Milwaukee workshop did that others do not, is deal in facts, rules and practical 'How-To's'. It was comprehensive, detailed, and well planned. Its excellence was apparent in every session. This was a no-nonsense academic atmosphere where women from the Midwest learned more about campaigning in those few days than they had learned in working for years on campaigns."

"I found the Campaign Techniques Seminar to be the single best organized, most productive conference I've attended. . ."

workshops

Strategy Development

- Candidate and resource assessment
- Political and demographic analysis of district
- Developing a theme
- Selection of issues
- Preparing a plan, budget, and calendar

Targeting

- Statistical analysis
- Identifying potential supporters

Public Opinion Surveys

- Polling and measurement of opinion

Logistical Operations

- Headquarters
- Staff
- Volunteers

Individual Voter Contact

- Door-to-door canvassing
- Telephone canvassing
- Mail campaign
- Election Day activities

Media and Materials

- Getting media coverage
- Advertising
- Literature and paraphernalia

Candidate Activity

- Allocating the candidate's time
- Selection of invitations
- Preparation of schedule
- Creating events
- Obtaining endorsements
- Public speaking
- Simulated news interviews

Fund Raising

- Developing individual contributors
- Solicitation by mail
- Fund raising events

Research and Legal Needs

- Issue research
- Opposition research
- Election law compliance
- Campaign finance records

Assets and Problems of the Woman Candidate

- The experiences only women candidates have

National Women's Education Fund

Since 1973, the National Women's Education Fund has provided educational programs and information necessary to increase the numbers and influence of women in public life.

A major program has been the Campaign Techniques Project, which includes regional institutes, development of materials for use by local women's organizations in conducting their own workshops on campaigning, studies of women's candidacies for public office, and assistance to universities designing courses in practical politics.

All programs and services of the Fund are conducted on a non-partisan basis.

"Although I've long been interested in politics, this is the first opportunity for me to have the workings of a campaign pass in front for review. The courses were all meaty. . . with the workbook and my notes and those of my friends I feel sure we could run a campaign."

"The Campaign Techniques Institute which I participated in in 1974 was a key experience in my decision to run for state-wide office."

National Women's Education Fund
1532 16th Street, N.W.
Washington, D.C. 20036
(202) 462-8606

National Women's Education Fund

1532 16th Street, Northwest, Washington, D.C. 20036 (202) 462-8606

50
JAN 12 1978

hold until
1/31 then
file

January 9, 1978

Dear

Betty Anerson

The National Women's Education Fund will conduct a regional Campaign Techniques Institute for women from Arkansas, Kansas, Missouri, Oklahoma, and Texas. The Institute will be held in Irving, Texas, February 23-26, 1978.

We are enclosing information on the Institute and application forms, which must be returned by January 31. We would appreciate it if, as a leader of women in your state, you would pass these materials on to women who might be interested in applying and include this information in your organizational announcements or newsletters. The Fund will select 100 applicants to participate in the Institute.

The Institute will be valuable to women who are currently considering (or should be considering) a campaign for public office at any level, women who want to sharpen their skills in campaign management, and leaders of women's organizations interested in designing political education programs for their membership.

The Fund's Campaign Techniques Institutes consist of three days of intensive workshops and seminars, emphasizing the unique aspects of women's candidacies in addition to those techniques basic to every campaign for office at any level. They are non-partisan programs designed to meet the need for skill-building opportunities for women in politics.

The Institute offers an exciting opportunity to learn about the technical aspects of electoral politics and the ways in which women can win from regional and national experts. Please help us reach those women who would benefit from attending.

Thanks for your assistance!

Sincerely,

Betsey Wright

Betsey Wright
Executive Director



JAN 12 1978

national women's education fund

1532 16th street, northwest, washington, d. c. 20036

(202) 462-8606

FOR FURTHER INFORMATION:

Betsey Wright
Executive Director
Cindy Ulman
Project Associate

FOR RELEASE, JANUARY, 1978

The National Women's Education Fund of Washington, D.C. will conduct a Campaign Techniques Institute for women from Arkansas, Kansas, Missouri, Oklahoma, and Texas, February 23-26, 1978. One hundred women will be selected as participants for the 3½-day Institute to be held in Irving, Texas. Women from these states who are interested in becoming involved in a campaign for public office as candidates, campaign managers, or in other campaign positions are invited to apply. The Institute will also be valuable to leaders of women's organizations developing political education programs for their memberships.

The curriculum will emphasize the unique aspects of female candidacies, in addition to those techniques basic to every campaign. It will be presented by regional and national experts, and will include intensive workshops on Planning, Targeting, Fund Raising, Voter Contact, Research, Public Relations and Literature, and other aspects of campaigning.

The fee for the Institute ranges from \$50 to \$100, depending on the distance from the participant's residence to the site near Dallas. The fee includes tuition, workshop materials, meals, and lodging. A limited amount of financial assistance is available to participants. Applicants who wish to apply for financial aid may obtain special request forms from the National Women's Education Fund.

Further information and application forms are available from the National Women's Education Fund, 1532 16th Street, N.W., Washington, D.C. 20036. The deadline for submitting applications is January 31.

The National Women's Education Fund is a non-profit organization, providing non-partisan educational programs to increase the numbers and influence of women in public life. For four years, a major program has been the Campaign Techniques Project, consisting of regional institutes, the development of materials for use by local women's organizations in conducting their own workshops on campaigning, and assistance to universities offering adult education courses in practical politics.

national women's education fund

1532 16th street, northwest, washington, d. c. 20036

(202) 462-8606

APPLICATION TO CAMPAIGN TECHNIQUES INSTITUTE FOR WOMEN

February 23-26, 1978

Irving, Texas

APPLICATION DEADLINE: JAN. 31, 1978
Return to National Women's Education Fund

Name _____
Mailing Address _____
City _____ State _____ Zip Code _____
Phone Number(s) _____ (res.) _____ (ofc.) _____
Age: Under 30 _____ Political Affiliation: Democrat _____
30 -- 40 _____ Republican _____
40 -- 50 _____ Independent _____
Over 50 _____ Other _____

1. Please list your organizational memberships. Describe your participation and positions for those in which you were/are active. Include political party and political organization involvement.

(This information will be kept confidential)

2. Briefly outline your employment experience, whether paid or volunteer. It is not necessary to duplicate the above question.

3. Have you worked, lobbied, or testified for or against any public policy questions (e.g., legislative issues, city ordinances, or school board policies)?

Briefly list (give only highlights if too numerous).



4. Briefly describe any of your special interests in or activities on behalf of women's rights.
5. Briefly describe any of your special interests in or activities on behalf of civil rights.
6. Have you ever worked in a campaign in any capacity? What did you do, if so?
7. Do you intend to work as a staff member in a specific campaign in 1978? If so, please specify position and campaign.
8. Are you considering a political race for yourself as a long-range consideration or in the coming elections? Which office(s) are you considering?
9. If you do not intend to be a candidate or serve in a specific campaign staff capacity, how do you think the Institute will be useful to you?
10. Do you now hold, or have you ever held, public elective or appointive office? If so, please list with dates. If it was an elective office, please list the major issues of the campaign(s). (Political party offices should be included in Number 1).

11. Have you ever unsuccessfully sought public elective office? If so, which office(s) did you seek and when? Was your opponent an incumbent? If you can briefly analyze your defeat, please do so. What issues were important?

12. Preference will be given to applicants who can participate in the entire Institute. If it will not be possible for you to attend all sessions from 8:00 p.m., Thursday, February 23 through 3:00 p.m., Sunday, February 26, please explain.

13. If you would be unable to attend the Institute without financial assistance, please request a scholarship application form by checking the box.

☐

Please send scholarship application.

14. Please indicate the distance from your house to Irving, Texas (Irving is a suburb of Dallas). _____ miles.

national women's education fund

1532 16th street, northwest, washington, d. c. 20036

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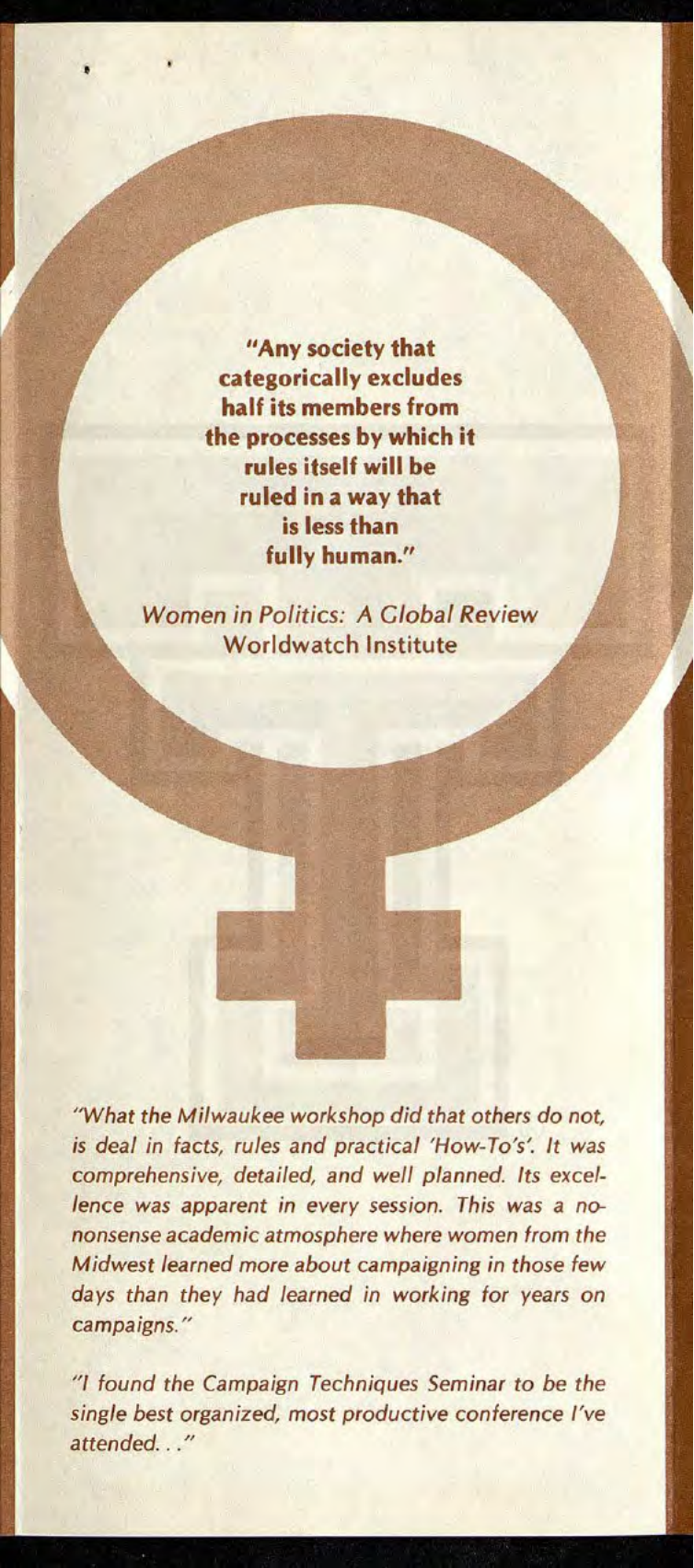
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ruled in a way that
is less than
fully human."**

Women in Politics: A Global Review
Worldwatch Institute

"What the Milwaukee workshop did that others do not, is deal in facts, rules and practical 'How-To's'. It was comprehensive, detailed, and well planned. Its excellence was apparent in every session. This was a no-nonsense academic atmosphere where women from the Midwest learned more about campaigning in those few days than they had learned in working for years on campaigns."

"I found the Campaign Techniques Seminar to be the single best organized, most productive conference I've attended. . ."

workshops

Strategy Development

- Candidate and resource assessment
- Political and demographic analysis of district
- Developing a theme
- Selection of issues
- Preparing a plan, budget, and calendar

Targeting

- Statistical analysis
- Identifying potential supporters

Public Opinion Surveys

- Polling and measurement of opinion

Logistical Operations

- Headquarters
- Staff
- Volunteers

Individual Voter Contact

- Door-to-door canvassing
- Telephone canvassing
- Mail campaign
- Election Day activities

Media and Materials

- Getting media coverage
- Advertising
- Literature and paraphernalia

Candidate Activity

- Allocating the candidate's time
- Selection of invitations
- Preparation of schedule
- Creating events
- Obtaining endorsements
- Public speaking
- Simulated news interviews

Fund Raising

- Developing individual contributors
- Solicitation by mail
- Fund raising events

Research and Legal Needs

- Issue research
- Opposition research
- Election law compliance
- Campaign finance records

Assets and Problems of the Woman Candidate

- The experiences only women candidates have

National Women's Education Fund

Since 1973, the National Women's Education Fund has provided educational programs and information necessary to increase the numbers and influence of women in public life.

A major program has been the Campaign Techniques Project, which includes regional institutes, development of materials for use by local women's organizations in conducting their own workshops on campaigning, studies of women's candidacies for public office, and assistance to universities designing courses in practical politics.

All programs and services of the Fund are conducted on a non-partisan basis.

"Although I've long been interested in politics, this is the first opportunity for me to have the workings of a campaign pass in front for review. The courses were all meaty. . . with the workbook and my notes and those of my friends I feel sure we could run a campaign."

"The Campaign Techniques Institute which I participated in in 1974 was a key experience in my decision to run for state-wide office."

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