

IMPORTANT

C-O-N-F-I-D-E-N-T-I-A-L

For the personal use of

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For many candidates, the present campaign will be their first venture into the realm of politics.

For others, it marks a return to the political wars.

It is hoped that the material which has been compiled in this brief outline will be of some assistance to the newcomer as well as the seasoned campaigner.

IMPORTANT

The Election Laws of the State of Oregon are completely covered in Volume 2, Oregon Revised Statutes. You should familiarize yourself with these laws, particularly those dealing with corrupt practices. Note particularly 260.010 and 260.360.

PICK A GOOD COMMITTEE

A strong committee of friends and associates in your area is your number one job. This should be the opening step in your campaign effort.

This committee should cover people in every section of the area in which you are to run. They should be from varying cross sections of the population to give you a complete roster of interests.

Start by making a list of intimate friends in every part of the county or area. Ask them to serve on your committee and get their help in leading you to other people of stature and public acceptance.

A strong committee gives you the endorsement of people of influence in your county or area. You can say and do many things in their name that would not be possible for you to do yourself without giving the impression that you're building up your own ability.

Have a chairman with real influence. Have a treasurer whose integrity and honesty is unquestioned. Perhaps the latter should be someone with experience in fund gathering activities in the community. With this background he will be in a position to assist you in obtaining campaign contributions.

Start today making the list of friends who might serve on such a committee. Then hit the road to learn if these people will lend their names to your candidacy as members of your committee. It isn't too early to start TODAY on this campaign activity.

SUGGESTED SOURCES

Labor	Women's Clubs
Management	Fraternal Groups
School organizations	Civic Clubs
Farm organizations	Military units
Veteran's organizations	Church organizations

ANY OTHER ORGANIZED GROUPS AVAILABLE TO YOU

BUDGET AND FINANCE

How your campaign is financed is far beyond the scope of our advice. But whether you finance your campaign yourself, or have the help of others, there are certain points you should keep in mind.

1. Know the election laws of Oregon. You will find them outlined in the Oregon Revised Statutes, Vol. 2. If in doubt, ask the advice of your attorney before proceeding with unknown plans which might prove illegal.

2. Remember that the law specifies that a record of all money expended in your behalf, from your own pocket or by others, must be filed with the Elections Division of the Secretary of State 15 days after the election. Forms are provided for making these reports. Keep a careful record of all contributions and expenditures. Keep a record of bills paid and the voucher number. Specify that your treasurer keep this record carefully and completely. (See ORS. Vol. 2, 260.010)

3. Make up a budget at the start of your campaign. Estimate the amount of money you will have to spend and then budget it to the various media you plan to use for advertising and promotion. This is important for several reasons. First, you will be able to estimate the amount you will need for various types of advertising. Second, it will enable you to say "NO" to solicitors for various media you do not care to use. Candidates, particularly in the metropolitan areas, are besieged with pressure from fly-by-night publications and individuals seeking campaign funds for advertising. If you have your funds budgeted, you can refer such requests to your treasurer who simply tells them that all funds have been budgeted and that no money is available for their proposition.

4. Remember that in nearly all cases you must pay cash for all advertising and advertising material. This is a common practice of all media and you must be prepared to pay for time, space and material at the time of purchase.

KNOW THE ELECTION LAWS OF OREGON - VOL. 2, ORS.

KEEP RECORDS OF ALL CONTRIBUTIONS AND EXPENDITURES

BUDGET YOUR AVAILABLE FUNDS PRIOR TO THE CAMPAIGN

SOME TRIED AND TRUE CAMPAIGN METHODS AND HINTS ON HOW THEY MAY BE USED FOR YOU.

I. MODERN RESEARCH --- PUBLIC OPINION POLLS

A fairly recent development in the technique of political campaigning is the use of the opinion research method of pre-determining voter preference for men and measures. Experience has shown that this method of analyzing the mind of voters cannot be overlooked, based on results and forecasts of other elections.

Several reputable opinion research firms regularly sample opinion in the counties of Oregon on every subject, from your preference in toothpaste to your choice of candidates and issues. If at all possible, it is strongly urged that you avail yourself of this service very early in your campaign.

While the cost to an individual to sample a single county might be prohibitive to a limited budget, sometimes you can obtain this information by buying a share of a state wide poll which has already been sold to other firms and candidates. By attaching your questions to the bigger poll, and asking the pertinent questions only in your county, you can save a considerable sum over what a single poll might cost you alone. However, if you consider using any public opinion poll it is suggested that you contact the public opinion firms as early as possible to learn availability of obtaining such service.

A strong word of caution. Don't rely on polls that have been taken by amateurs. Nothing can be so misleading as to place reliance on a so-called public opinion poll that has not been scientifically weighed to give a cross section of the thinking of the people of a given area. The use of incorrect information can throw out your whole timing and campaign approach. It's better to leave opinion polls strictly alone than to rely on incorrect information.

It is recognized that some people take a very dim view of polls, based on some spectacular reverses on the national scene in other years. We can only point out that these occurrences came about in isolated and unusual situations. On the other hand, the overwhelming weight of evidence points up the amazing accuracy of professionally conducted polls in hundreds of other cases.

II. YOU PICK THE ISSUES

Experience in numerous campaigns has shown that one of the fatal mistakes of candidates is allowing themselves to be dragged into too many issues; getting involved in arguments not pertinent to the office they are seeking; and allowing their opposition to dictate the terms on which the campaign is run.

It is extremely important that you take time in the very early stages of your campaign to sit down with some of your closest advisors and determine just what the issues are in your area. If you are in a timber area, what are the issues on timber and which of these issues will help elect you? If your economy is basically agriculture you will have a very different set of issues.

Our point is to emphasize to you that you should pick three or four basic issues which are of real interest to the people of your area. They should be issues framed with answers of the type you believe they want to hear. Once you have determined these issues, base your entire campaign on these points which you have determined are important. Don't let anything divert you from these affirmative issues. It is very easy to get involved in an argument that will lead you to side issues far removed from the pertinent things important to your county or area. So, select your own issues early in the campaign. Make these issues--- all positive ones--- the basis of your entire campaign. Feature them in your advertising. Talk about them in public and to your friends. To put it simply--- you are being FOR something. And knowing your issues and being well prepared in advance to answer questions on these issues, you are the expert and you build confidence in your ability in the mind of the voter.

III. DIRECT MAIL

Perhaps nothing is so widely used in political campaigns in which there is a limited budget. Direct mail offers the advantage of being fairly inexpensive and the added recommendation that it does not lend an outward appearance of an excessive expenditure. It should be recognized that the mails are flooded at election time with campaign material from candidates and issues. Therefore, if you plan to include direct mail you should show originality if your mailing piece, (or pieces) is to compete successfully with other matter in the mailbox of your prospect.

SOME HINTS ON DIRECT MAIL

1. Make campaign folders serve a dual purpose. Make one piece do the work of two by arranging your layout of printed matter to make the piece available as a "handout" and also to be used as a "self mailer". This means leaving a space blank in which can be written the name and address of the prospective voter. Proper planning of this folder can save you money by providing material you, or your friends, can hand out in your behalf and also provide you with literature which can be easily mailed. Check with your local post office on the size of the address space on any "self mailer".

2. On direct mail material it is advisable to use color whenever possible. One angle here is to use a colored paper stock and a contrasting colored ink. This gives the appearance of a colored print job, yet costs no more than black and white.

3. If you plan mass mailing of campaign literature, check with your local post office for a pre-cancelled mailing permit under Bulk Mailing. This allows you to mail material at the rate of $1\frac{1}{2}\phi$. This requires an application and bulk mailing fee of \$10.00. You can arrange to use anyone's bulk mailing permit but you must pay the bulk mailing fee to the post office department. Bulk mailing permits also have the time and labor saving advantage of allowing you to print on the material that postage has been paid. Thus, no stamps to apply. You simply pay for the number mailed at $1\frac{1}{2}\phi$ each.

4. Keep copy brief and use plenty of illustrations! A few extra dollars added to the original investment, in illustrations that draw attention, can mean the difference in whether your mailing gets some attention or hits the wastebasket. Tell your story at a glance with brief, punchy copy and catchy illustrations.

5. Know how you're going to use direct mail before you place your order. Have a plan and follow it! Know how many you can use --- you don't want 5,000 folders laying around after the election. Remember, they cost money. Plan your print order so you use what you order.

6. You can help plan your print order by learning what mailing lists are available in your area, and if they can be made accessible to you. If you will look around you'll find wide cross sections of voters available on lists of civic and fraternal organizations, farm groups, school and church affiliations and others. Many of these lists are available in various forms of addresser machines. Others are simply typed or mimeographed. Be diplomatic in your approach to these lists. Most of them are guarded with care (especially at election time). But by judicious inquiry they can sometimes be made available to the right people. Make a list of your possible contacts who might have such lists and start searching.

7. Remember that ALL campaign literature placed in the mails must be signed by you, or one of your committee, as the author. See O.R.S., Vol. 2. 260.360.

8. The object of any campaign of direct mail is to get the person to whom the material is addressed to read the message and act on the suggestion. Some direct mail experts are firmly of the opinion that readership percentages rise sharply when a three cent stamp is applied to the envelope. This raises your mailing costs over the previously suggested method of bulk mailings, but experience has shown that the extra postage is sometimes well worth the money. By the simple addition of a three cent stamp to an envelope you take your mailing piece out of the classification of the advertising folder. This suggestion also means that you will use envelopes and a different approach on the material to be enclosed. The extra expense and effort might be well worth while.

DIRECT MAIL POINTERS

MAKE IT SERVE SEVERAL PURPOSES.

USE COLORED PAPER STOCK AND CONTRASTING COLOR INK.

LOOK INTO MASS MAILING PERMITS TO SAVE POSTAGE COSTS.

BRIEF COPY AND PLENTY OF ILLUSTRATIONS.

KNOW HOW YOU'LL USE IT AND HOW MUCH.

GET ALL POSSIBLE MAILING LISTS IN YOUR AREA.

ALL DIRECT MAIL MUST BE SIGNED ACCORDING TO LAW O.R.S. 260.360.

CONSIDER ADVANTAGES OF FIRST CLASS MAIL.

IV. BUMPER STRIPS

Bumper strips are a fairly recent innovation in advertising material. They came in with "Scotch" tape and other modern adhesives. These have the advantage of being easily applied, will last a long time, and can be placed on cars without paste or mucilage. A protective wax paper is peeled off and the strip is placed directly on the bumper. An additional charge enables you to have glow lite letters spell out your name for night drivers.

There are several firms in Portland handling bumper strips. It is advisable to order this material early as some of it is processed in the east.

While original costs might seem high, remember, you are placing your name before a lot of people and once properly installed the strip is going to be there a long time.

V. WINDOW CARDS

Perhaps there have been window cards of some kind since some cave man of prehistoric times ran for chief of his cave and blasted his platform on a rock wall with a piece of dinosaur horn.

It's still a good technique and one that should be used. But again, know how you're going to use this material before you invest good dollars in having a bunch of window cards printed up.

You can depend on your friends to display these in their place of business. But let's concern ourselves with a mass distribution and the reaching of the greatest number of persons. Plan in advance that you'll have some youth organization place them all over town. Or, will your friends do the job for you? Whoever does it, be sure these cards are not wasted. If they are serving a double purpose of being tacked on walls and telephone poles, know what the law in your areas say about such placement.

Window cards are effective vote getters. But try for some originality in the composition, illustrations and copy on your card. Have a good slogan, the right copy, good picture, AND A PLAN OF DISTRIBUTION and window cards can work for you.

SIGN IT!

VI. PERSONAL CARDS

The obvious worth of the personal campaign card makes it hardly necessary to mention. It is something that should be constantly in use by the candidate and his friends.

But why not strive for something original in the campaign card? Why not adapt the colored paper and contrasting ink to the campaign card? How about a larger size than the common calling card to make it stand out from similar cards?

Talk over some of these ideas with your own printer or advertising specialist. They'll be glad to make suggestions to help you get the maximum use of the cards you will use.

SIGN IT!

VII. RADIO AND T.V.

T.V. has not penetrated into too many areas of Oregon as yet, so there is little need of discussing it in too much detail. Needless to say, T.V. is expensive and probably your best buy, if you live in a T.V. area, is a station break. If you are considering some T.V. time, heed this word of advice. Place your order right now. It will be a scarce article later in the summer and fall.

Radio stations now cover the state of Oregon and the areas of concern for every candidate. Use of radio, and the extent to which it is used, depend largely on how much money you intend to spend on your campaign.

Unless you're a Bob Hope or Bing Crosby, concentrate on spot announcements. Pick varying times of the day if you intend to use this media extensively. If you plan to use lots of radio, try to "saturate" the schedule with your spots. In other words, try to impress your name and your candidacy on people who tend to listen at varying hours. Spots will provide you with the cheapest and most effective way of reaching the greatest number of people in all age and listening groups. Make them short, snappy, and punchy.

And DON'T waste your time and money on fifteen minute speeches on what a great guy you are and how you are going to serve the public. Maybe your wife and kids will listen to you orate for fifteen minutes, but that's about all the listening audience you can be sure of for the full time. The rest will probably be there just long enough to reach for the "off" switch on the radio set.

Naturally, take advantage of any free radio or T.V. time that might fall your way. If you're asked to appear on a panel, or some other form of discussion, by all means do it. Don't try to do all the talking -- enjoy yourself -- and make a good impression.

SIGN IT!

VIII. SLOGANS

Campaigns are won on slogans. That's a broad statement, but you need only to examine the history of political campaigning in the United States to verify its accuracy.

Give a lot of thought to an adequate slogan to express your platform and personality. Keep it down to three, four, or five words--- the shorter the better. Build a slogan that will cause you to be remembered when the voter enters the polling place. Have your family and friends write down hundreds of them. Then cull out the bad ones, work over the good ones, combine them and rearrange them. Then maybe you'll be lucky enough to come up with a really sharp slogan that will sell your candidacy. Give this a lot of thought and effort.

Once you have determined on a good slogan, use it and use it often. Use it with everything that appears in connection with your name and your candidacy. This includes cards, radio, newspaper, direct mail, etc. Identify YOU with that slogan. Fix the two together in the mind of the voters so the name and slogan will be tied together when they enter the polling booth. There is little value in a slogan that merely appears in the Voter's Pamphlet and never is used in your other material. But, FIRST, have a good slogan! SECOND, use it often!

REMEMBER! CAMPAIGNS ARE WON ON SLOGANS.

IX. NEWSPAPER ADVERTISING

You'll want to place some advertising in your local papers. But you should know how much and what kind you're going to use before you contract for any space.

Again, let's try to be original. You just can't compete with the supermarkets with their full pages of food ads. You're perhaps going to use a very small ad to call attention to your candidacy.

So, again, let's try to be original. Talk to your local newspaperman on how you can best use the space you can afford to the best advantage.

Several suggestions. Use catchy illustrations, including cartoon themes. These are attention getters in the printed page if properly presented. Use reverse cuts of your name to make it stand out white against a black background. Don't try to fill up the space with a lot of words just because you have the space to use. Intelligent use of words with plenty of white space will do a far better job for YOU.

Pick newspapers and periodicals with recognized backgrounds and audited circulation figures. You'll be besieged (particularly in the metropolitan areas) by fly-by-night publications seeking your dough. Don't be afraid to ask the circulation figures prior to taking an ad. And have some system arranged in advance so you can say "NO" to such promoters. More about that later.

SIGN IT!

X. PERSONAL APPEARANCES

You're on the mashed potatoes, breaded veal, and canned pea circuit, now Brother. And you might as well make the best of it.

First of all, don't waste time on your friends and in organizations and groups where you are already known. Those people are already on your side and are going to vote for you. Get out with the people you don't know and who don't know you.

Make a check list of all the people you know in the district. Particularly note those people who travel in circles other than the ones in which you are best known. Enlist their support, in a discreet way, in arranging for you to meet people close to them.

When you address a meeting, don't be afraid to speak up. People want to hear you without straining their ears. Speak clearly, be brief. Anything you need to say can be said in five minutes or less. People are more likely to resent a long speech, and more inclined to vote for you if you come before them to say "a few words" and then do just that.

Be sure of your personal appearance. Have a fresh hair cut, shoes shined, clean shirt, suit pressed. In other words--- "neat but not gaudy". Dressed well but not overdressed. And there are times when the dress should suit the occasion. You wouldn't wear a tuxedo to a picnic, so it might be wise to gear your attire to the occasion when it arises.

XI. THEATRE SLIDES

In some areas theatre slides are used by various advertisers. This provides a simple and inexpensive manner of reaching theatregoers. If available to you, and commonly accepted in your neighborhoods, give it some consideration. Local theatre man will be glad to help you work out an acceptable slide by referring you to slide makers. Be original in the type of slide you use. Make your slogan do full duty and your slide interesting and attractive.

XII. PERSONAL LETTERS

There is no campaign technique available to candidates that compares with the personal endorsement of friends. This covers the field of personal letters and personal postcards. Because of their importance, from the standpoint of cost and effectiveness, we will take them up in two separate categories.

The personal letter brings the value of an endorsement of your candidacy from an independent source. It is apt to get attention in a pile of morning mail where a campaign folder, or other promotional material, will hit the waste basket. Coming on the stationery of your friend it falls into the classification of personal mail and constitutes a personal endorsement of you.

Techniques: Make a list of your own personal friends who are interested enough in your candidacy to publicly endorse you to their own friends. Ask

them if they will be willing to make a list of their friends, employees, or business associates, and then write a letter to these people on their own stationery. If you can get twenty-five friends to write twenty-five letters each, you begin to get the idea of how effective this approach can be. Further, it cuts down your campaign costs in printing, postage and time.

The contents of this letter may be a form suggested by you, or put in your friend's own words. Perhaps it would be well for you to furnish an outline and then let him do the actual phrasing. This will take it out of the classification of a form letter should a person receive letters from two different people.

Take a look at the various organizations with which you are affiliated and determine if the women's auxiliaries of these groups can be solicited to help in this regard. Women have more time to write such letters than men. Keep this idea in mind for the section on postcards which follows. Volunteer help is a mighty handy thing to have available when one gets into the heat of a campaign.

This personal letter approach has many ramifications. Tailor your program to your own friends and your own needs. Certainly, it is one of the most effective techniques available to local candidates.

XIII. COFFEE HOURS

The American habit for a "coffee break" has been translated into one of the more effective means of conducting a political campaign. Procedure is for a hostess in a given town or neighborhood to invite a group of her friends and neighbors into her home for coffee and to meet a political candidate or candidates. Sometimes these coffee hours work on a chain system with one every hour at a different home, thus enabling the candidate to make several appearances in a single morning or afternoon. Obvious worth of these contacts is apparent. The affair is held in your honor. You are invited as the special guest of the hostess in her own home. In effect, she is offering her personal endorsement of your candidacy. Every candidate should have a number of friends, within his immediate circle, who would be willing to hold a "coffee hour". This will take some organization to make the program effective but the time and effort so spent will pay off in results.

XIV. POSTCARDS

Here is one of the most inexpensive, and yet the most effective, campaign aids. The personal postcard demands attention when it arrives in the mail box. It provides the personal endorsement touch so needed by the candidate. Several approaches may be made to use this material effectively.

1. The regular government two cent postcard may be purchased in quantity lots from your local post office, taken to your printer and imprinted with any message you might desire. Warning: If you plan to use regular government stamped postcards, have a plan prior to making your purchase. Know how many cards you can use and how you are going to attain distribution

of this number. Once printed these cards are of no use to anyone but you in your present campaign. Several thousand laying on a shelf after the campaign can only be distributed to the garbage man and you paid 2¢ for each one.

2. Another plan would be to have cards printed in the same size as the regular government size. This gives you a wide range of colored paper stock and contrasting inks. By purchasing two cent stamps in rolls, or sheets, you can stamp as many cards as needed. Thus, there is no waste of cards already imprinted with the government stamp.

3. Direct mail experts state emphatically that an oversize postcard, printed on colored stock with contrasting ink, demands more attention in a bundle of mail than the common postcard. Consider such a postcard in your campaign plans. Regular postcards measure $3\frac{1}{4}$ x $5\frac{1}{2}$. This suggests that yours might go to 5 x 7, or any other size desired. Check with your printer to determine what size can be cut from his large sheets to avoid waste in trimming.

4. So, now you have your cards. How can you use them most effectively? Previous campaigns have shown that the most valuable method is to have your friends and associates mail these cards to everyone they know in your area. One of the best suggestions ever put forward is to have your friends send them to their "Christmas card list". This means they go forward to their most intimate friends with an endorsement of your candidacy. Don't overlook organizations. If one of your friends is a member of a local service club, farm organization, patriotic society, fraternal organization, he probably has access to the mailing list. Ask him to send a card to each member. **IMPORTANT:** Have them return the cards to you for mailing! They will do you no good laying in a desk drawer. Get them out early, have them returned early, then stamp them and get them ready for mailing. It is advisable to have your cards in the mail at least one week prior to the election date. Don't send them too early, and, don't wait until the last day. They won't do you any good if they arrive after the election, or too early to keep your name in mind.

5. You can use either a printed message or simulate handwriting in your copy. The latter is preferable because it is more personal. Remember that your name is the most important part of the message. Get it in the copy several times if possible. Here is some suggested copy. Please don't copy this literally. Use some originality geared to your own area and your own personality. (Please see sample on page 13.)

Dear

Perhaps more than ever before we need responsible and experienced leadership in Oregon's legislature. John S. Jones has the qualifications to represent our area and the people of Oregon. It would be appreciated if you would cast your vote 199X John S. Jones and urge your friends to do likewise.

Sincerely

Jones for Legislature Comm., Harry Smith, Chm., Anytown, Ore.

Please note that a blank space is left after the salutation. This would be filled in by your friend with the first name of the person to whom he is sending the card. The card should be signed with his first and last name. This brings into play two important considerations. A person's name is the most important thing in the world to him. Therefore, addressing him by name in the opening salutation you command respect for your card. The name of a friend of yours at the bottom adds weight to the attention getting value of the card.

6. Using the above approach, you will need to have a "cut" made of the copy you choose. Have someone with a good script handwriting do the writing and your local printer can arrange for the necessary cut.

7. Postcards should be exploited to every segment of the population of your area in the widest distribution possible. Remember that each card is a personal endorsement of your candidacy.

8. SIGN IT!

XV. BILLBOARDS

Your local poster company can best advise you on the use of billboards. Large posters, which are known as "24 sheets", are perhaps beyond the financial reach of the average candidate. If you are considering billboards, inquire about "three sheets" in your area; smaller but effective.

If you use billboards in any form, be sure to use plenty of color in contrasting shades. Make your name stand out in large letters. Remember that the mental impression must be gained in about twenty seconds as the motorist drives past the sign location.

SIGN IT!

XVI. STREET CAR ADVERTISING

Several cities in Oregon have bus companies which accept advertising on the inside and outside of the vehicle. This is a positive manner of reaching a "captive" audience and can be highly effective.

This calls for specialized printing sizes and paper stock. Therefore, if you find that bus advertising fits into your plans it would be well to consult the bus company, or advertising firm handling bus advertising in your area.

Use plenty of color in your copy for this advertising. Make it eye catching and make your name apparent at a glance.

Some companies permit advertising in special frames on the outside of busses. This gives you a "moving billboard" which can be seen by persons outside the bus as it travels over its scheduled routes in all parts of the cities in your area. Some advertising specialists prefer this over car cards within the bus as it is seen by curb standers as well as potential and actual passengers.

XVII. WINDOW STREAMERS

Window streamers differ from window cards in that they are printed on a lightweight paper instead of cardboard. Window streamers are used extensively in grocery, drug, and department stores by manufacturers of consumer goods. They offer a wide latitude of uses for the political candidate.

They are usually printed on a wide strip of light paper. A suggested size would be six to eight inches high by eighteen inches long. They can be distributed to stores and other places where people gather and can be affixed to windows, autos, and walls with strips of Scotch tape. They offer an advantage over window cards in that they are less costly in the original print order, giving you an added number for the same money you might plan to spend on this type of promotion. Again, use color and eye catching copy.

SIGN IT!

XVIII. PARTY ORGANIZATION

The state headquarters of your political party has a staff of experts in the field of political campaigning who are more than anxious to help you in every possible way. They want to help you in every way and are only waiting for you to ask for such help. Use this help and advice. Here is a ready source of prepared mailing lists, available for the asking at a nominal cost.

Don't be a "lone wolf" in your county or area and neglect to check frequently with your County Chairman. It's part of his responsibility to help you get elected and he has the backing of your party in your own area. Consult with him frequently on your plans and the progress of your campaign. By working as a team you can lend support to the county organization and the party organization can be of help to you in throwing support of the precinct workers to your candidacy. And don't overlook the importance of these volunteer workers who labor in their own precincts. They are hard working people who are in a position to help you materially. They appreciate getting a little recognition for their efforts. By being friendly and helpful to them you are advancing the cause of your party and helping your own candidacy.

XIX. CONCLUSION

There are literally thousands of other sound and productive methods of reaching the public in a political campaign. We have made no attempt in this outline to cover all the methods at your command. To sum up---

BE ORIGINAL
HAVE A GOOD SLOGAN
KEEP COPY BRIEF

GET FRIENDLY HELP
USE COLOR
KEEP IT SIMPLE

Rely on the advice of experienced advertising men in your area. Call on former legislators for their advice and assistance in campaign techniques.

"DO'S" AND "DON'TS"

"DO'S"

Be a pessimist. Figure you're going to lose the election. It will make you and your friends work that much harder.

Be aggressive. Never let your opponent put you in a defensive position. Keep him answering questions instead of asking them.

Get around in circles where you are not well known. You won't gain votes in your own club. You will in your opponents.

Make a neat appearance but don't overdress.

Get the union "bug" on your printing. It probably won't cost much more and you won't run the danger of labor criticism.

Be friendly and sincere. Friendliness and sincerity are apparent when you're making a speech. Work at it without being effusive.

Keep your sense of humor. If the going gets rough, be ready to inject a note of humor into the campaign or discussion and relieve the tension. And, if your opponent gets mean or personal, sometimes the easiest way to rebut him is to laugh at him. Keep alert for situations where a change of pace will react for you.

"DON'TS"

Don't spend too much money. This can easily lead to criticism. Concentrate on media that doesn't show the expenditure of a lot of money.

Don't be a nuisance at public and private meetings in your area. Go on invitation, or ask a friend to take you to the meeting of the group to which he belongs.

Don't talk too much. If called upon to speak, say it all in a few minutes. More candidates have talked their way out of office than those who have talked their way into office.

Don't get involved in arguments and issues not pertinent to the Oregon legislature.

Don't waste time talking to your friends. You already have their vote if they are your friends. Concentrate on groups where you are not known.

Don't commit yourself to pressure groups on controversial issues unless you are thoroughly familiar with the issue or the specific piece of legislation they are pushing.

Don't get enthusiastic and order printed material you can't use. Estimate your needs and order accordingly.

Don't forget there is a libel and slander law. If the campaign gets hot, guard your tongue on personal remarks and check your newspaper and radio copy with a competent attorney.

Don't distribute any campaign literature unless it is signed by the author. See O.R.S. 260.030. Have your own name and address, or the name and address of the chairman of your committee on everything you distribute. Tell your printer to set it in 2 point type. Suggested: "Jones for Representative Committee, Henry Smith Chairman, 212 Main St., Anytown, Oregon". Better yet, check this point with your own attorney.

Don't distribute anything of VALUE. This precludes the use of pencils, or other premiums, imprinted with your name and candidacy.

Don't neglect the women's groups in your area. They must be considered in every political campaign. Particularly, you should know the women who are affiliated with the various organizations working closely with your party. These people want you to succeed. Work with them and FOR them.

A CHECK LIST OF THINGS THAT MUST BE DONE.

- () Committee and Committee Chairman picked.
- () Treasurer of the Committee chosen and plans laid for campaign funds.
- () Budget set up to cover campaign expenditures and media to be used.
- () Slogan selected.
- () If to be used, bumper strips designed and ordered.
- () Personal cards designed and ordered.
- () Radio and T.V. time considered and ordered if found necessary or desirable.
- () Newspaper advertising scheduled with design layout considered.
- () Check made of possible personal appearances before groups in area.
- () Other printed matter discussed and plans laid accordingly.
- () Investigate possible mailing lists available.
- () Full coordination with County Chairman of your party.
- () Get acquainted with the precinct workers in your area.
- () Seek advice and counsel from candidates from other years.
- () Call on State Central Committee of your party to determine help available.
- () Organize the women of your area to help you and other candidates.
- () Organize the men to do likewise.
- () Campaign themes and issues selected.
- () Check list made of people of influence in various groups who might help.
- () Make a trip up and down Main Street of every town in your area.
- () Public opinion poll discussed and action taken accordingly.
- () Schedule of "coffee hours" in various towns and neighborhoods.
- () Have a new picture made and be sure to "look pleasant, please".
- () Have a predetermined arrangement for turning down unwanted advertising.