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Political Liaison

1. Make personal calls on any political figure who might be willing to take a stand with us on Proposition 21. Hopefully call will be made by constituents who have good relationships with the political figure. Will they let us use their name? (Get permission in writing.) Will they carry our literature with theirs? If so, follow up with a call at their headquarters to make sure that this is being done.

2. Get to present office holders at all levels. Local city, county, state and national. Ask for administrative assistants of congressmen. (State headquarters of = CAUSE is reaching Senators Tunney and Cranston)

3. Ask that NO on 21 be printed on literature. (Rule of thumb for this kind of problem is to go to the lowest person in the organization who can make a binding decision.)

4. Try to get NO on 21 printed on slate cards.

5. Get fact sheets into local political offices, especially headquarters.

6. Be sure to get to know person in charge of local Mc Govern operation. Exchange material about busing with that group. Since Mc Govern has taken a stand on this issue he will be asked about Prop 21 when he is in California and will need to be well informed. We can help them with local information, maybe they can help us.

Speakers Bureau

Assemble kit to educate speakers.
(Much material is already available)
Recruit speakers--some groups have speakers bureaus we might borrow.
Co-ordinate your efforts with the orgaization committee.
Be prepared to speak--
On radio
On TV
To groups of all kinds
Kaffee Klatches
Short announcements
Debates
Programs for service clubs
Short speehes concerning school integration and Prop 21 followed by audience discussion.
Work hard on tailoring the speech to the occasion--
Appeal to "fair play" by moderates.
Make sure people understand this is not just anti-<u>busing</u> but is anti-<u>good education</u> , because it repeals all integration efforts.

FUND RAISING COMMITTEE

1. All checks should be made out to = CAUSE. They will be mailed to the state office in Los Angeles. (= CAUSE, 9570 Pico Blvd., Los Angeles, Ca., 90 035. Tel: 213-278-4474) Very careful records must be kept. Money will be funneled back to us by the LA office.

2. We have been informed by Ms. Carol Fiske, director of the LA office, that large amounts of money are being poured in on the other side. Especially John Birch Society money.

3. On such short notice we do not expect to launch a big fund raising effort. Do the easiest things first. Are there a few liberals here who might be willing to donate $50 or $100 for this cause? Work with endorsement committee on this.

4. Cards will be mailed with literature permitting people several options as to how they might help--one of which will be through donations.

5. Hat might be passed at Kaffee Klatches, other meetings.

6. Someone might be willing to put on a fundraiser. Cocktail parties, rent a human rights movie, fund raising breakfast, pot-luck suppers with food sold at a dime-a-dip with speaker provided for a meeting which followed, and there must be other more exciting ways of making money for = CAUSE !

ENDORSEMENT COMMITTEE

. Contact organizations and prestigious individuals(who already lean toward support) for their endorsement of a "NO" on 21 and an endorsement of = CAUSE.

Groups and individuals should have names that are readily recognizable as being leaders and"respectable" to the general community.

Make telephone calls, send letters, make personal visits as the situation requires.

Will they give us <u>written</u> permission to use their name?

If appropriate--

Will they aid us in other ways--

Speak?

Contributetime, effort, money?

Pass a resolution,(pass on to us) publicize their stand ?

If possible make contacts through strong members in good standing(of the groups), close associates of the individuals, etc.

Suggestions-- League

Rev. Mel Harter--Ecumenical Conference (OK'd)

Gene Platten-AF of T (OK'd)

Russ Armstead-SDTA OK

Hamilton Marston

R.R. Richardson

Larry Lawrence -

Harvey Furgatch -

Mayor Pete Wilson

Clinton McKinnon -

Judge Byron Lindsley -

Judge Roger Ruffin

GeorgeScott -

Lionel Van Deerlin

Malcolm Love

Martin Chamberlain -

Jonas Salk

Admiral Gehries - Nancy Ferris

Political Figures

College presidents

Education leaders

Religious leaders

Business figures

A.I.A. - Homer Delawey

A.I.P. -

MEDIA COMMITTEE

Education and publicity through---

Television

Promote a debate? Maybe Channel 39?
Get on Telepulse--Harold Keen--Channel 8
Get on Sun-Up? Channel 8--Mel Kneepp
Suggest interviews for reporters. Make Proposition 21 into a news story by submitting questions which could be asked of prominent local leaders concerning this proposition. E.G. Does the Wakefield Initiative refer only to busing? What are the legal ramifications of this initiative? What would this initiative do to education in San Diego? ETC.

Radio

Debate?
Talk Show

Newspapers

Be sure to include throw-aways and smaller papers--Smaller papers will frequently print articles submitted to them.
Letters to the editors.
Suggest interviews to reporters. Sample questions. Make it easy for them to write a local story.
Talk to Don Coleman and Ken Hudson about this issue (Tribune and Union Education reporters.)

IF IF IF

If we raise money, do we havethe talent to prepare ads or spots for TV?

ORGANIZATIONS COMMITTEE

1. Make a list of organizations likely to be supportive, need not already be committed. Be sure to include:
   - Women's clubs- AAUW, LWV, Womens Clubs, Women's Lib, YWCA
   - Peace Action Groups- Community Congress
   - Professional organizations- Lawyers, Doctors, NASW,
   - Minority groups-NAACP, Urban League, Chicano Federation, Anti-Defamation League, Jewish groups, Japanese American League, and others
   - Human Rights groups,-County Human Relations Commission, Fair housing groups, CURE, ACLU, Heartland Human Relations Association, etc.
   - Education groups-AFof T, SDTA, Administrators Association, School Boards, --PTA units, CAC units.
   - Campus groups
   - Political groups-Democratic clubs, Republican clubs, Common Cause,
   - Church Groups- Ecumenical Conference, Synagogues, Catholics, Lutherans, Methodist, United Church of Christ, Presbyterians, SE Ministerial Alliance, Episcopalians, Unitarians, Quakers, Church Women United, Priests' Senate, Sisters' Senate, Coalition of Urban Ministries, United Project Understanding,
   - Local Chapters of State groups, - Unions
   - Others---

2. Contact these organizations, preferably through influential members, to persuade them to support a NO on 21. Obtain the following information:
   - Board meeting dates-Can We speak?
   - Membership meeting dates-Can we speak?
   - Newsletter? Deadline? Accept an article? Write their own?
   - Are they having a "Meet the Candidates" meeting?
   - Are there any large meetings which we could speak to, leaflet? Especially Mc Govern, Peace, minority meetings.

3. Could we organize Kaffee Klatches? We would need someone in charge of scheduling them and coordinate this with the speakers bureau. In liberal groups the hat could be passed.

4. Special mailings might be developed to go out to all churches; or to all PTA presidents, principals, CAC chairpersons; all Democrat Clubs, etc.

(1) School Board - endorsement

(2) Letters to organizations
for articles & endorsements &
money

(3) Political - get brochures to
Demo & Republicans.