

**The original documents are located in Box D37, folder “Ford Broadcasts, 1969-1970” of the Ford Congressional Papers: Press Secretary and Speech File at the Gerald R. Ford Presidential Library.**

### **Copyright Notice**

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. The Council donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections. Works prepared by U.S. Government employees as part of their official duties are in the public domain. The copyrights to materials written by other individuals or organizations are presumed to remain with them. If you think any of the information displayed in the PDF is subject to a valid copyright claim, please contact the Gerald R. Ford Presidential Library.

*Taped 1/8/69  
6:15 p.m.*

MESSAGE TAPED BY REP. GERALD R. FORD FOR PLAYING AT THE KENT COUNTY INAUGURAL BALL

*It's wonderful to say a word to each and every  
one of you tonight*

Hi, everybody, This is Jerry Ford wishing you the <sup>*very, very*</sup> best of times at this  
<sup>*each &*</sup> first Kent County Inaugural Ball. You deserve to have a grand <sup>*and glorious*</sup> time. You've  
<sup>*by your hard-work & fine results*</sup> earned it. I take this occasion to thank each and every one of you for the  
great work you performed in the recent campaign. I thank you not only for myself  
but on behalf of the man who two days hence will be sworn in as the 37th President  
of the United States -- Richard ~~M.~~ Nixon. I am only sorry that I could not be  
present tonight to shake every hand and personally congratulate each of you on  
a job well done. ~~[I hasten to assure you that this message does not mark the~~  
~~kickoff of my 1970 campaign.]~~ Now let's all let our hair down and have a <sup>*swell*</sup> ~~good~~  
time . . . and pledge that we will be getting together for the second Kent County  
Inaugural Ball four years from now. <sup>*a great time*</sup> Have ~~fun~~!

###



Taped 1/10/69

The ~~United States~~ American people are most fortunate, living as they do in a beautiful land blessed with vast natural resources and living under a form of government based on ~~the~~ wise precepts of liberty and individual freedom.

The foundation of that government is the Constitution of the United States, drafted in 1787 -- 181 years ago. The federal constitution is ~~now~~ a splendid document, one of the greatest public papers ever granted by the hand and mind of man.

Despite its excellence, of course, it was never ~~contemplated~~ contemplated that the Constitution would not undergo change. In fact, every such document of basic law ~~spells out~~ <sup>adopting</sup> spells out the procedure for <sup>take into account</sup> amendments which ~~changed~~ changed conditions in the life of the nation. Up to the present time, ~~the~~ the Constitution has been amended 25 times. In my view, it now is time for us to adopt a 26th Amendment--an amendment which would ~~modify or abolish the~~ modify or abolish the ~~electoral college system of electing the President of the United States.~~

Perhaps few Americans realize that they ~~do not vote~~ do not vote directly for President of the United States. Even if the names of the candidates appear on the ballot in their state, ~~the state's votes~~ that state's votes ~~are cast by presidential electors~~ for President are cast by presidential electors representing that state. And the electors are not bound by law to cast their votes for the candidate carrying their state. The Constitution ~~allots~~ allots each state as many electoral votes as that state has representatives and senators. ~~A presidential candidate~~ A presidential candidate must get a majority of the electoral vote or the ~~election~~ election is thrown into the House of Representatives, where each state has only one vote--~~and none at all~~ and none at all if the congressmen from that state ~~are evenly divided as to how to cast the state's vote.~~

there were  
We ran the risk of having the 1968 election thrown into the House, because  
On the basis of the Nov. 5 balloting,  
three candidates in the race. It was believed  
--32 more than the bare majority of 270. So a crisis was averted.  
that Richard Nixon had received 302 electoral votes. On Dec. 16, when the  
electoral college met, an elector from North Carolina cast his vote for George  
Wallace in defiance of the wishes of the people of his state. On Jan. 6 the  
Congress upheld this elector's right to cast his vote as he personally chose.  
So this dramatized the urgent need to reform the electoral college system or  
abolish it in favor of direct popular election of the President.

I am sure the overwhelming majority of ~~the~~ House and Senate members feel the need for electoral college reform. But the difficulty is in mustering a ~~two-thirds~~ two-thirds majority of both Houses of Congress for a particular plan...and then getting three-fourths of

the State Legislatures to ~~ratify~~ ratify the proposed constitutional amendment as approved by the Congress. I personally am not wedded to any one proposal. I want to see the matter resolved. I want a solution, not ~~continued~~ continued controversy and the recurring of a situation in which the country may, every four years, run the risk of having the presidential election thrown into the House of Representatives because no candidate gets a majority of the electoral vote. So I am gratified that ~~hearings~~ hearings are being ~~scheduled~~ scheduled in both the House and the Senate on proposals to reform or abolish the electoral college.

This country ~~has~~ has come a long ~~way~~ way since 1787, when the members of the Constitutional Convention did not ~~sufficiently~~ sufficiently trust the people to allow them to choose their President and ~~their~~ their United States senators by direct popular election. The Constitution is a great document, but ~~the~~ the ~~electoral college system~~ electoral college system ~~badly~~ badly needs revising and this should be done before the next Presidential election.

(The President and the Vice-President are the only Federal officials not chosen by direct ~~vote~~ vote of the people. There have been more than 100 attempts in Congress to alter or abolish ~~the~~ the electoral college.)

#####





This is your Congressman Jerry Ford, with a film which I know you will thoroughly enjoy.

"Each moment in history is a fleeting time, precious and unique. But some stand out as moments of ~~beginning~~, in which courses are set that shape decades or centuries....." With those words President Nixon described the drama of history in his inaugural address... The film you are about to see was one of the moments of beginning of which he spoke....the beginning of man's first voyage to the far reaches of the universe.

The events of Christmas 1968 have begun to fade. But we still recall vividly that.."man then saw the world as God sees it, as a single sphere reflecting light in the darkness...."

You and I...all of us...are riders on that sphere and as passengers on a single vehicle we must learn to chart a common course for man....and if we are successful, then the flight of Apollo 8 will be remembered for its philosophical as well as its scientific breakthrough. Join me now for a rare "moment in history"..the De-briefing of Apollo 8."

#### FILM

Close: When man first shared a close-up view of the moon through the cameras of Apollo 8, a poet was moved to write.."To see the earth as it truly is, small and blue and beautiful in that eternal silence where it floats, is to see ourselves as riders on the Earth together, brothers in that bright loveliness in the eternal cold...brothers who know now they are truly brothers..."

It has been a privilege to bring this historic moment to you.

1 45 am. Tuesday, Feb 11<sup>th</sup>  
RADIO SCRIPT -

February 11, 1969

5 minutes

THIS IS SOL MOSHER SPEAKING TO YOU TODAY FOR CONGRESSMAN DURWARD HALL WHO IS BACK IN MISSOURI FOR THE TRADITIONAL LINCOLN DAY RECESS. OUR GUEST ON THIS WEEK IN WASHINGTON IS THE DISTINGUISHED REPUBLICAN MINORITY LEADER IN THE HOUSE OF REPRESENTATIVES, THE HONORABLE GERALD FORD OF MICHIGAN.

CONGRESSMAN FORD, I KNOW CONGRESSMAN HALL APPRECIATES YOUR TAKING THESE FEW MINUTES TO TALK TO THE PEOPLE OF SOUTHWEST MISSOURI. FOR OPENERS, I THINK THEY MIGHT BE INTERESTED IN YOUR VIEWS ON THE UNIQUE SITUATION THAT NOW PREVAILS WITH A REPUBLICAN PRESIDENT AND A DEMOCRATIC-CONTROLLED CONGRESS. HOW DO YOU ENVISION YOUR ROLE, OR AT LEAST THE LEGISLATIVE RELATIONSHIP BETWEEN THE REPUBLICAN LEADERSHIP, THE PRESIDENT AND THE DEMOCRAT LEADERS IN THE HOUSE?

RESPONSE BY MR. FORD.

MOSHER: MANY TIMES PEOPLE READ OR HEAR ABOUT DECISIONS REACHED BY THE REPUBLICAN LEADERSHIP. YET EXCEPT FOR THOSE CLOSELY ATTUNED TO CAPITOL HILL, MANY PEOPLE AREN'T SURE WHO THE PEOPLE ARE WHO MAKE UP THAT LEADERSHIP AND WHAT POSITIONS THEY HOLD. WHAT IS THIS LEADERSHIP STRUCTURE AND WHAT PROCESS IS USED TO FORMULATE PARTY POLICY?

RESPONSE BY MR. FORD.

MOSHER: AS YOU KNOW, CONGRESSMAN HALL SERVED FOR SEVERAL YEARS ON THE



JOINT HOUSE-SENATE COMMITTEE ON ORGANIZATION OF CONGRESS. THIS COMMITTEE MADE A NUMBER OF RECOMMENDATIONS FOR CONGRESSIONAL REFORM, BUT THUS FAR THE PACE OF ACTION HAS BEEN SLOW. WHAT PROSPECTS DO YOU SEE FOR MODERNIZING AND STREAMLINING THE MACHINERY OF CONGRESS IN THIS SESSION?

(STANDBYE QUESTION)

MOSHER: AS YOU KNOW, CONGRESSMAN HALL SERVES AS ONE OF THE OFFICIAL OBJECTORS IN THE CONSIDERATION OF BILLS ON THE CONSENT CALENDAR. I THINK HIS CONSTITUENTS MIGHT BE INTERESTED IN KNOWING WHY WE HAVE SUCH A PROCEDURE, AND WHAT IT MEANS TO THOSE WHO ACCEPT THIS RESPONSIBILITY:

FORD:

I'M AFRAID OUR TIME HAS RUN OUT, BUT ON BEHALF OF CONGRESSMAN HALL AND THE CITIZENS OF SOUTHWEST MISSOURI, I WANT TO THANK HOUSE REPUBLICAN MINORITY LEADER FOR TAKING THE TIME TO VISIT WITH US ON THIS WEEK IN WASHINGTON.

###



Special Orders of the "Government Story" March 17, 1969

Statement of the Honorable Gerald R. Ford on the "Government Story" produced by Operation Government and Westinghouse Broadcasting Company.

Mr. Speaker:

It has been a very long and arduous task to come to this day when the completion of the "Government Story" can finally be announced. I suppose I should be especially pleased, since my wife, Betty, has spent so much time on this vital project as co-chair~~man~~<sup>woman</sup>, along with Betty Vanik, the wife of my distinguished Ohio colleague, Charles A. Vanik.

These ladies of the Operation Government Committee have done miracles in their work in helping Westinghouse <sup>Broadcasting Company</sup> accomplish, among members of both parties, what so many of us seek in regular legislative <sup>endeavors</sup> ~~work~~.

The bi-partisanship and good will which the members of this House and the other body have shown in cooperating in this series, I promise to make it among the most candid and useful educational programs on how <sup>the federal</sup> ~~the~~ legislative process ~~works~~ <sup>really</sup> works.

I wish to add my thanks and congratulations to Don McGannon, Dick Pack and all of the Westinghouse staff for their far-sightedness in supporting this vital project. Without their cooperation and assistance this serious matter could not have been produced. While they probably did not realize fully <sup>what</sup>





Page 2  
March 17, 1969

they were getting into when this series started over three years ago, I could have warned them how tenacious our wives would be when they pursued goals <sup>in</sup> ~~which they sought~~ <sup>firmly believed</sup>. It is obvious on this day of the national premiere of these forty half-hours of television programming <sup>in</sup> ~~that~~ that they have succeeded--and the Westinghouse Broadcasting Company is still in business. The nation is the better for the cooperation and work of these two groups.

I commend to the attention of this body that a national premiere of the series will be held in the Caucus Room of the Cannon Office Building tomorrow evening, March 18, at 5:00 p. m. when a copy of the series will be presented to us for the Library of Congress. I do hope that you and your wives will attend this important event.

\* \* \*





**June 20, 1969**

**Dr. Robert Plekker  
Post Office Box 6191  
Grand Rapids, Michigan 49506**

**Dear Dr. Plekker:**

**Mr. Ford has just completed the tape which  
you requested for promotion of "Tall Turf"  
and was most happy to do so.**

**I am forwarding it to you without delay to  
insure that it reaches you in plenty of time.**

**Sincerely,**

**(Miss) Charlene Krupp  
Secretary**

**Enclosure**



Information taken as per phoncon with Dr. Bob Plekker of Grand Rapids  
at 5:20 p.m. June 19, 1969.

He is requesting that Mr. Ford record the following message endorsing a program called "Tall Turf," which is being handled by the same bunch of guys who are working on "Project Thank You." The purpose of "Tall Turf" is to send young kids to camp.

This is Jerry Ford, House Minority Leader. As a native of Grand Rapids and Representative of the Fifth District, I am proud of my kind of people who care enough for young people to give them a chance. "Tall Turf" is a creative step forward in dealing with the problems of inner city. I personally know the men who are working to make "Tall Turf" the answer to the needs of our cities. They need your support. Join those who care enough to take a creative step forward to make "Tall Turf" a reality. Call in your pledge right now. It's tax deductible.

Dr. Plekker would like to have the tape mailed so that it will reach him no later than Wednesday. It is to be mailed to: Box 6191, Grand Rapids, Michigan 49506. His number is 456-9724 (616)

Charlene



Script to be used for opening and closing remarks to film, "So Little Time"  
July 10, 11969.

OPENING:

Hello, I'm your Congressman, Jerry Ford. Most of you, at sometime, have been reading the newspaper, eating breakfast, or perhaps simply relaxing when, in the distance, you heard a clamor like a crowd shouting . . . so faint at first you thought it a dream. But the sound was insistent. You looked outside and there above you, in a wavy "V" pattern, was a flock of geese honking at each other.

It is a wild, free sight and sound when birds migrate to and from their breeding grounds. But it is rapidly being drowned out and repressed by other sounds and sights -- those of progress.

In the name of progress, America is losing one of nature's treasures -- its wildlife. Forests are destroyed by bulldozer, chain-saw and careless matches. Marshlands, meadows and fields are converted into super-highways. And in attacking the enemies of crops, flowers and trees, we sometimes upset the balance of nature with insecticides that poison more than bugs and insects.

Conservation is one of the biggest jobs facing people today. We must all recognize that wildlife is essential to mankind.

The film I wish to share with you now, called "So Little Time," is about ducks and geese and swans . . . and bullfrogs, muskrats and bitterns.

Produced for the Interior Department's Bureau of Sport Fisheries and Wildlife,

it is meant to remind you how indispensable our waterfowl are to the spirit of man.

It is also meant to remind you that the very existence of these birds is threatened. Join me now in viewing "So Little Time."



CLOSING:

If we are to preserve the remaining wildlife, we must awaken to the havoc we are causing with our scientific tools and discoveries. Reger Tory Peterson said it well in this picture: "The future is not much of a future without waterfowl in it."

He is speaking as a painter and a naturalist. But I believe he also speaks for the city and suburbia dweller, who once or twice is stirred from his daily routine by the faint, faroff sounds of wild, free birds.

Those who enjoy wild things must speak out for things natural, wild and free. There is still time enough if each of us does his part in the conservation of wildlife. It is up to all of us -- individuals, families, and our State and Federal agencies.

Only in this way will we continue to have the opportunity to see . . . and to hear . . . the beauty of wildlife.

\*\*\*



Script to be used for opening and closing remarks to film, "So Little Time"  
July 10, 11969.

OPENING:

Hello, I'm your Congressman, Jerry Ford. Most of you, at sometime, have been reading the newspaper, eating breakfast, or perhaps simply relaxing when, in the distance, you heard a clamor like a crowd shouting . . . so faint at first you thought it a dream. But the sound was insistent. You looked outside and there above you, in a wavy "V" pattern, was a flock of geese honking at each other.

It is a wild, free sight and sound when birds migrate to and from their breeding grounds. But it is rapidly being drowned out and repressed by other sounds and sights -- those of progress.

In the name of progress, America is losing one of nature's treasures -- its wildlife. Forests are destroyed by bulldozer, chain-saw and careless matches. Marshlands, meadows and fields are converted into super-highways. And in attacking the enemies of crops, flowers and trees, we sometimes upset the balance of nature with insecticides that poison more than bugs and insects.

Conservation is one of the biggest jobs facing people today. We must all recognize that wildlife is essential to mankind.

The film I wish to share with you now, called "So Little Time," is about ducks and geese and swans . . . and bullfrogs, muskrats and bitterns.

Produced for the Interior Department's Bureau of Sport Fisheries and Wildlife, it is meant to remind you how indispensable our waterfowl are to the spirit of man. It is also meant to remind you that the very existence of these birds is threatened. Join me now in viewing "So Little Time."





CLOSING:

If we are to preserve the remaining wildlife, we must awaken to the havoc we are causing with our scientific tools and discoveries. Roger Tory Peterson said it well in this picture: "The future is not much of a future without waterfowl in it."

He is speaking as a painter and a naturalist. But I believe he also speaks for the city and suburbia dweller, who once or twice is stirred from his daily routine by the faint, faroff sounds of wild, free birds.

Those who enjoy wild things must speak out for things natural, wild and free. There is still time enough if each of us does his part in the conservation of wildlife. It is up to all of us -- individuals, families, and our State and Federal agencies.

Only in this way will we continue to have the opportunity to see . . . and to hear . . . the beauty of wildlife.

\*\*\*



NATIONAL RURAL ELECTRIC COOPERATIVE ASSOCIATION

2000 Florida Avenue, N. W., Washington, D. C. 20009

October 28, 1969

Honorable Gerald Ford  
House of Representatives  
U. S. Capitol, Rm. 230  
Washington, D.C.

Dear Mr. Ford:

Enclosed is a transcript and a tape of your remarks recently broadcast on "Capitol Hill Today," a weeknight Congressional news feature from 6:45 to 6:55 P.M. on radio station WRC.

The National Rural Electric Cooperative Association sponsors this show in the belief that the activities of Congress and the views of members such as yourself are of great importance to the nation and of particular concern to the people of this area.

We are happy to make this material available to you.

Sincerely,



Kermit Overby, Director  
Legislation and Research  
Department



# WRC-AM/FM

NBC RADIO, A DIVISION OF NATIONAL BROADCASTING COMPANY, INC.  
4001 NEBRASKA AVENUE, N.W., WASHINGTON, D.C. 20016, 362-4000

ARCH McDONALD  
Manager, Sales

CONGRESSMAN GERALD FORD

22 October 1969

Well, I think that the withdrawals will be accelerated in the months ahead regardless of whether there is a solution to the war in Vietnam and in the Paris peace talks. The Vietnamization on the combat responsibilities in Vietnam is going ahead very very well and this of course means that we can phase out US military personnel and phase in to the combat responsibility, if combat continues, with South Vietnamese forces.



HERMAN T. SCHNEEBELI  
17TH DISTRICT, PENNSYLVANIA

Room 1336 LONGWORTH H.O.B.  
WASHINGTON, D.C. 20515

COMMITTEE ON  
WAYS AND MEANS

408 FIDELITY NATIONAL BANK BUILDING  
WILLIAMSPORT, PENNSYLVANIA 17701

1146 FEDERAL BUILDING  
HARRISBURG, PENNSYLVANIA 17108

**Congress of the United States**  
**House of Representatives**  
Washington, D.C. 20515

*sent 3/19/70  
by hand*  
March 16, 1970

Mr. Frank Meyer  
C/O Honorable Gerald Ford  
H-230 - The Capitol

Frank -

This is a draft of the radio tape (15-20 sec.)  
Mr. Ford indicated he would do for us. Change it anyway you  
like. I'd appreciate it if it could be done this week.

Enclosed is the blank tape you asked for.  
Please return it to me - Jim Terry, 1336 Longworth.

Thanks very much for all your help.

Sincerely,

*Jim*  
James A. Terry

This is Gerry Ford, Republican Minority Leader in the United States House of Representatives. I've known your Congressman, Herm Schneebeli, for many years and he has always provided energetic leadership for the Republican Party. I, for one, would like to thank the voters of the 17th District for continuing to send such an able man to Washington.



NATIONAL RURAL ELECTRIC COOPERATIVE ASSOCIATION

2000 Florida Avenue, N. W., Washington, D. C. 20009

March 23, 1970

Congressman Gerald R. Ford  
House of Representatives  
U.S. Capitol, H-230  
Washington, D.C.

Dear Congressman Ford:

Enclosed is a transcript and a tape of your remarks recently broadcast on "Capitol Hill Today," a weeknight Congressional news feature from 6:45 to 6:55 P.M. on radio station WRC.

The National Rural Electric Cooperative Association sponsors this show in the belief that the activities of Congress and the views of members such as yourself are of great importance to the nation and of particular concern to the people of this area.

We are happy to make this material available to you.

Sincerely,



Kermit Overby, Director  
Legislation and Research  
Department

# WRC-AM/FM

NBC RADIO, A DIVISION OF NATIONAL BROADCASTING COMPANY, INC.  
4001 NEBRASKA AVENUE, N.W., WASHINGTON, D.C. 20016, 362-4000

ARCH McDONALD  
Manager, Sales

March 17, 1970

## CONGRESSMAN GERALD FORD

The danger of any recession as far as the future is concerned is nil. This administration has affirmatively met the problems of any recession and that from now on we are going to be building forward on a stable economy rather than on one such as we have had in the past in the 1950's and the early part of the 1960's.



MILTKH

BROADCASTS - MISC

(BUEHLER, ROBERT D.)

RE: ELEX. TAPES

April 24, 1970

Mr. Robert D. Bushler  
Vice President, Public Affairs  
National Assn. of Manufacturers  
918 Sixteenth Street, N. W.  
Washington, D. C. 20006

Dear Bob:

Thank you for your letter of April 21st regarding NAM's  
"register and vote" promotion programs.

This is an excellent idea and I will be pleased to tape  
the messages to be presented on the radio. As you suggested  
to my office, I will try to work them in when I am taping my  
program for my Congressional District Wednesday or Thursday  
of next week. When they are completed my office will let you  
know.

Warmest personal regards.

Sincerely,

Gerald R. Ford, M.C.

GRF:1

SENT TAPE 5/1/70



**Robert D. Buehler**

**Vice President  
Public Affairs**

**NAM**

**National Association of  
Manufacturers**

**918 Sixteenth Street, N.W., Washington, D.C. 20006  
202, 737-3630**

# NAM

## National Association of Manufacturers

Robert D. Buehler, Vice President  
Public Affairs

April 21, 1970

OK

Honorable Gerald R. Ford  
House Minority Leader  
H-230  
Washington, D. C.

Dear Jerry:

Each election year, the NAM encourages its members to sponsor bipartisan, "register and vote" promotion programs directed to their employees and family. In 1968, the program was entitled, "Prevent Political Drop-Outs." The attached kit was made available to NAM member companies and many other civic groups. The program, as you will note, was endorsed by the national chairmen of both political parties.

As a part of the promotion, your special attention is directed to the specialized tape-recorded message which was done by the late Senator Everitt Dirksen. These tape recorded messages were utilized, in the main, by NAM member companies as a means of stimulating interest in the election and also by numerous radio stations.

The purpose of this letter is to respectfully request your assistance in recording the special messages for the promotional kit to be distributed by NAM this election year. We will utilize essentially the same promotion theme and materials.

Attached is a draft of suggested messages for the tape-recording. Obviously, we will be most pleased to have any message which you deem appropriate for encouraging the people to register and vote. However, we would hope that you would make special note of absentee voting and some utilization of the theme "Don't be a Political Drop-Out."

We will provide a tape-recording machine at any time and place that would be convenient for you. I sincerely hope that you will be able to assist us in this important public service venture.

Sincerely yours,

*Bob*

DYNAMIC LEADERSHIP  
75<sup>th</sup> YEAR  
FOR A BETTER TOMORROW  
RDB:ngf  
Attachments

918 Sixteenth Street, N.W., Washington, D.C. 20006  
202, 737-3630



*recorded 4/30/70*

The term "drop-out" has been used in a variety of ways, and "political drop-out" is just another way of using it. It's a new nickname for an old political ailment. There's a cure for this ailment and it was prescribed back in 1776 --- it's exercising your right to vote. Make sure now that you are registered to vote in the coming election. If you think you might be away from home on election day, find out how you can obtain an absentee ballot. As a public servant, I might add that the collective American vote is the power that generates the charge which keeps our government at full steam. Your vote is also the power that keeps our government on the right track. So don't be a political drop-out!



Political drop-outs are usually those who yell the loudest and criticize the most when elected officials attempt to do their job. Because of business or travelling for some other reason, you may have to be away from home on election day. This is no excuse for not voting. You can make an application for an absentee ballot and still have your vote counted. Elections have been won and lost because of absentee ballots because an absentee vote is just as important as if you were there pulling the lever in person. So be seen and counted. Don't be a political drop-out. If necessary, vote an absentee ballot. The important thing . . . is . . . vote on election day!



Will you be a political drop-out on election day?

This depends on you. It could be that your vote for your state legislators will determine who your United States Congressman will be for the next ten or more years. Due to the 1970 Census, many states will be reapportioning their U. S. Congressional districts. This will be done by your state legislature. In recent history, about 76 percent of our U. S. Congressmen have retained their seats in office each election year. Many political experts think this retention rate will be even higher in the future. If ever your vote is important . . . 1970 is the year. Make sure you are registered and eligible to vote and then vote on election day. Don't be a political drop-out!



We Americans live at a pretty fast pace and we're on the move a lot. I've heard that a fifth of the nation is on wheels, moving every year . . . Unfortunately, some Americans, again this year, will fall into the unnecessary role of being political drop-outs. Are you registered to vote in the coming elections? Why not take the time right now to check with your registrar . . . and, permit me also to suggest that you obtain an absentee ballot if you feel that there is the slightest chance you might be away from home on election day. As a fellow American wedded to our political structure, I implore that you join with others in exercising your right and privilege to vote. Don't be a political drop-out!





Political drop-outs are usually those who yell the loudest and criticize the most when elected officials attempt to do their job. Because of business or travelling for some other reason, you may have to be away from home on election day. This is no excuse for not voting. You can make an application for an absentee ballot and still have your vote counted. Elections have been won and lost because of absentee ballots because an absentee vote is just as important as if you were there pulling the lever in person. So be seen and counted. Don't be a political drop-out. If necessary, vote an absentee ballot. The important thing . . . is . . . vote on election day!



Will you be a political drop-out on election day?

This depends on you. It could be that your vote for your state legislators will determine who your United States Congressman will be for the next ten or more years. Due to the 1970 Census, many states will be reapportioning their U. S. Congressional districts. This will be done by your state legislature. In recent history, about 76 percent of our U. S. Congressmen have retained their seats in office each election year. Many political experts think this retention rate will be even higher in the future. If ever your vote is important . . . 1970 is the year. Make sure you are registered and eligible to vote and then vote on election day. Don't be a political drop-out!



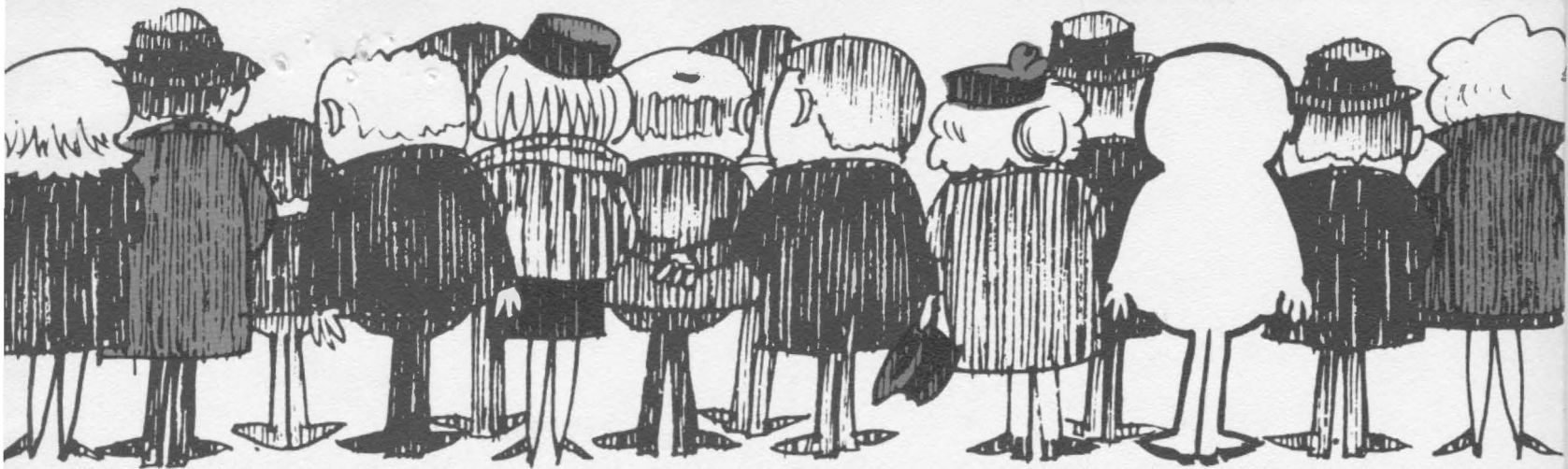


We Americans live at a pretty fast pace and we're on the move a lot. I've heard that a fifth of the nation is on wheels, moving every year . . . Unfortunately, some Americans, again this year, will fall into the unnecessary role of being political drop-outs. Are you registered to vote in the coming elections? Why not take the time right now to check with your registrar . . . and, permit me also to suggest that you obtain an absentee ballot if you feel that there is the slightest chance you might be away from home on election day. As a fellow American wedded to our political structure, I implore that you join with others in exercising your right and privilege to vote. Don't be a political drop-out!

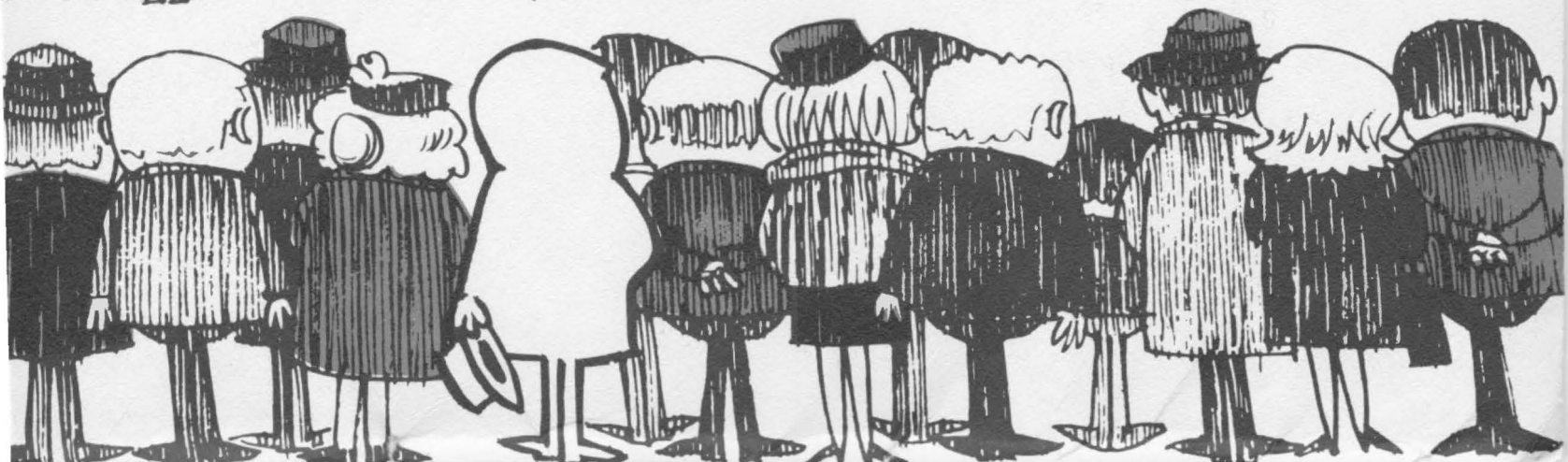
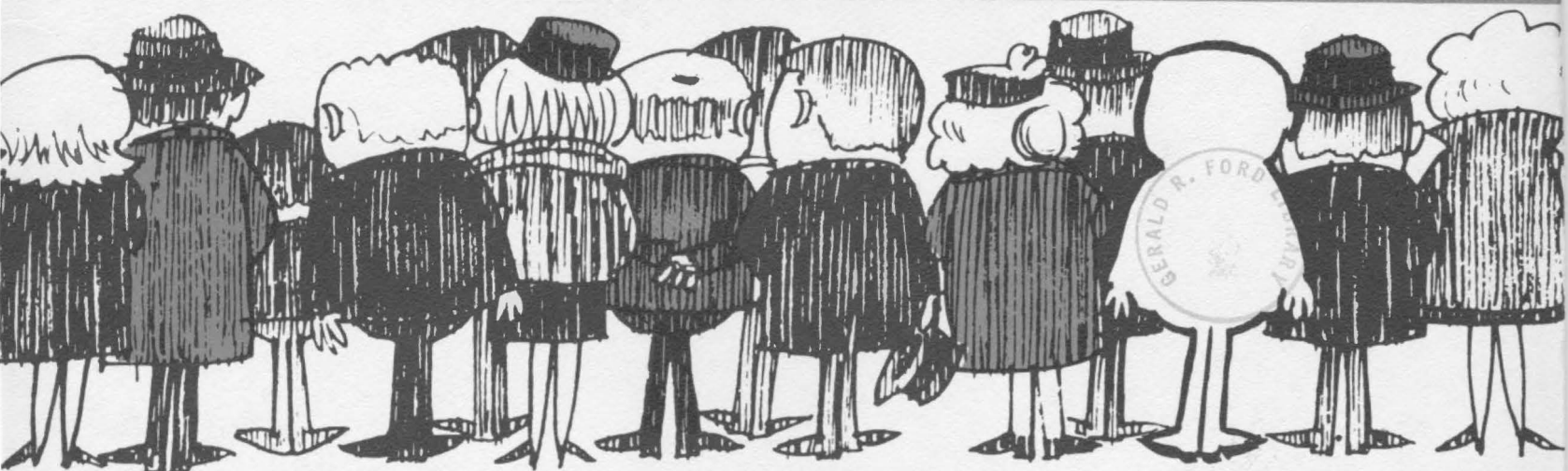


The term "drop-out" has been used in a variety of ways, and "political drop-out" is just another way of using it. It's a new nickname for an old political ailment. There's a cure for this ailment and it was prescribed back in 1776 --- it's exercising your right to vote. Make sure now that you are registered to vote in the coming election. If you think you might be away from home on election day, find out how you can obtain an absentee ballot. As a public servant, I might add that the collective American vote is the power that generates the charge which keeps our government at full steam. Your vote is also the power that keeps our government on the right track. So don't be a political drop-out!





PREVENT POLITICAL DROP-OUTS





*Specialized*

# TAPE RECORDED MESSAGES



for

COMPANY INTER-COMMUNICATION OPERATIONS

and

INTER-OFFICE TELEPHONE SYSTEM

by

SENATOR EVERETT McKINLEY DIRKSEN  
of Illinois

There are five different messages each offering the "Do not be a political drop-out" theme. The length of time for the messages are: Recording #1—1 minute; #2—58 seconds; #3—57 seconds; #4—1 minute 11 seconds; #5—1 minute 10 seconds. The speed of the recording is 7½ i.p.s. All messages are recorded on one tape. The following is the text of two of the scripts:

This is Everett Dirksen . . . Americans have always been courageous in defense, valorous in attack and oftentimes roll dice with destiny and overcome odds with wit and daring . . . Unfortunately, some Americans again this year will fall into that unfortunate and unnecessary role of the **Political Drop-Out**. My friend, are you registered to vote in the coming election? Why not take the time **right now** to check with your registrar. . . and, permit me also to suggest that you obtain an absentee ballot if you feel there is even the slightest chance you may be away from your district on Election Day . . . as a fellow American wedded to our political structure, I implore that you join with others in exercising your right and privilege to vote.

This is Everett Dirksen . . . Will you be a political drop-out—well, that depends on you. It could be that the decision for electing the President of the United States will be the responsibility of the United States House of Representatives because no candidate received a majority in the Electoral College. You know, there is a third party presidential candidate which may make this possible. If ever your vote was important—1968 is the year. Make sure you're eligible to vote and then vote on election day. Be seen and be counted by casting your ballot. Don't be a political drop-out!

Flexible for many varied uses—telephone message using notices in company publications and bulletin boards . . . "Will you be a political drop-out? Dial extension ——. Suitable as a public service announcement for mass media.

---

Public Affairs Department  
National Association of Manufacturers  
918 16th Street N.W.  
Washington, D. C. 20006

Please send — copies of Senator Dirksen's "Don't be a political drop-out" tape recording (one recording tape contains five different messages) @ \$2.00 per tape recording. Postage and shipping charges included. Mail to:

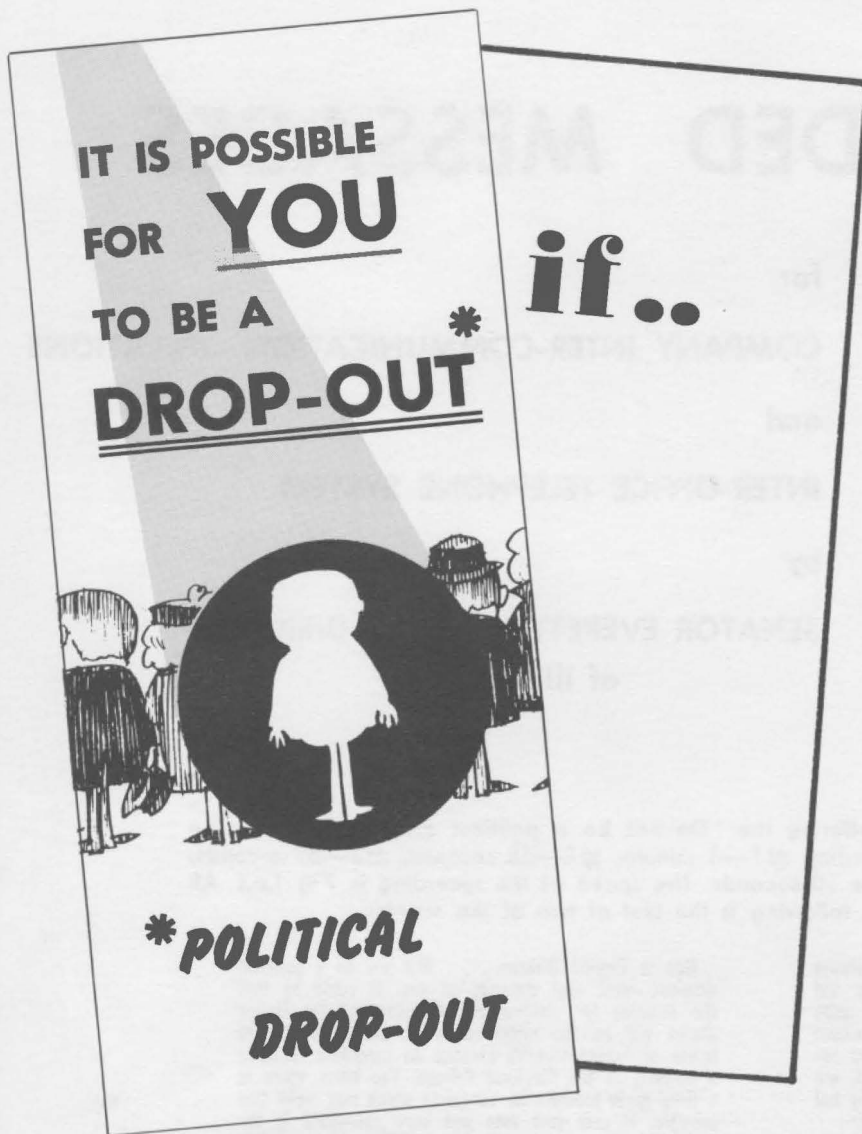
---

---

---

☐ Please invoice

☐ Check enclosed



## SUGGESTED COPY...

### Copy A

IF . . . you fail to VOTE on election day!

### Copy B

IF . . . you are traveling and don't vote—

VOTE BY ABSENTEE BALLOT

### Copy C

Will you need to vote absentee, because of business travel? Don't become a *political drop-out*, call \_\_\_\_\_ for information. Be seen and be counted with **YOUR VOTE!**

### Copy D

Are you registered to vote? Don't become a *political drop-out*. For information on where and how to register call \_\_\_\_\_. Be seen and be counted with **YOUR VOTE!**

### Copy E

The decision is up to you. Just don't bother about voting. "Political drop-outs" help the other side win. For voting information call \_\_\_\_\_, **BE SEEN AND BE COUNTED WITH YOUR VOTE!**

The BACKGROUND INFORMATION PAMPHLET will provide examples of close elections and the importance of one vote and absentee votes. You may deem it appropriate to include an example in the flyer.

The NAM Public Affairs Department can provide flyers without copy (as enclosed—see price list) or the Department will provide on request price quotations for flyers containing the suggested copy. For a price quotation merely detach:

## PUBLIC AFFAIRS DEPARTMENT

National Association of Manufacturers

Please send a quotation for the Political drop-out flyer using

☐ Copy A

☐ Copy B

☐ Copy C

☐ Copy D

☐ Copy E

for \_\_\_\_\_ flyers and the cost for additional thousands.

To \_\_\_\_\_ Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

# **How America Votes**

## **Part II**

**Detailed Voting Data  
For Selected States**



**Public Affairs Department  
National Association of Manufacturers**





## VOTING BY ABSENTEE BALLOT

The main reason more people don't vote by absentee ballot is that it takes more time and energy than to vote in the regular manner. There are far too many American citizens who refuse to exercise the privilege of voting at all, let alone when some extra effort is required. For this reason, it is essential that everything be done to make absentee voting as easy as possible, within the law of the state in which the individual resides.

HOW AMERICA VOTES, PART I AND PART II give the essential information of the absentee voting requirements within every state of the union. Beyond this, there are two essential points to bear in mind in maximizing the absentee vote everywhere:

### 1. START EARLY!

This point cannot be overemphasized. Although many states are moving to simplify absentee voting procedures, much remains to be done. Typically, someone wishing to vote absentee may have to pursue the following steps:

- a. Write or apply in person to the proper state or local official at the proper address for an Absentee Ballot Application form.
- b. Upon receipt of the form, complete and mail it to the indicated proper public official.
- c. Upon receipt of the absentee ballot, vote.
- d. Enclose the marked ballot in a sealed envelope and have it notarized.
- e. Return the sealed envelope to the proper public official.

All of these steps require time, even under the best of circumstances, but extra time must be allowed if the individual wants to be sure of the opportunity to vote. The mails are not always as fast as one might wish and after all, it is not unheard of for a political appointee of one party to delay in processing work that he thinks is likely to produce votes for a candidate opposing the official who appointed him to his job.

Not all of the above-listed steps are required in every state, but the important thing to remember in any case is to allow plenty of time.

### 2. WHEN IN DOUBT, REQUEST AN ABSENTEE BALLOT

If you are a businessman who is out of town a fair percentage of the time, play it safe and apply for an absentee ballot whether or not you expect to be required to use it. If you do happen to be at home on election day, so much the better. You will probably have the option of voting absentee or of returning your absentee ballot unmarked and voting at your regular polling place.

If you play the odds the other way, and let the final deadline for an absentee ballot slip by without taking any action and are then called out of town, you will have forfeited the opportunity of voting altogether.

### 3. MAKE IT EASY

If you are in a position to do so within your own company, make it as easy as possible for the average employee to vote absentee. There are several ways to do this:

- a. If possible, have one or more locations within your plant, where all the necessary information on absentee voting for your own area is available. Perhaps local authorities will even provide you with a supply of absentee voting applications you can make available to employees at an advertised location. Otherwise, perhaps you can prepare pre-addressed postcards with the proper official's name and address to be included in employees' pay envelopes.
- b. Make a given company official responsible for the overall direction of an absentee voters' program, and have him appoint absentee voting managers at every plant location or within every division.
- c. Send an absentee voters' memo to key people having logical access to large numbers of potential absentee voters within your company, i.e. personnel managers (those dealing with overseas employees, retirees, the sick, etc.), travel department managers, editors of company publications, and don't forget the "old man" himself.
- d. Post reminders of absentee voting application deadlines on company bulletin boards and notices in company publications well in advance.

#### SPECIAL VOTING DATA

**ALABAMA** - The office of the Board of Registrars must be open for registration on the 1st and 3rd Mondays of every month except during the 10 days before an election.

Closed for Primary - April 27  
Closed for General Election - October 26

These counties have additional registration periods:

Calhoun	Jefferson	Montgomery
Etowah	Mobile	Tuscaloosa

Registration is permanent.

**ARIZONA** - The official application for absentee ballot must be received by the County Recorder within the thirty days prior to the Saturday before an election.

For Primary - Between August 9 and September 6  
For General Election - Between October 4 and November 1

The letter requesting such form may be written before August 9 and October 4.

Registration is permanent if elector voted at preceding Primary or General Election.

**ARKANSAS** - Registration is permanent if elector voted at least once during the four years previous to January first.

The members of the family of an absentee voter may return the completed official application form to the County Clerk but write very early for this form.

**CALIFORNIA** - Registration is permanent if the elector votes at each General Election.

**COLORADO** - Registration is permanent if elector votes at each General Election.

**CONNECTICUT** - Registration is permanent.

**DELAWARE** - Registration is permanent unless elector changes name or residence.

To secure an absentee ballot an affidavit must be filed with the Department of Elections stating that because of illness, a physical handicap or because of business the elector will require an absentee ballot. This affidavit must be executed and dated between the 30th and 10th day prior to an election.

**FLORIDA** - Registration is permanent if elector votes at least once each two years, and does not move out of the county.

**GEORGIA** - Registration is permanent if one votes at least once each three years or has requested the continuation of such registration, or has not been disenfranchised under the laws of the state.

Members of an absentee elector's family may apply for the ballot.

The ballot material must be opened in the presence of the postmaster or his assistant or an American consul or his assistant. The voted ballot must be mailed by the official.

**HAWAII** - On June 1, 1968 a Constitutional Election of 82 delegates will be held.

Registration is permanent unless elector fails to vote in Primary or General Election.

A registered voter who expects to be absent from place of residence on election day may vote in person within the 10 days prior to election.

**IDAHO** - Registration is permanent unless elector failed to vote in preceding General Election.

Voted ballot must be returned by registered or certified mail.

**ILLINOIS** - Registration is permanent unless elector failed to vote at least once during last four years or a re-registration is set up by local officials.

Write letter early requesting official application form.

INDIANA - Registration permanent unless elector fails to vote once every four years.

IOWA - The registration forms are sent with the absentee ballots.

KANSAS - Registration permanent if elector votes at each General Election and does not change his name or address.

KENTUCKY - Registration permanent unless elector does not vote in a Primary or General Election for two consecutive years.

LOUISIANA - Registration permanent in Parish of Orleans if elector votes at least once every two years; in other Parishes having permanent registration every four years unless elector changes his name or address. In Parishes that do not have permanent registration, a new registration is required every four years.

Those electors who expect to be absent from place of residence on election day may vote in person not more than 19 or less than 6 days prior to day of election at Clerk of Court's office (in Parish of Orleans, at Civil Sheriff's office).

MAINE - Registration permanent unless elector changes name or residence.

MARYLAND - Registration is permanent unless elector has not voted in a Primary, General Election or Special Election during previous five consecutive years.

MASSACHUSETTS - Registration is permanent.

MICHIGAN - Registration is permanent unless elector moves out of city or township, fails to vote regularly, or fails to request a continuance of his registration every two years.

MINNESOTA - Registration is permanent unless elector failed to vote at least once in four consecutive years.

Registration is required by state law in all communities over 10,000 population. It is also required in these communities under 10,000:

Birchwood	Eveleth	Mahtomedi	Northfield	St. Anthony
Chisholm	Finlayson	Maple Grove	North Oaks	St. Mary's Point
Dayton	Gem Lake	Medina	North St.Paul	St. Paul Park
Deephaven	Grand Rapids	Medicine Lake	Plymouth	Shoreview
			Shorewood	Vadnais Heights

MISSISSIPPI - Registration permanent unless re-registration is ordered by County Board of Supervisors. Elector must be registered at least four months before the General Election to vote in that Election.

MISSOURI - Registration permanent unless elector changes name or residence.

Last day to register for <u>Primary</u> :		for <u>General Election</u> :
Kansas City	July 10	October 9
Jackson County	July 10	October 9
St. Louis City	July 13	October 12
St. Louis County	July 13	October 12

(St. Louis City is independent - not in any county)

MONTANA - Registration permanent if elector votes at each General Election.

A completed official application for absentee ballot form must be received by the County or City Clerk within the forty days prior to an election before the ballot is sent.

NEBRASKA - Registration is permanent.

NEVADA - Registration is permanent if elector votes in person at each General Election.

Requests for absentee ballot by qualified electors may be made by mail, telegraph, telephone or in person to the County Clerk.

NEW HAMPSHIRE - Check lists are permanently maintained by the Supervisors of the Check List of each town or city.

The town or city clerk will send an official application for absentee ballot form whenever requested.

NEW JERSEY - Registration is permanent if elector votes at least once during each four consecutive years.

A letter of application for ballot is sufficient if it contains the signature, New Jersey registration address, reason why the elector cannot vote in person and the address to which ballot should be sent.

NEW MEXICO - Registration is permanent unless elector failed to vote in the last two General Elections.

Registration affidavits must be completed in triplicate and returned by registered or certified mail.

NEW YORK - Registration is now permanent throughout state if elector votes at least once each two years and does not change address. Registration may be made by mail for all qualified persons (and their spouses, parents and children if in residence with them) whose duties, occupations or business require them to be absent during regular registration periods.

NORTH CAROLINA - Registration is permanent unless county calls for a re-registration.

Absentee voters must complete an official application for absentee ballot form.

**NORTH DAKOTA** - No state-wide registration.

Official application for absentee ballot form must be completed and returned.

Voting may be done in office of County Auditor as soon as ballots have been printed by those who expect to be absent on election day.

**OHIO** - Registration is permanent if elector votes at least once each two years.

Request an official application for absentee ballot form.

**OKLAHOMA** - Registration is permanent if elector votes at least once each four years (in Muskogee County once each two years).

Letters giving full information sufficient (signature, Oklahoma address, reason for absence, present address).

**OREGON** - Registration permanent unless the "Primary Voters Pamphlet" was returned by Post Office.

Persons absent from home county but within the state may register before any County Clerk and request that form be sent to his County Clerk. Persons outside of state may make sworn statement before a Registrar or Notary Public giving necessary information and return statement to home County Clerk prior to thirty days before an election.

Those new residents completing the state residence requirements or those turning 21 after registration closes may register within the thirty days before registration closes.

A letter of application with signature and full information is sufficient application.

**PENNSYLVANIA** - Registration is permanent if elector votes at least once each two years.

Official application for absentee ballot forms will be sent upon request and must be completed and returned before ballot is mailed.

**RHODE ISLAND** - Registration is permanent unless elector failed to vote at least once during five consecutive years.

Request the official application form early or have an individual mail it to elector. The completed form must be received by the Board of Canvassers by 5 p.m. of the 21st day before an election -- by 5 p.m. of October 15, 1968.

**SOUTH CAROLINA** - There is a complete re-registration every ten years; the last re-registration began January 1, 1958. January 1, 1968 begins a re-registration.

Register in person during regular Court House hours up to thirty days before an election. Those holding Registration Certificates may re-register by mail through September 30, 1968.

There is no absentee voting for civilians except for students and Federal civilian employees working abroad.

**SOUTH DAKOTA** - Registration is permanent unless elector fails to vote at least once during a four year period or changes name, residence or political affiliation.

A letter containing signature and other pertinent information is sufficient to secure an absentee ballot if applicant is a qualified elector.

**TENNESSEE** - Registration is permanent if elector votes at least once each four years, does not change name or fail to transfer registration to new address.

Vote in person at County Election Commission office between the 20th and 5th days before an election if absent on election day.

If absent during that period write County Election Commission for ballot between the 40th and 5th days before an election.

**TEXAS** - Register annually between October 1 and January 31. This registration is effective from March 1 for a twelve-month period.

A husband, wife, father, mother, son or daughter may register for the elector.

Those becoming 21 after January 31 and those who move into Texas and become residents after January 31 may register up to thirty days before an election.

Write early to the County Clerk requesting the official application for an absentee ballot. The Registration Certificate must be sent back with the completed application form.

**UTAH** - Registration is permanent unless elector failed to vote at least once in the last two General Elections or Municipal Elections.

An official application for absentee ballot form must be completed before ballot will be sent.

**VERMONT** - The Check List is a permanent record revised before each election. The Freeman's Oath must be taken before name is placed on this local Check List.

The letter requesting the absentee ballot should be in elector's own handwriting. It should include data proving elector's right to receive absentee ballot.

**VIRGINIA** - Registration is permanent.

Write for the official application for absentee ballot form. When returning the completed form, enclose 90¢ in coins or stamps to cover cost of sending ballot materials to you (or additional 45¢ in coins or stamps to have such materials sent by certified mail.)

The voted ballot must be returned by certified or registered mail.

WASHINGTON - Permanent unless elector failed to vote at least once during the four years prior to April 1 of an odd-numbered year, or moved or changed name.

A letter containing necessary information is sufficient, if approved, to receive the absentee ballot. Ballots will be sent by regular mail unless air mail postage is included.

WEST VIRGINIA - Registration is permanent if the elector votes at least once during a period covering two Primary and General Elections.

Official application for absentee ballot forms must be completed before ballot is mailed to elector.

WISCONSIN - Registration is permanent if elector votes at least once each two years.

An official application for absentee ballot will not be mailed unless letter gives sufficient information to prove elector is a qualified elector.

WYOMING - Registration is permanent if elector votes at least once each two years.

The letter must contain sufficient information to prove elector is a qualified elector. Another voter in Wyoming may give information to the Clerk and request that a ballot be mailed to elector.

DISTRICT OF COLUMBIA - For the first time there will be an election of eleven members of the School Board on November 5.



***I'M NOT A POLITICAL DROP-OUT I VOTED !***



## PRICE LIST

Code				Code			
A	How America Votes, Part I & II	.50 Set*		M-(1)	8 1/2 x 11 Promotional Poster "Will You Be a Political Drop-Out?"	5c	2c 1 1/2 c
B	Voting Alert Guide	20c Each*		M-(2)	8 1/2 x 11 Promotional Poster "Don't Forget To Vote"	5c	2c 1 1/2 c
C	Background Information Pamphlet	10c Each*		N-(1)	11 x 17 Promotional Poster "Will You Be a Political Drop-Out?"	7c	5c 3c
D	Sen. Dirksen Tape Recording	\$2.00		N-(2)	11 x 17 Promotional Poster "Don't Forget To Vote"	7c	5c 3c
		101 to 500		O	Kit Cover Reproduction Black and White	3c	2c 1 1/4 c
E	Los Angeles Times Reprint	Up to 100—2c 101 to 500—1 1/2 c Over 500—1c		P	Kit Cover Reproduction In Color	5c	3 1/2 c 2c
F	"Going to Be Away Election—Don't Forget—Vote Absentee— Airline Ticket Jacket Insert	3c 2 1/2 c 1 1/2 c			* Quantity Quotation on Request. #Additional Thousands, with messages without messages		1 1/2 c 1c
G	Bank Check-Book Size Blotter "I'm Not a Political Drop-Out— I Voted"	5c 3 1/2 c 1 1/2 c			There is a minimum charge for all orders to cover cost of handling—\$1.00.		
H	"Drop-Out" Flyer with Printed Message	5c 3 1/2 c 2 1/2 c #			For large orders exceeding 5,000 special discount price quotations will be provided.		
J	"Drop-Out" Flyer Blank— No Message	3c 2c 1 1/2 c #					
K	Letter-Head Stationary	2c 1 1/2 c 1c					
L	Desk Calendar Sheet "Today You Can Become a Political Drop-Out"	3c 2 1/2 c 1 1/2 c					

## ORDER FORM

Public Affairs Department  
National Association of Manufacturers  
918 16th St., N.W.  
Washington, D.C. 20006

Code	Quantity	J	_____
A	_____	K	_____
B	_____	L	_____
C	_____	M-(1)	_____
D	_____	M-(2)	_____
E	_____	N-(1)	_____
F	_____	N-(2)	_____
G	_____	O	_____
H	_____	P	_____

Please Ship the  
"Prevent Political Drop-Out"  
Materials To:

NAME

TITLE

COMPANY

Add \$1.00 For Handling And Shipping Charges

☐ Check Enclosed ☐ Please Invoice Me

ADDRESS

# OTHER NAM PUBLIC AFFAIRS MATERIALS

## PUBLICATIONS

**Campaign Technique Manual** - A 120-page illustrated political handbook on how to win elections. \$3.00.

**Political Maps** - Three separate colored maps of the U.S.A. with names, party affiliations and terms of office of all incumbent Governors, U. S. Senators and U. S. Representatives. 20 cents per set.

**Do's & Don'ts for Presenting Congressional Testimony** - Practical suggestions for the executive called upon to prepare or submit testimony on behalf of his company before congressional committee hearings. 50 cents.

**1968 Presidential Nominating Conventions** - Dates and locations of upcoming Democratic and Republican conventions, number of delegate votes assigned to each state and number of delegate votes needed to nominate.

**Corporate Political Contributions: The Law and The Practice** - A factual analysis of some basic legal precedents demonstrating for businessmen how they may legally and ethically involve themselves effectively in the political process. 50 cents.

**You and Your Congressman** - A brief manual designed to acquaint businessmen with the operation and staffing of congressional offices and congressional committees. \$1.00

**A Voting Evaluation for Members of Congress** - Ratings by the Americans for Constitutional Action and the Americans for Democratic Action.

**Seniority in the 90th Congress** - A list of Democrats and Republicans in the U. S. Senate and House of Representatives in their order of rank by seniority.

**Roll Call Votes** - A list of all the roll call votes of the 1st Session of the 90th Congress in the U. S. House of Representatives. 50 cents.

**The Legislative Process** - A handbook for executives on how a bill becomes law. The pocket-sized illustrated booklet features a detailed index for quick-reference purposes and a basic diagram coded directly to the corresponding text. \$1.00.

**1968 Election Data** - A 200-page loose-leaf book including detailed information, statistics and official U. S. Government maps on elections for President and Vice President, gubernatorial, U. S. Congressional races. \$1.00.

**Corporate Public Affairs: What Does Program Cost?** - An article citing specific budget requirements for companies.

**Bill Boynton Goes Into Politics** - A cartoon pamphlet showing why and how a suburban couple became active in politics with startling results.

**Outline of Company Public Affairs Programs** - Examples in brief outline form of specific corporate programs showing table of organization and specialized in-plant program activities.

**When you Write Your Congressman** - An article written by a Member of Congress on the important "How To" process for writing a meaningful and effective letter to Federal legislators.

*How to Organize the Most Important Precinct in the World*  
*How to Run the Most Important Campaign in the World*  
*How to be the Most Important Politician in the World*

Pamphlets for use in political education training programs and of interest to campaign workers. 5 cents each.

**Work to WIN in '68!** - A special kit for women's organizations offering suggestions and ideas for the role of women volunteers in political parties and campaign activities.

## FILMS

**Bill and Susan Boynton Go Into Politics** - A 28-minute 16mm color sound film for motivational and educational use on why an attractive young suburban couple became interested in politics and what they did about it. Purchase: \$115.00 - Rental: \$10.00.

**The Most Important Campaign in the World** - An 18-minute 16mm color sound film showing the Boyntons participating in an election campaign with pointers on choosing a candidate, organization and financing. Purchase: \$60.00. Rental: \$5.00.

**The Most Important Precinct in the World** - A 15 1/2-minute 16mm color sound film with the Boyntons demonstrating how to organize the party vote at the precinct level. Purchase: \$60.00. Rental: \$5.00.

**The Most Important Politician in the World** - An 18-minute 16mm color sound film in which the Boyntons demonstrate the functions of party and the need for volunteers like you. Purchase: \$60.00. Rental: \$5.00.

**Precinct Power** - Five 16mm black and white sound film-lectures on the following topics:

1. Technique and Organization for Campaign Planning.
2. Professional Surveys in Elections.
3. Electronic Data Processing for Campaign Management.
4. Political Fund Raising and Financing.
5. Protecting the Vote at the Polling Place.

The Precinct Power film-lectures are designed for management use in executive training and must be used only in conjunction with live lectures by a political expert to be effective. An accompanying Discussion Leaders' Guide is provided and a set of printed text-book materials is recommended for each participant. Contact NAM Public Affairs Department for further information and for purchase and rental prices.

**Corporate Political Contributions: The Law and The Practice** - A 20-minute 16mm black and white film lecture by William French Smith, Partner in the law firm of Gibson, Dunn & Crutcher, Los Angeles. Purchase: \$40.00. Rental: \$5.00.

**The Velvet Curtain** - A 16mm sound black and white motion picture film on the power of the vote that is *not* cast. Purchase: \$50.00. Rental: \$1.50.

Prices listed are for one copy. If no price is shown, single copy is free. Quantity price quotations available on request.

# Prevent Political Drop-outs

## A BI-PARTISAN REGISTER AND VOTE PROMOTION

### Permissible Public Affairs Activity

This program is a permissible corporate public affairs activity. The promotion meets all Federal and State legal requirements. It is endorsed by the National Chairmen of the Democratic and Republican parties. (See attached letters). The cost incurred for implementing the program is a tax-deductible business expense pursuant to Internal Revenue Service ruling:

*"Where such a taxpayer makes expenditures and incurs costs to encourage its employees to register and vote in Federal, state and local elections by granting them time off with pay for such purposes, and to contribute to the campaign funds of the party or candidate or their choice by maintaining a completely voluntary payroll deduction plan for those wishing to make such contributions, the costs of handling these items are deductible by the taxpayer under section 162(a) of the Code, provided such encouragement of employee political activity is politically impartial in character and such expenditures are reasonably related to the maintenance or improvement of employee morale and otherwise meet the requirements of section 162(a) of the Code."* IRS Ruling 62-156, September 24, 1962.

### Purpose

This promotion designed is primarily for management personnel and their families. It can be utilized for all employees. You will note emphasis is placed on absentee voting if such is necessary due to business travel or other reasons. Possibly a small percentage of personnel in your company will be traveling on election day, THIS DOES NOT DIMINISH THE NEED FOR THE PROMOTION. Even though the employee is not traveling, the promotion will remind all regarding the importance of voting.

Conducting a promotion of this nature can create interest and awareness - two vital ingredients for motivating individuals. To insure success, the promotion should be carried out in sufficient detail to establish the theme. The promotional materials designed to carry out the theme offer a unique approach for stimulating management and their families regarding the importance of citizenship responsibility.

Even though there will be much publicity regarding the 1968 elections, this does not diminish the need and importance for this type of public affairs activity.

It is a proven fact management is interested in what "the company thinks." No indication by "the company" regarding the importance of voting creates a negative atmosphere. More time is spend by management "at the office" than time consumed for other activities, hence, the impact of a voter promotion "at the office" will far exceed that of a political party or other outside sources.

By means of this program the company can demonstrate its corporate civic responsibility during a most crucial election year.

The "PREVENT POLITICAL DROP-OUT" theme is purposely designed for use by business firms of all types and sizes. It is flexible enough to be used in branch plants distribution centers, etc. Also, it can be directed to customers, independent contract salesmen, and stockholders.

## Objective

To be meaningful, the promotion must convey to the individual:

1. The importance of one vote - hence his vote can and does count. (See BACKGROUND INFORMATION PAMPHLET)
2. To have an impact in the election, the individual must be eligible to vote - hence be registered. (See HOW AMERICA VOTES)
3. Absentee votes can determine the outcome of an election. (See BACKGROUND INFORMATION PAMPHLET)
4. The only way to achieve a voice, and - "be seen and be heard" - is to vote.
5. The job of registration, obtaining an absentee ballot and voting can only be accomplished by personal initiative.

*YOUR SUCCESS IN ACCOMPLISHING THESE OBJECTIVES  
DEPENDS UPON REPETITION AND CONTINUOUS PROMOTIONAL  
ACTIVITY . . . . Contacting management on a "one  
time" basis is a waste of your time and company  
money.*

The "PREVENT POLITICAL DROP-OUT" theme and promotional materials are tools to assist you in achieving success for your voter promotion program.

## Executive Responsibility

The keystone for a productive promotion is the support and participation of top management. For efficient program execution, one person should be designated with the over-all task of administering the program. Ideally, this person should be the public affairs officer for the company.

The size of the company will determine the need for appointing a special person in each department, office section or division to implement the program with fellow employees.

## Planning

After the selection and appointment of the individuals who will administer the program, each department, office unit, etc., should conduct an informal analysis to determine if the employees are in need of assistance regarding registration and voting information. (The analysis to begin during Phase I (c) - see PROMOTION below)

A schedule of action or timetable should be developed to make certain no deadline dates are overlooked. HOW AMERICA VOTES and the VOTERS ALERT GUIDE will provide information regarding registration and voting deadlines. A period of approximately one month should be allowed for planning before actually embarking on the promotion phase (see below).

Local election officials should be contacted and informed of the company program.

It is recommended a letter be sent the County Chairman for both political parties informing them of the program.

Any specialized research necessary should be undertaken during the planning period.

For maximum publicity effectiveness, the program should be coordinated with the editor of the company employee publication, the training and personnel departments.

In the initial stages of planning, all appropriate departments and individuals should be contacted and fully briefed regarding the promotion. The groups to contact can be determined by the promotion outline (see below). For example, the transportation or travel office should be asked to "sit-in" on initial planning meetings. (The airline ticket jacket insert promotional activity - see Phase II f)

During the planning, keep in mind REPETITION AND CONTINUITY OF PROMOTION IS A MUST.

# Promotion

For the PRIMARY and the GENERAL elections there are two distinct plans of action:

- PHASE I - REGISTER TO BE ELIGIBLE TO VOTE
- PHASE II - VOTE, AND IF NECESSARY, VOTE ABSENTEE.

**Phase I** For a PRIMARY election Phase I should begin approximately 3 to 4 weeks before the registration deadline.

For the GENERAL election Phase I should begin in the 2nd or 3rd week in August (this varies according to absentee ballot deadlines for the States).

For deadline date information check HOW AMERICA VOTES and the VOTER ALERT GUIDE.

## PLAN OF IMPLEMENTATION

- a. A letter sent to all members of management signed by the chief executive officer citing the importance of making certain you and your family are registered to vote.
- b. Enclose the flyer printed with suitable copy (see PROMOTION section)
- c. Begin the informal analysis as suggested in the PLANNING section.
- d. After allowing sufficient time for chief executive officer letter to be received by employee, by means of the inter-office communications system, send a memo, signed by person in charge of the company voter promotion, to each member of management. It is suggested the "Will you be a political drop-out" special letterhead stationary be used. The memo should provide:
  - 1. The deadline for registration.
  - 2. Where and how to register.
  - 3. Name of person in his department, unit, etc., who is in charge of this promotion.
  - 4. Telephone extension to call for additional information.

e. Develop special story for company publication regarding the importance of one vote and need to register to "be seen and be counted." (See BACKGROUND INFORMATION PAMPHLET)

f. Using the bulletin board material and the inter-office communication tape recording, continually promote the theme "Will you be a political drop-out."

g. In addition to the promotion, the person in charge of the program for each department or office section must personally encourage and "talk-up" the current effort, i.e. - the need to register.

**Phase II** For a PRIMARY election, Phase II should begin at least 4 weeks before the absentee ballot deadline.

For the GENERAL election, Phase II should begin in the 3rd or 4th week in September, depending on the absentee vote application deadline.

Beginning on Monday, October 28, the program should be intensified using all the appropriate promotional materials to highlight the need for everyone to vote.

## PLAN OF IMPLEMENTATION

- a. A letter sent to all members of management signed by the chief executive officer citing the importance of voting and, if necessary, voting by absentee ballot. If possible, this letter should be sent to the home of the employee.
- b. Enclose the flyer printed with suitable copy. (See PROMOTION section)
- c. Send memo using special letterhead "Will you be a political drop-out" stationary to provide:
  - 1. If necessary to vote absentee, deadline for obtaining ballot and returning ballot.
  - 2. Where to get ballot and how to obtain such.
  - 3. Name of person in his department, unit, etc., in charge of promotion.
  - 4. Telephone extension to call for additional information.

d. Develop special story for company publication regarding importance of one vote and the significance of absentee ballots. (See BACKGROUND INFORMATION PAMPHLET)

e. Using the bulletin board materials and the inter-office communication tape recording, continually promote the theme "Will you be a political drop-out."

f. Inform and equip the travel or transportation office regarding the special insert for airline ticket jackets (see PROMOTION section). The special insert is designed to fit all airline ticket jackets. It is recommended for at least one month to six weeks *BEFORE* the absentee ballot deadline the staff of the travel office place an insert in every airline ticket issued. Even though the individual knows he will not be traveling on election day, this serves as a constant reminder to vote. Further, it will tend to create interest and *"talk"* among all employees. This is important, to motivate you must have people *"talking"*.

g. In the PROMOTION section is a check-book size blotter, (could be used as place mat for coffee on desk). As a means of generating added interest and *"talk"* the blotter should be distributed in the offices a week or ten days before the election.

h. In addition to the promotion, the person in charge of the program for each department or office section must personally encourage and *"talk-up"* the need to vote absentee, etc.

i. The desk calendar sheet, "today you can become a political drop-out," is another item designed to create interest, awareness and generate *"talk"*. They should be distributed in the offices a week or 10 days before the election. Secretaries can place them on the desk and bulletin boards.

## Kit Contents

ENDORSEMENTS from Chairman John Bailey, Democratic National Committee and Chairman Ray C. Bliss, Republican National Committee. (Quotation permitted, pictures of the Chairmen available on request.)

HOW AMERICA VOTES Part I and Part II - detailed voting information alphabetically by State.

VOTER ALERT GUIDE - A calendar showing the deadline for registration and for making application to vote absentee by date and month, also a listing of primary elections by date and month. Basically the GUIDE is designed to be placed on the wall of an office to assist the persons in charge of the over-all voting promotion in making certain no deadline dates are missed. This is particularly important for individuals in a company with a multi-state operation or a company having employees residing in several states. Merely circle the states and dates affecting the employees of the company, and plan accordingly.

BACKGROUND INFORMATION PAMPHLET on the importance of one vote, the significance of absentee votes and two special articles for use as promotion pieces.

PROMOTION SECTION: (All items available in supply - see price list and order form)

- \* Reprint from the front page of November 17, 1960, The Los Angeles Times
- \* "Going to be Away Election Day - Don't Forget, Vote Absentee" - specifically designed to fit in an airline ticket jacket, however can be used for customer letters, stockholder reports, etc.
- \* Bank check-book size blotter - "I'm Not a Political Drop-Out, I Voted!" - to be used as a final reminder regarding voting. Suitable for use just before the deadline to vote absentee. Can be given wide distribution as a public service.
- \* Flyer - designed to fit a # 10 business envelope, together with suggested copy for use in the flyer.
- \* Letter-head stationary - "Will You Be a Political Drop-Out?" - To be used for memos, bulletin board announcements, letters and special promotions.
- \* Desk calendar sheet - "Today You Can Become a Political Drop-Out" - For use with all office employees, suitable for bulletin boards to generate awareness regarding voting. Special message can be printed on back advising whom to contact for voter information, etc.



- \* Samples of promotional posters. (In addition to size enclosed, posters are available in a larger size - 11 x 17)
- \* The Kit Cover is available for bulletin board and promotional use in color or black and white as shown with the imprint, "*Prevent Political Drop-Outs*" or plain with no imprint.

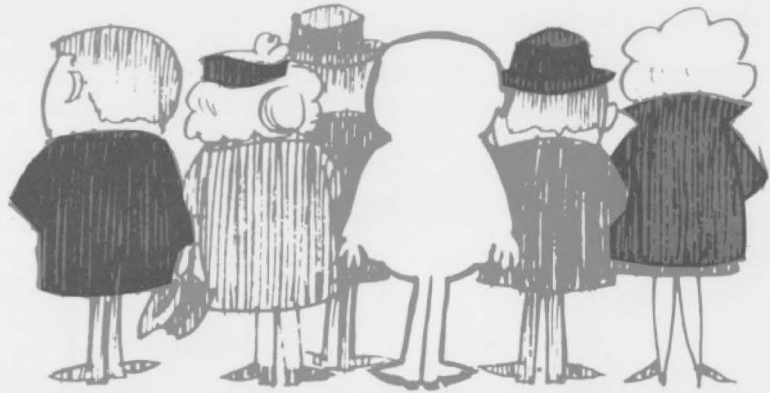
Description of a special TAPE RECORDING by Senator Everett McKinley Dirksen of Illinois, for use on company inter-com system or company inter-office telephone extension.

EXAMPLES OF VOTER PROMOTION conducted by companies during the 1966 elections.

PRICE LIST, ORDER FORM and post card for the voter promotion materials. Listing of other NAM Public Affairs Department materials and publications.

# **Be Seen and Be Counted -- Vote**

**GOING TO BE AWAY  
ELECTION DAY  
DON'T FORGET  
VOTE ABSENTEE**



***WILL YOU BE A POLITICAL DROP-OUT?***



## THE DEMOCRATIC NATIONAL COMMITTEE

JOHN M. BAILEY  
Chairman



February 21, 1968

Mr. Robert D. Buehler  
Director, Public Affairs  
National Association of Manufacturers  
918 Sixteenth Street, N.W.  
Washington, D.C. 20006

Dear Mr. Buehler:

The Democratic National Committee is very pleased to aid your outstanding efforts in pointing up the necessity for remembering to cast an absentee ballot.

This type of public service is in the finest tradition of democracy.

As one views the world around us, the importance of a vote -- and the privilege of being permitted to cast it -- is undeniably one of the finest accomplishments of mankind.

The Democratic Party wishes you every success and stands ready to be of any assistance which you may require.

Sincerely,

John Bailey

JMB/feh  
Enclosure





# REPUBLICAN NATIONAL COMMITTEE

1625 EYE STREET NORTHWEST • WASHINGTON, D. C. 20006 • NAtional 8-6800



RAY C. BLISS  
CHAIRMAN

February 15, 1968

Mr. Robert D. Buehler  
Director, Public Affairs  
National Association of Manufacturers  
918 Sixteenth Street, N. W.  
Washington, D. C. 20006

Dear Mr. Buehler:

As Chairman of the Republican National Committee, I want to give my endorsement to the absentee voter campaign being conducted this year by the Public Affairs Department of the National Association of Manufacturers.

This bi-partisan appeal to the millions of Americans who will be unavoidably away from their regular voting places on election day to cast absentee ballots is a valuable public service. A nation totally committed to seeking solutions for the massive problems now confronting it should demand that each eligible voter exercise his franchise on election day.

None of us must ever lose sight of the danger of one political party becoming so strong that it dominates our government year after year, from one generation to the next, without fear of being held accountable for its performance in office. A maximum expression of the voters is needed for the maintenance of a strong two-party system. Your absentee voter project will help encourage that maximum expression.

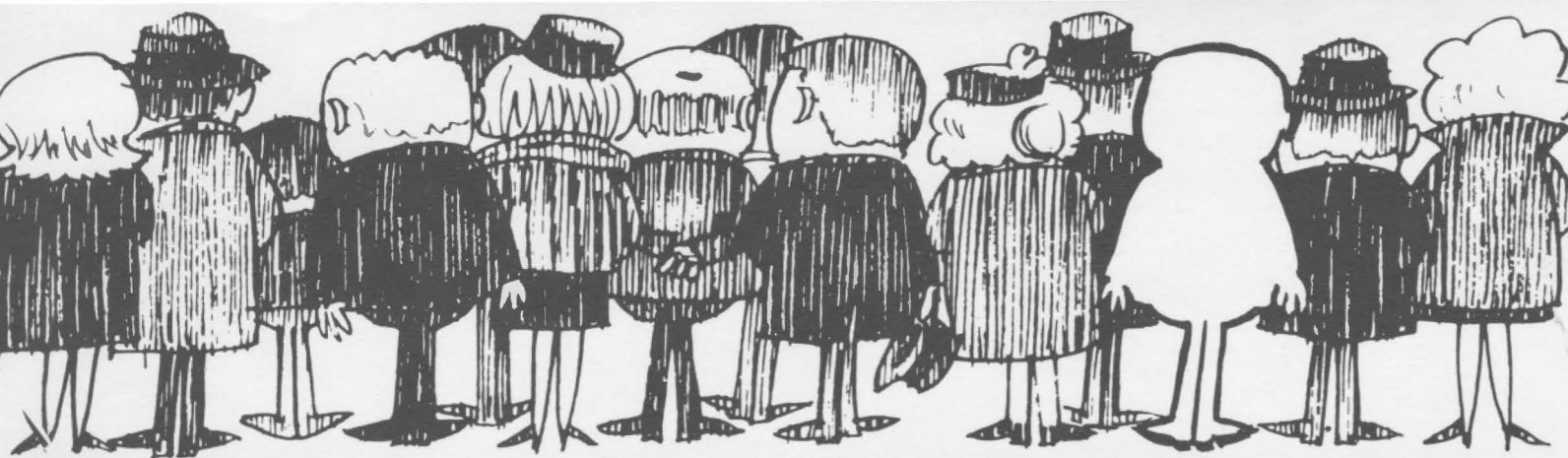
With very best wishes for a successful campaign, I am

Sincerely yours,

*Ray Bliss*  
Ray C. Bliss

RCB/faf





***WILL YOU BE A POLITICAL DROP-OUT?***





## NAM Public Affairs Department

Please send the following materials:

Title or Description

Quantity

.....	.....
.....	.....
.....	.....

Name..... Title.....  
(Please Print)

Company.....

Address.....

When necessary to charge for materials, invoice me ☐

First Class  
Permit No. 3421  
New York, N.Y.

**BUSINESS REPLY CARD**

**No Postage Stamp Necessary if Mailed in the United States**

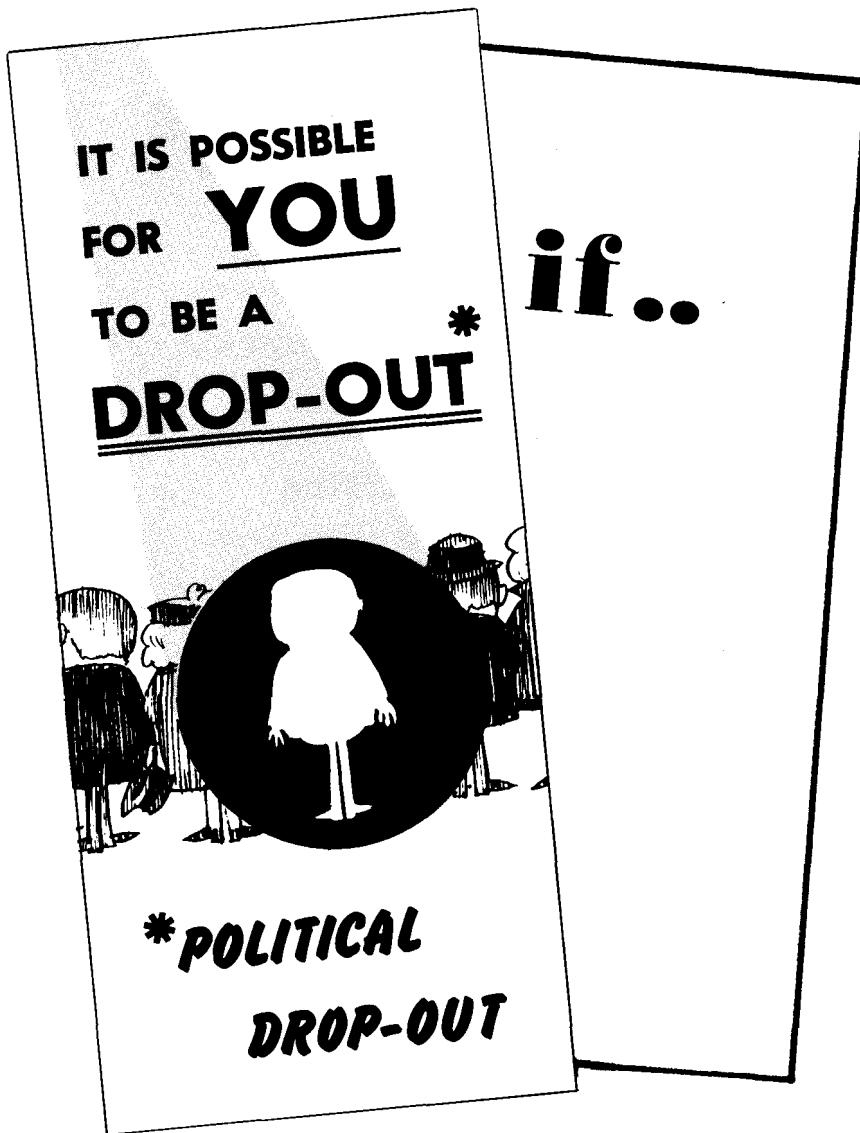
**postage will be paid by**

NATIONAL ASSOCIATION OF MANUFACTURERS

**918 16th Street, N.W.**

**Washington, D. C. 20006**

Attn: Robert D. Buehler, Director  
Public Affairs Department



## SUGGESTED COPY . . .

### Copy A

IF . . . you fail to VOTE on election day!

### Copy B

IF . . . you are traveling and don't vote—

### VOTE BY ABSENTEE BALLOT

### Copy C

Will you need to vote absentee, because of business travel? Don't become a *political drop-out*, call \_\_\_\_\_ for information. Be seen and be counted with **YOUR VOTE!**

### Copy D

Are you registered to vote? Don't become a *political drop-out*. For information on where and how to register call \_\_\_\_\_. Be seen and be counted with **YOUR VOTE!**

### Copy E

The decision is up to you. Just don't bother about voting. "Political drop-outs" help the other side win. For voting information call \_\_\_\_\_, **BE SEEN AND BE COUNTED WITH YOUR VOTE!**

The BACKGROUND INFORMATION PAMPHLET will provide examples of close elections and the importance of one vote and absentee votes. You may deem it appropriate to include an example in the flyer.

The NAM Public Affairs Department can provide flyers without copy (as enclosed—see price list) or the Department will provide on request price quotations for flyers containing the suggested copy. For a price quotation merely detach:

## PUBLIC AFFAIRS DEPARTMENT

National Association of Manufacturers

Please send a quotation for the Political drop-out flyer using

☐ Copy A      ☐ Copy B      ☐ Copy C      ☐ Copy D      ☐ Copy E

for \_\_\_\_\_ flyers and the cost for additional thousands.

To \_\_\_\_\_ Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

*Specialized*

# TAPE RECORDED MESSAGES



for

**COMPANY INTER-COMMUNICATION OPERATIONS**

and

**INTER-OFFICE TELEPHONE SYSTEM**

by

**SENATOR EVERETT MCKINLEY DIRKSEN**  
of Illinois

There are five different messages each offering the "Do not be a political drop-out" theme. The length of time for the messages are: Recording #1—1 minute; #2—58 seconds; #3—57 seconds; #4—1 minute 11 seconds; #5—1 minute 10 seconds. The speed of the recording is 7½ i.p.s. All messages are recorded on one tape. The following is the text of two of the scripts:

This is Everett Dirksen . . . Americans have always been courageous in defense, valorous in attack and oftentimes roll dice with destiny and overcome odds with wit and daring . . . Unfortunately, some Americans again this year will fall into that unfortunate and unnecessary role of the **Political Drop-Out**. My friend, are **you** registered to vote in the coming election? Why not take the time **right now** to check with your registrar. . . and, permit me also to suggest that you obtain an absentee ballot if you feel there is even the slightest chance you may be away from your district on Election Day . . . as a fellow American wedded to our political structure, I implore that you join with others in exercising your right and privilege to vote.

This is Everett Dirksen . . . Will you be a political drop-out—well, that depends on you. It could be that the decision for electing the President of the United States will be the responsibility of the United States House of Representatives because no candidate received a majority in the Electoral College. You know, there is a third party presidential candidate which may make this possible. If ever your vote was important—1968 is the year. Make sure you're eligible to vote and then vote on election day. Be seen and be counted by casting your ballot. Don't be a political drop-out!

Flexible for many varied uses—telephone message using notices in company publications and bulletin boards . . . "Will you be a political drop-out? Dial extension ——. Suitable as a public service announcement for mass media.

---

Public Affairs Department  
National Association of Manufacturers  
918 16th Street N.W.  
Washington, D. C. 20006

Please send ——— copies of Senator Dirksen's "Don't be a political drop-out" tape recording (one recording tape contains five different messages) @ \$2.00 per tape recording. Postage and shipping charges included. Mail to:

---

---

---

☐ Please invoice

☐ Check enclosed

NATIONAL RURAL ELECTRIC COOPERATIVE ASSOCIATION

2000 Florida Avenue, N.W., Washington, D. C. 20009 Area Code 202 265-7400

December 7, 1970

Congressman Gerald Ford  
U.S. Capitol  
Room H-230  
Washington D.C.

Dear Congressman Ford:

Enclosed is a transcript and a tape of your remarks recently broadcast on "Capitol Hill Today," a weeknight Congressional news feature from 6:40 to 6:50 P.M. on radio station WRC.

The National Rural Electric Cooperative Association sponsors this show in the belief that the activities of Congress and the views of members such as yourself are of great importance to the nation and of particular concern to the people of this area.

We are happy to make this material available to you.

Sincerely,



Kermit Overby, Director  
Legislation & Communications  
Department



# WRC-AM/FM

NBC RADIO, A DIVISION OF NATIONAL BROADCASTING COMPANY, INC.  
4001 NEBRASKA AVENUE, N. W., WASHINGTON, D. C. 20016, 362-4000

ARCH McDONALD  
Manager, Sales

October 15, 1970

## CONGRESSMAN GERALD FORD

It is really tragic that the Congress couldn't be better organized to conclude the necessary legislation earlier than we have and I deeply regret that the democratic leadership has failed to get the President's legislative program through promptly. I think it is most unfortunate that we are going to have a lame duck session after the election. This combination of failure to do the job on time and a lame duck session certainly would argue persuasively that President Nixon needs a Republican Congress for the next two years so we can work with him and get the job done effectively and promptly.



# WRC-AM/FM

NBC RADIO, A DIVISION OF NATIONAL BROADCASTING COMPANY, INC.  
4001 NEBRASKA AVENUE, N.W., WASHINGTON, D.C. 20016, 362-4000

ARCH McDONALD  
Manager, Sales

11/4/70

## CONG. GERALD FORD

Well, it is not as good as we would have liked but I think on valance when you look at history and find that losses were usually much much greater that the situation in 1970 can be looked upon as reasonably satisfactory. I can say this, with redistricting and with the control that we have in some of the very major states where there will be some benefits I think because of reapportionment that in 1972 we can look forward to some significant gains in the House particularly but also in the Senate.



# WRC-AM/FM

NBC RADIO, A DIVISION OF NATIONAL BROADCASTING COMPANY, INC.  
4001 NEBRASKA AVENUE, N. W., WASHINGTON, D. C. 20016, 362-4000

ARCH McDONALD  
Manager, Sales

11/4/70

## CONGRESSMAN GERALD FORD

I thought the Vice-President was refreshingly frank and he made some people squeal. You obviously saw that the shoe that was suggested to them fitted so I think that he stirred up a lot of interest and got out some of the apathy and I think he was an asset in the overall campaigns throughout the country.



*Tape sent 12/16/70*

This is Congressman Jerry Ford, ~~Republican leader of the United States House of Representatives.~~

I am speaking with you today to tell you how great I think the Child Evangelism Fellowship's new Treehouse Club television program is.

This is a program which <sup>offers</sup> ~~seeks~~ to nourish all of the spiritually disadvantaged children in our Nation. It is a program which not only ~~helps~~ helps to build the church but can save a child.

Television has often been called "a vast wasteland." A program like the Treehouse Club is an oasis in that wasteland, a ~~time~~ time when the spirit can grow and bloom.

More than 40 million of the children in America do not belong to a church. Most of them watch television an average of 40 hours a week. I would like to see the Treehouse Club become a regular part of their viewing schedule.

All decent Americans love children. They should therefore be interested in seeing them develop into fine Human beings. One way they can do that is to support the Child Evangelism Fellowship's Treehouse Club.

It is written in Proverbs: "Train up a child in the way he should go: And when he is old, he will not depart from it."

This quotation from the Bible vividly illustrates how important it is that a child be made aware of healthful influences, influences which can shape his character in the proper way.

It is important that God be part of a child's life, even if the child is reluctant to admit Him as a companion.

We know that a child forms his opinions and his outlook on life during his early years. We know that his early instruction and the guidance given him in



matters of morals are most important in determining how he will conduct himself in later life. We know that the course of a man's entire life often is charted during his childhood years. As the poet William Wordsworth said, "The Child is father of the Man."

And so those of us in other fields of endeavor look to Child Evangelism to reach out and help our children--to give them the great guidance that flows from the truths of Christianity and the wisdom of its founder, Jesus Christ.

This is what the Child Evangelism Fellowship is doing with its TV program, the Treehouse Club.

Child Evangelism reaches children because it approaches them on a level they can understand. It offers them guidance. It offers them strength. It offers them the emotional security without which every man is lost.

And so I am most pleased to endorse the Child Evangelism Fellowship's Treehouse Club TV program--because I think the Fellowship is doing a great job of serving us all, children and adults. To the Fellowship I say...continue and expand your wonderful work...and the best of luck to you in your fine new TV program, the Treehouse Club. ~~\*\*\*\*\*~~

This is Congressman Jerry Ford, speaking to you from the Nation's Capital.

#####

