

March 16, 1965

Mrs. Philip G. Hammer
League of Women Voters
Education Fund
1026 17th Street, N. W.
Washington, D. C.

Dear Jane:

It was mighty good to see you and talk to you last week.

We are delighted that the Educational Fund is considering a registration effort in the South. After the President's address of last night, it may be that you could profitably consider places in one of the resistant areas. But perhaps I am being too optimistic about the law and its force.

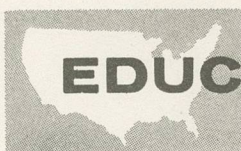
Unhappily, I can't get away next week, much as I would like to be of any help I can in your planning. Again I am sorry. If you think someone from here would be needed at your meeting, I will try to send up someone else, probably Vernon Jordan. Again I am sorry. Let me know.

Sincerely yours,

Leslie W. Dunbar
Executive Director

LWD:slw

League of Women Voters



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1026 17th Street, N. W., Washington, D. C. 20036 • Telephone 638-5844

March 9, 1965

Mrs. Alf Gundersen
Chairman of Trustees
La Crosse, Wisconsin

Mr. Leslie Dunbar
The Southern Regional Council
7 Forsyth Street, N.W.
Atlanta, Georgia

Dear Les:

This will confirm that I shall be getting into Atlanta in time to reach your office by about 12.30 P.M. on Friday, March 12.

I shall look forward to meeting with you and Mr. Branton and would appreciate having as much time as you can give. I shall be returning that evening, leaving in time to reach the Airport at 6 o'clock.

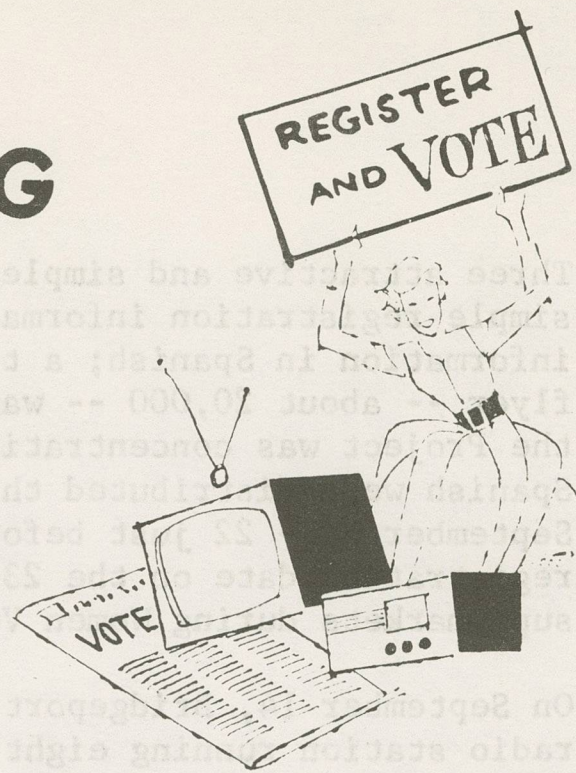
I am enclosing a Summary of the Training Conference on Registration and Voting held by the League of Women Voters Education Fund on June 2 and 3, 1964, and the two subsequent Newsletters.

Sincerely,

Jane Hammer
JGH
Mrs. Philip G. Hammer

JH/DHM
Enc.

REGISTRATION & VOTING NEWSLETTER



Published by League of Women Voters Education Fund
1026 17th Street, N. W., Washington, D. C.

October 15, 1964

A PROGRESS REPORT ON REGISTRATION AND VOTING CAMPAIGNS IN BRIDGEPORT, CONNECTICUT;
CINCINNATI AND CLEVELAND, OHIO; INDIANAPOLIS, INDIANA; AND MILWAUKEE, WISCONSIN.

TO: Participants, League of Women Voters Education Fund Registration and Voting Project
FROM: Mrs. John A. Campbell, Chairman, Registration and Voting Project

By the time this Newsletter reaches you, registration will be closed in most of your cities and you will have begun to concentrate, in the last few weeks before the election, on getting out the vote. Good luck!

We have no idea to date how successful any of you have been in terms of numbers of unregistered persons registered. When we received the last report from the chairmen of the coordinating committees in each of your cities, registration was still going on. So, we shall have to wait for figures until your final reports are in.

What we do know is that all of you have been working very hard, that you are coordinating your drives in a variety of ways, and that you are feeling some frustration with the mechanics of registration. Thus, Mrs. Leighton from Bridgeport, Connecticut, writes: "Our first failure and frustration has been our inability to get the city administration to increase the registration dates or to set up neighborhood registration centers." Mrs. McKnight writes that in Cleveland there is "One day only" (September 14) when precincts throughout the county are open for registration. Otherwise, there is no neighborhood registration. In Indianapolis, Mrs. Tyler reports that in one area where they did have neighborhood registration "results were spectacular and in one sense heartbreaking. We could not handle all those who came to register." In both Indianapolis and Milwaukee the League of Women Voters offered to furnish volunteers to assist registration boards but, because of technicalities in the law or interpretations in the meaning of the law, they were turned down.

However, despite these difficulties, much has been done. Following are reports from the Project cities as to what has gone on since our last report to you August 21.

Bridgeport

Three attractive and simple flyers have been produced: one in red and yellow with simple registration information; another in the same colors and with the same information in Spanish; a third in pink directed toward the ladies. The first flyer -- about 20,000 -- was distributed through the schools in the districts where the Project was concentrating. In addition, these flyers and the similar ones in Spanish were distributed through theaters, bars, beauty shops, and barbershops on September 21 - 22 just before the canvassing began and before the first September registration date on the 23rd. 25,000 pink lady flyers were distributed through supermarkets during Women Voters Week, September 13 - 19.

On September 14, Bridgeport began its telephone information service with the local radio station running eight spots a day to let people know where they could call for information on registration. There are six phones in service, manned by the Negro women's organizations. On Wednesdays and Thursdays they have Spanish-speaking recruits to man some of the phones.

Cleveland

In Cleveland organizations have worked all summer to encourage people to register and to transport them to the Board of Elections. There was also a concentrated drive to get people to register in their precincts on the one neighborhood registration date of September 14.

The school board agreed to let the school children in the entire school system take home announcements of precinct registration on the Friday before September 14; the President of the Retail Merchants Association cooperated by suggesting that members of the association include registration information in each piece of publicity (such as handbills and posters) that would be used prior to the registration deadline. He also suggested they include voter registration information in each of their major newspaper advertisements. The Committee has seen the copy of a flyer produced by the Woolworth Company.

Ohio Bell imprinted "Register and Vote" on all checks to employees and printed registration information in the company's "News in Brief" publication; the Shouter Drug Store sent information on registration to all employees; the League of Women Voters asked each member to bring a newly registered voter to its membership luncheon; churches were given information about Women Voters Week and, during the Democratic Convention as had been done during the Republican Convention, register and voting material was given out through the cooperation of KTW-TV and the League of Women Voters.

Meanwhile the Council of Negro Women, with the help of volunteers from the YWCA, checked the list of registered voters against those not registered at the AFL-CIO Headquarters. These lists were made available to the cooperating organizations.

During the summer a group of young adults and students of the American Friends Service Committee registered over 9,000 people in the inner city with the help of Bell Center, the AFL-CIO, and the League of Women Voters furnishing transportation to the Board of Elections.

Late in August the Urban League selected specific target areas and developed plans of action for them and for a city-wide program. Phase One of the specific area program was completed September 13. In this phase, a field crew averaging 12 first and second year college students employed on a part-time basis, canvassed Ward 27 and part of Ward 16 and reported:

1. Number of households contacted (September 5 - 13)	3,746
2. Number of registered persons found	1,658
3. Number of nonregistered persons found	1,087
4. Number of changes of address handled	192
5. Number of pieces of educational materials distributed	2,407
6. Number of persons transported to Board of Elections	45

Based on present experience in the target areas, the Urban League set a revised goal of 2,590 new registrations before registration closed on September 23rd. This was to be accomplished by follow-up telephone calls (using teams of volunteers) and a sound car in the area.

Phase Two and Three of the Urban League effort will be reported at a later date. The NAACP's voter registration program got under way June 15 when a full-time summer student was hired to coordinate the program until he had to return to school the first week of August.

The program was divided into three parts:

1. A door-to-door phase covering one specific area of the inner city. It consisted of teams of two people each knocking on every door and urging all unregistered voters to register and vote. On Saturday morning of each week carpools met at convenient locations and took people to the Board of Elections.
2. All 16,000 NAACP members were checked at the Board of Elections to see if they were qualified voters. Letters and personal contact followed each name not found on the roll.
3. As soon as voter registration closed, voter education and get-out-the-vote campaigns were to begin.

NAACP records show that approximately 4,000 persons have signed voter registration pledges.

All 13 branches of the Cleveland YWCA are active in voter registration, adapting their methods to the communities they serve.

1. All branches have been including flyers in all mailings which would reach more than 30,000 members and program participants.
2. Wherever suburban newspapers were published voter registration information and articles about the project have been printed.
3. All branches were requested to send volunteers to help prepare lists of nonregistered persons on the project conducted by the AFL-CIO. Nearly every branch sent several volunteers.
4. Some branches distributed thousands of flyers on voter registration through the schools and followed up with a house-to-house campaign in certain wards with low registration.
5. Several branches concentrated on new residents with lists from Welcome Wagon and new school transfers and registrations secured from school boards.

6. In the central city area and the near west-side area teams did door-to-door calling, offering transportation, and volunteers with cars were stationed for two days at the offices where food coupons are distributed to take persons to registration headquarters and to distribute flyers. Volunteers were recruited to help with projects conducted by the NAACP and the American Friends Service Committee.
7. One branch, using 30 participants in a Mother's Morning Out program, had a team of 30 women calling on every family in the block in which each person lived, distributing flyers on voter information preceding the day the booths were open in each precinct.
8. Several branches used teams of specially trained Y-Teens to do house-to-house calling.
9. One branch, cooperating with a Community Relations Group in a house-to-house canvass in a predominately Negro community in the suburbs that was known to have a low percentage of information, secured 180 persons willing to register. They conducted a follow-up campaign. A similar canvass has since been conducted in a neighborhood of foreign-born persons.
10. Each branch is now in the process of forming follow-up plans to get people to the polls on November 3.

In addition to the efforts being put forth by all the groups working in the inner city, all 16 Leagues of Women Voters in Cuyahoga County are carrying on their regular Voters Service activities.

Indianapolis

Three different areas -- Three different approaches -- Three different results. Mayer Chapel Community Center used a professional, concentrated approach to the neighborhood area (approximately a half ward) which the Center serves. The usual summer program ended early in August so that all staff people, both full-time and student, might concentrate on community registration. One day was devoted to intensive training, covering materials, methods, motivation, and goals. Two days were devoted to actual house-to-house calls. Arrangements had been made for special bus service to leave the Center, take people the 10 blocks to the central voter registration area and then bring them back. An actual voting machine was at the Center so that those coming for bus service could also learn about the machine. The Mayer Chapel staff estimates it reached between 450 to 500 families during two days of calls. Written material was left whenever people were not at home. Sad to relate, a tropical deluge the afternoon of the scheduled bus transportation completely disrupted the well-laid plans. However, staff people felt that this had been one of their most successful means of relating to the immediate neighborhood and plans were started immediately aiming at the September branch registration sites in their area.

Fletcher Place Community Center used volunteers to carry out a person-to-person campaign in their own immediate area (approximately a half ward). One daytime and one evening training session were used to accommodate both women and working men -- nearly 70 volunteers in all. Workers found that they were well-received in areas where they were known; they encountered much suspicion in areas where they were strangers. Each worker wore an identifying pin (a fish symbol used extensively by the Center) and left material wherever no one was home. A six-man registration

board worked in a neighborhood dime store for two days, Friday and Saturday in August. Volunteers geared their efforts around these two dates. Unfortunately the registration board had to move from one store to another at the last minute, resulting in some confusion and perhaps some lost registrations, but even so the results were impressive. Sound equipment was used throughout the area during the two days of actual registration. The director of this project felt that efforts to enlist the help of tavern owners, restaurant employees, grocery clerks, etc., paid off handsomely. Plans have gone forward by the Center in preparation for the one-day neighborhood registration in September concerning the same area -- more use of professional staff and instruction on use of voting machines. Efforts in October envision a community rally with candidates and voting machine instruction.

Broadway Christian Community Center acted as coordinator and nerve center for a wide variety of groups and individuals covering a broad area (two entire wards and parts of a third). The Center was also the supply and communications center for all three projects. The director, thanks to an earlier advertising career, designed and produced posters, questionnaire forms, a short meditation (for use by church groups), and general information posters with pertinent information in the local area. Church and civic groups were telephoned to explain the over-all project and asked to come in to discuss their particular interests and efforts with the director and at the same time avail themselves of all the materials. It soon became apparent that any real coordination would be impossible. Church groups wished to work through their congregations, neighborhood associations by blocks, organized groups such as the NAACP or the YWCA through already existing projects or channels. The area covered was noted, wherever possible; all the materials they could use were given free. A six-man registration board worked in a neighborhood grocery store for three days. All materials were geared to this registration site and the three late August dates. Posters were put up in every precinct, in every store that would have them. Some groups worked door-to-door -- youth groups proved particularly helpful here. Precinct people were urged to use project material. Some of them did. Sound equipment covered this broad area all three days. The Center arranged for nightly entertainment in the grocery store parking lot during the two evenings of registration. The results were spectacular and in one sense heart-breaking. All those who came to register could not be handled. Stationwagons were used to take groups to a downtown site but still the lines were long, the wait was long, and some had to be turned away. All participating groups started preparing for the September neighborhood sites and a number of new groups joined the effort. New supplies of material were brought in so that anyone in these three areas could have the supplies needed.

Material and techniques used in these project areas have been used in many other areas of the community by the larger organizations participating. The National Council of Negro Women, Indianapolis Social Action Council, YWCA, NAACP, as well as the League of Women Voters designed member and neighborhood campaigns around other August and September registration sites.

FLASH: As we go to press we have just heard that registration closed October 5 and that approximately 360,000 persons are now registered in Indianapolis and Marion County. This represents an increase of about 20,000 registrations over 1960.

Milwaukee

Since the last report there has been wide newspaper coverage on registration: editorials in both dailies and the suburban press, TV editorials and radio spot announcements.

Efforts of the various groups represented at the Washington Conference have been as follows: the YWCA had information booths in two of their buildings, distributed several hundred pieces of literature concerning registration, and have people available to answer questions. They also made a survey to find out how many of their members are registered. The Christian Family Movement got 155 volunteers, many of whom worked with other organizations like the NAACP as block workers or supervisors. They got teenagers to help with office work. COPE provided many volunteers with approximately 50 people working very actively and many others in their own unions. They purchased 10,000 registration flyers and donated another 10,000 to the Milwaukee County Citizenship Commission. They expected to use about 200 volunteers operating 53 telephones in the two-week period before registration closed. They expected to reach 50,000 homes of unregistered voters.

The NAACP recruited block workers, supervisors, and office workers for telephoning and record keeping, as well as door-to-door workers. They concentrated their efforts in an area where it is reported there are 4,080 new registrants.

The Near Northside Nonpartisan Conference enlisted the aid of about 25 churches each of which sent out teams of workers to ring doorbells and persuade people to register. A similar drive was planned for October.

Northcott Neighborhood House, not able to participate as actively as had been anticipated due to lack of staff, talked to parents and encouraged them to work with the NAACP drive.

The Institute of Government Affairs of the University of Wisconsin at Milwaukee trained volunteer workers for all these groups -- about 75 people. The University also prepared mimeographed material covering the Wisconsin voting laws and made copies available to any organization wishing to use them in Milwaukee.

The League of Women Voters coordinated the efforts of these groups and appeared before the City Election Commission to request that volunteers be permitted to man registration booths in stores in shopping centers. This request was denied. However, the League did obtain permission from department stores in three densely populated areas of the city to establish booths to handle address changes and distribute registration information. Sixty-four volunteers were recruited for this job -- an extremely successful venture.

Mrs. Petshek reports that one further effect of this activity has been the resurgence of the Milwaukee County Citizenship Commission which, together with the League of Women Voters, put on a "Ballot Rally" to plan the final stages of the nonpartisan campaign to urge citizens of Milwaukee County to "register, be informed on issues and candidates and vote -- November 3." Campaign materials were made available to all groups at the rally.

Cincinnati

There is no report from Cincinnati at this time. In the middle of a special project when the report was due, Mrs. Rosneck indicated she would prefer to report later.

* * * * *

As you can see, a great deal of activity has gone on in your various communities and will continue to go on until election day.

This is the last Newsletter before November 3. We hope that soon after the election is over those of you who attended the Washington Conference and are on the coordinating committees in your cities will get together to evaluate what has been done and to discuss the final report to be made to the Education Fund.

We very much want complete reports and committee evaluations. We shall need to report to the Sears Roebuck Foundation.

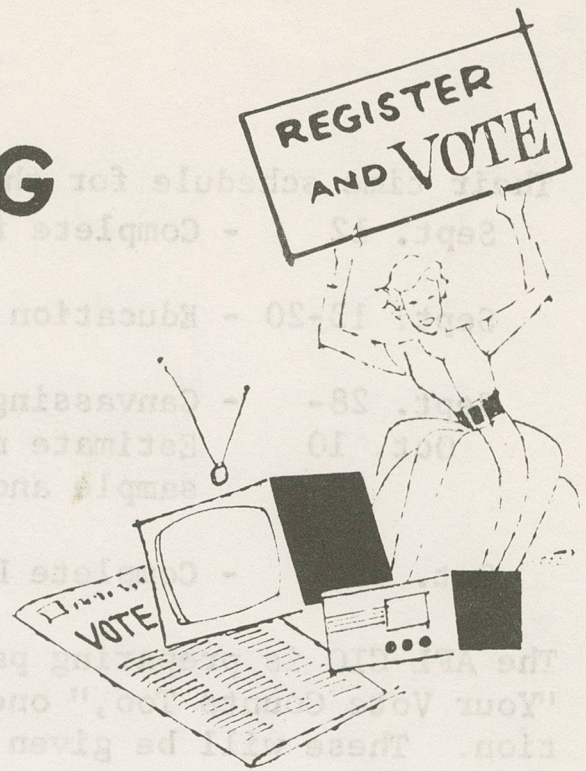
In addition, we hope you will discuss the possibility of continuing cooperation to provide year-round voter education and leadership training for those people you have reached during this pre-election campaign.

Later in the fall or early winter, after reports and evaluations are in, we hope to be able to bring some of you back to Washington for an over-all evaluation and to discuss what the Education Fund might do, building on the experiences we have all gained this summer and fall, to help develop new political leadership in our larger industrial cities. If any of you as individuals have any thoughts along these lines, we hope you will feel free to communicate with us directly.

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REGISTRATION & VOTING NEWSLETTER



Published by League of Women Voters Education Fund
1026 17th Street, N. W., Washington, D. C.

August 21, 1964

A PROGRESS REPORT ON REGISTRATION AND VOTING CAMPAIGNS IN BRIDGEPORT, CONNECTICUT; CINCINNATI AND CLEVELAND, OHIO; INDIANAPOLIS, INDIANA; AND MILWAUKEE, WISCONSIN.

Leaders from the five cities met in Washington, D.C. on June 2 for a two-day conference on voting and registration drives. The training sessions, subsidized by a grant from the Sears Roebuck Foundation, were aimed at developing techniques for increasing registration and voting participation in core cities.

The Education Fund has received preliminary reports from each of these cities on their plans. We want to share with you the progress being made in each community -- their plans, successes and frustrations. A second Newsletter on the local communities' registration and voting drives will be sent out about October 1.

Following is the latest information we have received from the five cities.

BRIDGEPORT

Community Registration Drive will concentrate on 5 Districts

More than 450 "flyer" invitations were mailed to organizations in the city, requesting generous representation from each at a city-wide citizens voter registration meeting, Saturday, June 20, from 9:30 to 12:00 noon.

A dozen organizations, spearheaded by the Bridgeport Area League of Women Voters, are sponsoring the registration drive to increase lagging voter turnout. The non-partisanship voter registration committee will be coordinated by Mrs. P. M. Leighton, (League of Women Voters), Miss Madeline Matchko (COPE), and Mr. Theodore R. Stuart (Pequonock Street Apartment Tenants Association), who attended the Washington training conference.

At the June 20 meeting, the purpose and some of the plans for the voter registration drive were explained. They then broke up into small discussion groups and took up the problems of why people don't register and vote, and what they could do about it. Appeal was made for money and workers for the drive. As a result of the meeting, they now have 25 community organizations working on their registration drive. The following committees were set up: Coordinators, finance, training canvassers, Women Voters Week, distribution and publicity.

Their time schedule for the campaign is:

- Sept. 12 - Complete file of unregistered voters in 5 districts being canvassed.
- Sept. 13-20 - Education and publicity drive during Women Voters Week.
- Sept. 28- - Canvassing each night 6-9. Estimated 8,000 names to be reached.
Oct. 10 Estimate need: 100 canvassers at 6 hours each. (Unions took a sample and found 15-20 people can be canvassed in one hour.)
- Oct. 15 - Complete Drive.

The AFL-CIO is preparing pamphlets with different appeals: one directed to women, "Your Vote Counts Too," one general, and one appealing to the Puerto Rican population. These will be given out all over the state, but will have the local registration committee's name on them and their particular dates.

After a great deal of time and effort, the committee was able to get two extra voter registration and neighborhood sessions and they are still hoping to get more dates in October.

Mrs. Leighton, one of the three committee coordinators, reports: "You might be interested to know what we are finding as problems. Our biggest one is getting extra dates for registration. Our 2nd problem is in getting some of the necessary organizational help. ... You also might be interested to know that as we progress we work in a non-partisan way. It no longer seems to be the bug-a-boo we thought it would be."

The committee is also planning a telephone answering service in connection with a local radio station.

CINCINNATI

Planning Meeting held June 22

The registration and voting committee held a planning meeting on June 22 to find out the progress being made and to develop further plans.

Mr. Abraham Woolfolk, representing the West End Council, has planned a workshop meeting and hopes to attract volunteers to help in his areas.

Rev. Stanley Holt, representing the Council of Churches, had reported to his board and was given authority to notify all churches of the project and to request volunteers who would be placed where needed.

The YWCA is making plans to insert registration information in their billings.

Other members are making contacts with potential leaders in their areas.

The Cincinnati Action Committee (CAC is composed of representatives of various organizations in the city) was supposed to act as a sort of clearing house that the other groups could draw upon for needed help, etc. A registration headquarters was set up with a very good system of contacting persons not registered -- this was partially sponsored by the AFL-CIO, who were to recruit volunteers, man telephones and make up cards listing the names of persons contacted and other pertinent data. Unfortunately, the only organization represented in the headquarters was the AFL-CIO and it was feared that in reality this was a Democratic headquarters set up primarily to

further registration for Democratic precincts only. Therefore, it seemed inappropriate to work through this group. The original plan to use CAC as a coordinating group also did not work out.

Mrs. Paul Rosneck (League of Women Voters) is organizing the Over-the-Rhine area (combination Negro and Appalachian white). She has contacted 13 potential leaders in this area, church, PTA, social workers, etc., and has held a meeting to organize and plan their program. She has contacted the President of the PTA who has agreed to assist them in their campaign, as well as the adult groups of the Catholic churches who will help and provide workers where needed. They are getting additional information and help from a Mr. Grant who headed the Cincinnati delegation to the Berea Conference (on Urban Adjustment of Southern Appalachian Migrants).

The Cincinnati group plan is for each member to assume responsibility for a specific area or ward to contact workers in that area and attempt to do a door-to-door registration drive, maintaining a card file on those not registered, do a follow-up, offer services when needed, get them to the Board of Elections to register and then follow up with an education program using speakers from the League of Women Voters before the election.

CLEVELAND

Planning Session Held on June 17

Following the Washington conference, the group met on June 17 at the Cleveland League of Women Voters office and gave brief reports on what their plans on registration were to be.

The League offered to act as a clearing house for all of the organizations and will hold training courses on the "ABC's of Voter Registration."

Mrs. Robert Banister, YWCA Board, had the chairman of her registration committee with her at the meeting. She reported that the Y is cooperating with any group that needs help getting out material on voter registration and that the Y is open to any that need a meeting place.

Mr. David Antebi (Cleveland Welfare Federation) and Rev. Donald Armstrong (St. Paul's Community Church) are working together in two wards on the west side. They have students working from door to door and are doing an extensive voter registration program.

Mr. Walter Burks is working with The Plus Club to get the roster of church members from a United Church organization on the east side. They will have students check the church rosters against the registered voters' list at the Board of Elections; the ones not registered will be given to the minister who will talk with the individual and see what can be done to get them registered.

The NAACP had a lawyer at the meeting to go over the election laws with the group to see what could be done to bring registration to the people. Mr. Melvin Young, the lawyer, said Ohio will have to change its law before this could be done. NAACP has hired a young student from Wesleyan University, Jim Johnson, who will be in charge of the voter registration program. At this meeting his plans were not complete.

The Urban League sent Mrs. Madeline Cargill, who will handle the registration for them. She will give detailed plans later.

Sid Adorn of WGAR Radio Station had four of the Washington conference participants on his hour program on August 11 to answer questions about voter registration.

During the Republican National Convention voter information materials were given out at booths at Higbee's Department Store and KYW-TV. A similar effort is planned during the Democratic Convention.

INDIANAPOLIS

Indianapolis Project Concentrates on Two Areas

The Indianapolis citizens committee for voters registration, which hopes to register 60,000 voters throughout Marion County, will, however, concentrate their main efforts on two areas in the inner city which have a high percentage of unregistered voters.

The first area consists of poor residential areas interspersed with large heavy industrial areas. The population is roughly 60% white with the Negro areas usually clearly defined (but growing). The white population is basically southern. Parts of the area show surprising stability -- a stability now threatened by major highway development. There is little or no communication with the central city (only 10 blocks away) and major highways seal off pockets from each other.

Here core development of the registration and voting project is being undertaken by two settlement houses (Mayer Chapel and Fletcher Place). Their directors, Rev. Miller Newton and Rev. George Spriggs, attended the Washington conference. They are familiar with the area and accepted by the people. These men are in the process of reaching church, neighborhood, youth and the individual leadership in the area. In addition, both settlement houses have summer social work students assigned to block organizations and development.

The second area is a large residential area ranging from slums to modest middle class homes. The population is predominantly Negro with some mixed areas. The southern precincts are highly transient. Stability increases as one moves north.

In this area the project is being undertaken by a citizens' committee composed of representatives from all interested groups, mostly those within the area themselves. Churches, community centers and neighborhood associations form the bulk of this committee, though some are serving as interested individuals. Their chief difficulty here was to find a coordinator, since it is a time-consuming and detailed job for a volunteer. In fact, they almost had to abandon the project when no one would take it on. However, a newly established settlement house (Broadway Christian Center) overworked as its staff is, volunteered the services of one of its staff through October. This same community center has offered office space -- complete with telephone -- for project headquarters. Their auditorium will also be available for training sessions and any other necessary meetings.

Mayer Chapel (settlement house) held a big registration carnival on August 7, and they planned to take busloads of people to register downtown on Tuesday, August 11. Because they are so near downtown, they did not need neighborhood registration.

The following week, Fletcher Place planned a week-long concentrated effort and the Broadway Christian Center was also making plans for the end of August.

Mrs. Merritt Pace, past president of the Council of Negro Women, is getting other members of the Council to work with her on door-to-door contacts in one neighborhood of about 400. Almost half of the people in this area have moved in in the last two years and will need to change their addresses to be able to vote in November.

The AFL-CIO has furnished sound equipment and one of the settlement houses a station wagon to use during the local neighborhood drives.

A registration flyer "Join the Parade" will be distributed free by all participating groups. 250,000 have been ordered at a cost of \$400 and the League of Women Voters, who are having the flyer printed, will try to raise most of that amount from special contributions.

In some areas poll books will be checked against the City Directory so that workers will have lists of names as well as addresses. They have been fortunate to obtain addressed, postage-free envelopes for those citizens who need only change their address. These envelopes can be filled out and mailed (inclosing the old registration card) and thus saving the citizen a trip to the registration board.

The committee reported that there has been some controversy as to whether workers should work every house block by block or whether only people that they know are not registered should be contacted. Those who favor the first approach point out that some of these neighborhoods have a high rate of mobility and the records as to who has not registered are not completely accurate or up-to-date. Therefore it is better to see everyone. Others say that to see everyone is too big a job and that it is better to know when you knock on a door whether the resident is registered or not. Some really aren't sure and some won't say. The committee will probably use both methods, and see which works best.

They hope to tie in the use of laundry cards (or some kind of prepared stickers) on which workers would print (in large numbers) the registration number (or numbers) for those living in one house. Such a card displayed in home windows, should help provide neighborhood incentive as well as an easy check on how far their efforts had progressed.

Training sessions were held for workers. Both the Democratic and Republican ward chairmen knew about the project and are cooperative as are the County Chairmen. Each party sent an expert in the field to help with the training.

Ordinarily, traveling registration boards are sent during September -- one day in each ward. At the committee's request, traveling boards will begin in August at specially designated areas -- two of which are in their project areas. Following this there will be an evaluation, re-organization if necessary, and a second campaign around the September boards.

In addition to the neighborhood registration boards -- in grocery stores, supermarkets, etc., there will be voting machine demonstrations. They planned to have the machine mounted so it could be moved from site to site. The Committee, however, reported, "We have had no difficulty getting the voting machine from the Board, but to date have not been able to locate the proper safe equipment to transport it. Anybody from any other project have any ideas?"

Indianapolis reports that it has had remarkable success with the Registration Board. In Indiana, no volunteers are being used, but the Board was willing to pay for four (rather than the usual two) registrars at each of these neighborhood shopping places in August. Regular neighborhood registration will still come in September.

The Committee held its first press conference on Monday, August 2 at the Headquarters set up at the Broadway-Christian Center. All members of the Steering Committee who were in town came and all media: TV, radio, and the three newspapers. There were questions, pictures for TV, interviews, etc. The whole affair lasted about two hours with newsmen lingering on to drink lemonade -- great interest was shown.

The Indianapolis Committee has received editorial support from several of the local television stations. Because this is the kind of material that could be adapted -- either in the registration or get out the vote drive -- for your use on your local radio or television stations, we have included a copy of one of their editorials at the end of this report.

MILWAUKEE

25 Community Organizations Join in Registration Drive

The first planning meeting following the Washington conference was held on June 18 at the YWCA. Names of representatives of groups not represented at the Washington conference were also invited. It was explained that the purpose of the meeting was to explore the resources available in the total community for stimulating voter registration and participation; that it was not anticipated that any new over-all organization would be formed, but that the various organizations would work through their own regular channels. The purpose of this effort at coordination was to prevent duplication, overlapping or underservicing certain areas, as well as to make known to all groups community facilities available.

About 50 people representing 25 organizations attended the June 18 meeting. Included were the county chairman of both political parties, both of whom were called on to speak briefly. Also present was Mr. William O'Malley, the Secretary of the Milwaukee City Election Commission.

Mrs. Harold Nashban, Voters Service Chairman for the Milwaukee Inter-League Council and Mrs. Theodore Holtz, Voters Service Chairman for the Milwaukee League of Women Voters are co-chairmen for volunteers.

The Bureau of Government of the University of Wisconsin in Milwaukee offered to arrange an institute for the purpose of training deputy registrars (The Institute was later held on July 21 and was attended by 75 people).

The League of Women Voters offered to serve as a clearinghouse for groups within the community wanting to assist with voter registration. The League will also provide voter information booths at shopping centers. In addition to telling voters when and how to register, they will provide a change of address service for voters. The YWCA building will also serve as a change of address center.

Volunteer couples will call at homes in their neighborhoods. Others will work in the inner core area with the National Association for the Advancement of Colored People to encourage voter registration.

At the June 18 meeting, the suggestion of additional registrars was made. This suggestion was challenged by Mr. O'Malley, the city election commission secretary. As a result, a committee was appointed consisting of Mrs. George Ettenheim (Bureau of Government, U. of Wisconsin), Mr. Fred Lindner (Milwaukee County Labor Council AFL-CIO), the President of the Downtown Association, and Mr. O'Malley as a resource consultant to discuss the possibility of registration facilities being made available in downtown stores and plants.

The meeting was adjourned. A follow-up meeting was scheduled for July 7 at which time representatives were asked to report on their resources and needs of their respective organizations.

The subcommittee appointed at the June 18 meeting met in Mr. O'Malley's office on June 26. Objections to extending registration facilities to department stores and plants were based on the contention that additional funds would be involved and that the Election Commission would have to assume responsibility for deputy registrars under the Workmen's Compensation laws. It was suggested that no funds would be involved if the services of deputy registrars were obtained on a volunteer basis, the University made no charge for the training institute, and the stores and plants provided facilities. It was further suggested that volunteers would be willing to sign a waiver relieving the Commission of responsibility for injuries received in the course of these activities. Mr. O'Malley agreed to arrange a meeting of the full Commission at which these suggestions could be presented. This meeting was held on July 1 at which time the Commission agreed to take under advisement the material presented and to make known their decision when this had been reached. On July 22 the city election commission rejected the proposal to establish temporary voter registration centers in department stores and shopping centers. The commission based its decision on an opinion from the city attorney's office, which said the city would be responsible for injuries or accidents at the registration booths. Commission members said they would co-operate with the committee's plans to operate voter information booths.

A helpful factor to the Committee has been the appointment of their chairman to the Governor's Commission to increase voting. The first meeting of the Commission was held on June 17, the day before the community registration committee held its first meeting in Milwaukee. The agenda of the commission consisted of comparison of Wisconsin with the standards set out in the President's report. It was found that in most instances Wisconsin compared favorably with the desired standards. However, two subcommittees were formed to study (1) ways in which the Wisconsin laws could be better implemented by communities; and (2) ways in which the Wisconsin laws should be amended.

Those attending the June 18 meeting were, therefore, invited to send in any suggestions they had which could be considered by these two subcommittees of the Governor's commission.

A call to the President of the Greater Milwaukee Council of Churches regarding the possibility of registration information being announced in church bulletins, elicited the information that this was usually done, but in view of current efforts, a particularly forceful request would be made.

The work of the many organizations will probably result in more effort being expended in certain areas. However, it has been emphasized throughout that efforts should be made to achieve maximum registration throughout the entire community.

A member of the Milwaukee League of Women Voters has volunteered to work on publicity for the project and the local League Board has agreed that funds allocated to their Voters Service activities could be used for this.

LEAGUE OF WOMEN VOTERS EDUCATION FUND

1026 - 17th Street, N.W., Washington, D.C. 20036

SUMMARY

The Training Conference on Registration and Voting was opened by a word of welcome from Mrs. Alf Gundersen, La Crosse, Wis., chairman of the League of Women Voters Education Fund. Mrs. John Campbell, chairman of the Registration and Voting Project, outlined the purpose of the Project.

July 1964

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INTRODUCTION

The League of Women Voters Education Fund, under a grant from the Sears-Roebuck Foundation, called together for a training session in Washington, D.C., leaders from five cities to plan voting and registration drives aimed at reaching those individuals or groups of people who, for reasons of education, motivation, or intimidation, have not registered or voted in the past. The five cities selected for this pilot project included Bridgeport, Connecticut, Cincinnati and Cleveland, Ohio; Indianapolis, Indiana; and Milwaukee, Wisconsin. Leaders attending the conference represented such organizations as the League of Women Voters, the N.A.A.C.P., the Y.W.C.A., the Urban League, the National Council of Negro Women, settlement houses, churches, Puerto Rican groups, and labor unions.

The purpose of this Project is to help people who have not seen this connection. The Planning Committee for the conference consisted of Mrs. Louis I. Kane, past president of the League of Women Voters of Boston; Mrs. Lois Sawyer, Citizens Information Service of Chicago; Miss Dorothy Height, President, National Council of Negro Women, New York City; and Mrs. W. M. Christopherson, Louisville, Ky., Mrs. Wm. H. Wood of Bladensburg, Md., and Mrs. John A. Campbell of Indianapolis, Ind., trustees of the League of Women Voters Education Fund.

Mrs. Campbell went on to say that, although there have been a number of registration and voting campaigns, there are still many individuals who are not registered and who do not vote. It is to be hoped that those attending this conference will gain new insights into the problem and learn new skills and techniques so they can tackle the problem more constructively when they return home. It is also to be hoped that local registration figures will be analyzed and that those attending will concentrate their combined efforts on one or two areas where results can be measured. First emphasis should be given to registration, since those who are not registered cannot vote. Moreover, the machinery set up for registration can be continued for a voting campaign.

Following Mrs. Campbell's introductory remarks Dr. Tinsley Spraggins, Chairman of the Department of History at Virginia Union University, Richmond, Va., led off the training session with a discussion of the motivational factors involved in registration and voting. Dr. Spraggins told the group that one third of the voting age population in the United States is not registered. We have one of the worst records of any major democracy of the world. Many have tried to overcome voter apathy, but Dr. Spraggins believes they have failed because of a too sophisticated approach. Those not registered live in the run-down neighborhoods of our industrial cities (perhaps out of ten of voting age only two or three are registered); they may be illiterate or semi-literate, they do not understand how important it is to take advantage of the vote; they do not understand the role of the government in their daily lives - even though they may be receiving welfare payments.

TRAINING CONFERENCE ON REGISTRATION AND VOTING

Washington, D.C., June 2 and 3, 1964

SUMMARY

The Training Conference on Registration and Voting was opened by a word of welcome from Mrs. Alf Gundersen, La Crosse, Wis., chairman of the League of Women Voters Education Fund. Mrs. John Campbell, chairman of the Registration and Voting Project, outlined the purpose of the Project.

Voting, said Mrs. Campbell, is the fundamental political right of citizens in a democracy; in practical terms the vote is the individual unit of power. It provides the citizen the right to make a judgment and to state a choice, to participate in running his government. The right to vote is the right to influence officials and policy and to guarantee that one's interests will be taken into account when policy is made.

Within the United States, however, there are millions of people who do not make this connection. Voting studies indicate that the higher the socio-economic level, the more secure the individual is, the more he feels himself a part of his world, the more likely he is to make the connection that through voting and participation in government, his interests will be taken into account.

OBJECTIVE

The purpose of this Project is to help people who have not seen this connection to understand it and to build their self-esteem and self-confidence so they can make choices and influence officials and policy. Our goal, of course, is the informed participation of citizens in government. Registering and voting may well be that first step away from alienation and toward identification with the larger society. Those who vote are more likely to seek information, those who are informed are more likely to vote. It is a reciprocal relationship.

Mrs. Campbell went on to say that, although there have been a number of registration and voting campaigns, there are still many individuals who are not registered and who do not vote. It is to be hoped that those attending this conference will gain new insights into the problem and learn new skills and techniques so they can tackle the problem more constructively when they return home. It is also to be hoped that local registration figures will be analyzed and that those attending will concentrate their combined efforts on one or two areas where results can be measured. First emphasis should be given to registration, since those who are not registered cannot vote. Moreover, the machinery set up for registration can be continued for a voting campaign.

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social security, Aid to Families with Dependent Children, or are living in public housing. They will not respond easily to such middle-class values as "citizen responsibility." Fancy literature, radio and TV spot announcements, ads in newspapers won't do the job. These people need voter education but it must be the person-to-person, direct contact kind of education so that questions can be asked and answered and a dialogue can be engaged in. This contact must be made where the people are -- in their homes, on street corners, in bars and poolrooms. It must be made by those they trust and by those who are sensitive to their needs and aspirations. The dialogue must be concerned with their own areas of understanding and issues that relate to them. When it comes to voting, their interest can be best sparked by candidates with whom they can identify. Many of these people, because of their past experiences, are afraid of government and politicians. Only personal contact by people they trust can overcome this fear.

Dr. Spraggins went on to say that such a registration and voting campaign will not be easy because there are many obstructions in the way -- the politician who considers the area in which you are working his private fief (he may not really want more people to vote) and others in the community who, for one reason or another, perhaps to maintain their own power and control, are not anxious to have large numbers of people on the registration lists. Moreover, in practical terms, it is important to try to get as many registration centers as possible in neighborhoods where the potential voters live (door-to-door registration would, of course, be best) and it is important to see that registration centers are open when working people can get there -- at night until nine or ten o'clock and on weekends.

It was pointed out in the discussion that followed Dr. Spraggins' presentation that, although illiteracy and semi-illiteracy may abound, these people are not benighted. They have an uncanny wisdom about what constitutes good government and candidates who will represent them. They are not irresponsible and they will get the point, if properly made. What is more of an issue in American life at all levels of government than representation? All need to be represented and to articulate their wishes with regard to policies and candidates.

The most difficult of all people to reach are probably the in-migrant rural or Appalachian white. They seem to have no natural leaders, belong to practically no organizations; they are extremely mobile, frequently moving back where they came from for months at a time when out of work or from neighborhood to neighborhood and city to city.

THE QUESTIONS WE BROUGHT

Following general discussion, the conference participants met in small discussion groups to identify the questions they hoped to have answered before the conference was concluded. Questions reported back to the total group were: With so many organizations represented in a voting and registration campaign, is it better for each one to undertake one area or is it better to have a closely knit cooperative venture? How should the campaign be coordinated? How can young people -- teenagers and college students -- be used? How can groups and leaders back home be coordinated into activities? How can a nonpartisan approach be maintained if candidates and issues are prime factors in motivation? How can middle-class groups like those represented at this conference establish rapport -- won't all of "us" be considered outsiders? Can natural neighborhood leadership be developed for person-to-person approach? Should attempts be made to get the cooperation of the parties?

A GOOD EXAMPLE

The morning session was concluded by a brief presentation by Mrs. Maurice Pollak, who has worked with the Citizens Information Service, an organization

established by the League of Women Voters of Chicago to develop understanding of government and to train leadership among in-migrant groups -- Negroes, Puerto Ricans, rural whites -- in Chicago. Mrs. Pollak said they had worked with the Chicago Board of Education to bring education to the people where they were and with neighborhood councils to help them recruit. Classes covered simple facts of how government operates, local issues of importance to class participants, registration and voting information, help in learning the resources of the city, and information about consumer and installment buying. They were beginning now to build a good deal of leadership in the areas and with the groups where they had been working.

HOW TO CONDUCT REGISTRATION AND VOTING CAMPAIGNS

The first speaker, Mr. Herman Baudillo, Commissioner of Relocation, New York City, had had practical experience in 1960 in East Harlem, a predominantly Negro and Puerto Rican area. The registration campaign he conducted began six weeks before registration opened and, after the registration period, there was an increase of 48 percent in registered voters, the highest increase in Manhattan.

Mr. Baudillo selected a store on a busy corner for a club house; it was open nights as well as days; he put up signs in English and Spanish which pointed out it was a center not only for information on registration but also a center for orientation on housing and welfare problems -- on almost any problem the community might have. He established a rapport with the people -- to let them know he was there to help them in any way he could. He was really accepted when he was able to get a much needed traffic light at a dangerous intersection.

Next he got in touch with all the PTAs in the area, with housing projects and tenant organizations, with churches and religious institutions, with nationality groups, to ask if he could talk to them about voter registration on a nonpartisan basis, to tell them when the polls would be open, to say his store would be a center for administering the literacy test (one is required in New York), and to recruit workers for the door-to-door, person-to-person contacts.

Puerto Ricans, he said, bring with them from Puerto Rico a natural interest in politics, but they are afraid of the literacy test and discouraged by the politicians from registering and voting. It was necessary to convince them that they could pass the test and to explain to them exactly where they could go to take the test, where to go to register, and where to vote. Like Dr. Spraggins, he emphasized the importance of neighborhood registration centers in areas where people live and feel some security.

Mr. Baudillo used newspaper publicity in community newspapers, radio stations with special Puerto Rican programs. He used sound trucks to attract attention; he interviewed on loud speakers those who had taken literacy tests and those who had registered, to attract attention and to allay the fears of those listening as to the difficulties involved.

The second speaker was Dr. Robert E. Martin, Director of Howard University's Citizenship Project, Washington, D.C. Dr. Martin had recently been very active in the first over-all registration campaign for the District of Columbia -- since this is the first time District residents can vote for President and Vice President of the United States.

Dr. Martin worked primarily with Howard University students who made the person-to-person contacts, but he also said able volunteers could be recruited from other organizations, churches, N.A.A.C.P., CORE and the like. Many volunteers are needed for this kind of work.

Dr. Martin listed for the conference participants the kinds of questions his students get when they tried to persuade people to register and the answers that were effective. When people said "One vote doesn't count" the students had stories to tell of how one vote won an election; when they said "Politics is a dirty business" workers said "That's only because ordinary people like you and I abdicate"; when they said "I'm just a little man without power, big people run this town" the answer was "In the voting booth everyone has instant equality -- votes can change the power structure."

Many people, he said, were afraid to vote -- afraid their lack of education would be revealed; afraid it would cost them to register because they had come from poll tax states; afraid they might get bills for back taxes; afraid to declare a party as they had to do in the primary because they might lose their jobs if the "other" party won; afraid to get involved for fear of some kind of retaliation. Each of these fears had to be faced and allayed.

Like Dr. Spraggins, he said it is good to listen well, to hear what is being said, and then to respond. And if people criticize government and policies, one can say, "What did you do, vote?" "No." "Then vote -- your vote can influence policy relating to your children's education, to recreation, housing, jobs, etc." They must be persuaded that citizens can influence policies within the parties and outside the parties, that they can influence the "power structure" by their own voting power.

In the discussion period that followed, the question of financing was raised. How much money does it take to run the kinds of campaigns described by Mr. Baudillo and Dr. Martin? It was pointed out that, of course, some money was needed, especially if a club house had to be rented or staff hired. But volunteers can be used widely and contributions in kind should be sought -- perhaps sound trucks and equipment could be donated, materials printed free or at low cost.

PUBLIC RELATIONS PANEL

Formal presentations were concluded with a public relations panel. Acknowledging that there is no substitute for person-to-person contact, it was pointed out that, nevertheless, radio and TV and attractive pamphlets properly done can be used to augment and back up such a campaign. Moreover, such media can attract volunteers to the cause.

Speaking of publications, Frank Wallick of the U.A.W. said they should be simple and carry the essence of an idea; they should be attractive and use pictures, diagrams, or cartoons to tell the story rather than words. He warned against sloppy, too complex materials that do not do justice to the ideas involved. He said to convey ideas that mean something to the people you are trying to reach, to be sure to plan some kind of system for distribution, and to be sure your timing is right. A piece written on an outdated issue is of no use at all.

Mr. Harry Lee, professor of public relations (American University), spoke to the use of spot announcements on radio and TV. He said the most important thing to do first is to go to the people themselves and find out what they care about; then adapt spot announcements to these needs, hopes, and aspirations. Don't appeal to intangibles like "doing one's duty" or "good citizenship" but to "homes, better wages, children, and schools." Don't be too clever; make a basic appeal. Use short, simple, easy-to-say words; use the voices of real people -- ordinary people; find one or two punch lines and, above all, gear your spot announcements into your over-all program -- have a unified campaign.

Mrs. Robert Good of Paul Junior High, Washington, D.C., described a program in which a school committee used children to get their parents to register and vote: they used students at the polls and children conveyed messages to parents on how to register. Parents who registered got pins that children could wear to school the next day and use to gain admission to a basketball game; parents were urged to get other adults in their block to register. Banners and posters were used in the schools, and special assembly programs to which parents were invited were held. Special go-see trips for students to see government in action were planned; each room at school had a graph representing percentages of registered parents.

In the discussion that followed there were several recurring themes: "Go where people are and hear their problems before you plan materials, spot announcements, etc.; don't waste time on 15-minute radio and TV programs or interviews; don't break your back getting newspaper publicity but use posters in drug stores, grocery stores, bars, and poolrooms in the neighborhoods where the people live; try to piggy-back on someone else who wants to get a message across and imitate all the good ideas you see in magazines or hear on radio or TV!"

The evening session of the conference was set up to allow the participants from each city to get together to plan how they would coordinate their efforts when they got back home. As they discussed their plans they were to be ready to report them to the other participants the next morning and to raise at that time any questions they felt were unanswered and needed further discussion.

Before adjourning to their separate meetings, Miss Dorothy Height, a member of the Planning Committee, summarized briefly what we had heard during the day and tried to put in perspective where we were and what we had still to do. She warned that those of us of middle-class background, whatever our color, would have to be careful not to presume that we knew the problem, that we knew how others felt, or what was "best" for them. We must see the problems as they see them, not as we wish they saw them. We must try to understand how it is that people learn and how to make the connection with what is being taught and what people want. Voter registration must be accomplished by voter education, but it is a special kind of education that begins where people are, faces fears and suspicion, and does not expect appreciation. This is a situation where youth and adults can come together in a creative way. We must relate to the job that needs to be done, to work with people, not for them. Our satisfaction can come in the number of people released to make a contribution to their communities.

In closing, Miss Height suggested that during the evening each group from each city try to clarify its goals, pool its members' knowledge of community resources, settle on timing, decide on a unified plan and how to get started, and finally, consider the role of each of the organizations represented.

The second morning was given over to reports from each of the groups and to general discussion of problems still to be considered.

PLANS FOR EACH COMMUNITY

Bridgeport, Connecticut. Representatives from Bridgeport had already met before coming to the conference and organized themselves into a closely knit group, a "Citizens Committee on Voter Registration." June 20 has been designated as the date for a city-wide conference to recruit volunteers and to interest other organizations in the Project. The Committee has selected five of sixteen districts where non-registration is highest to concentrate its efforts. There will be district captains, a training session for volunteers in each district, a file set up of unregistered voters, a letter sent to each unregistered voter, and a personal visit made. A coordinated publicity campaign with appropriate materials in English and Spanish will back up the campaign. The Committee is trying to get more neighborhood registration places for longer periods of time.

Cincinnati, Ohio. A Community Registration Organization, which the League of Women Voters convened, has been set up. It's executive committee is composed of the people who have come to the conference from Cincinnati. They will concentrate on seven areas where there has been the greatest drop in voter registration. They have been offered full-time staff assistance as a contribution from the AFL-CIO. They will seek the volunteer services of a lawyer to check the laws governing registration times and locations to see if there is any way to have them more frequent and in more locations.

Cleveland, Ohio. The Cleveland participants plan to set up a more loosely coordinated effort with the League of Women Voters acting as a clearinghouse -- to distribute information from this conference to other groups, to edit a newsletter every few weeks for organizations working on the campaign. They plan to issue a news release on their return home and already have radio time promised. The AFL-CIO is presently processing registration lists for the campaign and will give help in kind. Representatives of many community organizations are requesting the Board of Elections to keep neighborhood registration locations open a longer period of time (open only one day now). They will try through coordination to avoid duplication of effort and to find out from each other what works best.

Indianapolis, Indiana. Indianapolis participants have agreed to set up a loose ad hoc group, not too tightly structured. Lack of communication and coordination in the community is evident, but organizations involved do not want to be bound and will have different areas of emphasis. They will involve other organizations and will pinpoint specific areas to try to measure the effectiveness of their campaign. They have selected three low-registration areas -- a large congested Negro ward and two smaller areas of white Appalachians surrounding two settlement houses with lively registration programs (their directors were at the conference).

They will ask the Election Board to begin neighborhood registration earlier and in more places, to set up registration centers in shopping areas. They will try for a mobile unit in selected wards and in factories. They will try for more attractive, readable material that can be printed at one time and in one place but that can be used in various areas with only the name of the organization most effective in that area on the material.

Milwaukee, Wisconsin. Representatives from Milwaukee reported that they will coordinate their activities loosely with the League of Women Voters as a catalyst and stimulator. They already have some money, office, and some staff assistance. They will meet June 18 with other organizations to find out what resources each group has and to report activities to date. They will have an extensive telephone and house-to-house campaign. They hope to have the University of Wisconsin Bureau of Government train their volunteer workers. Their campaign literature will carry the League of Women Voters name but room will be left for other organizations to write in registration centers. They have no need to petition their Election Board for more time or more neighborhood locations. Registration centers are open now from noon to 10:00 p.m. in neighborhood fire houses for an extended period.

DISCUSSION OF PARTICULAR PROBLEMS

Following these reports conference participants agreed they wanted to talk further about financing, the extent to which their activities should be coordinated, and the follow-up communications that might be set up after this meeting.

During the discussion on financing, it was pointed out that each organization involved might contribute a small sum for overhead to get started, but that financing need not be a major problem. Perhaps one group could offer office space (the League, the Unions, the N.A.A.C.P.), another staff or part-time staff (already offered in Cincinnati by the AFL-CIO). A participant from Indianapolis reported

that in a previous campaign they had been able to get all their material printed free by asking the printer early enough so he could do it when he had extra time and could use odds and ends of paper; that one organization had been able to get so low a price on posters they had been able to furnish enough for all groups. It was pointed out also that the AFL-CIO had posters they will give away on request (they do not have an AFL-CIO designation on them), that buttons can be sold to raise money from a wide-based source, that fraternities, clubs, high-school groups, and Scouts will frequently render service in kind or make small contributions of money for specific things if personal contacts are made and help asked. Department and grocery stores are also good sources for contributions in cash or help with advertising campaigns, mentions in ads, etc. House-to-house contacts will, of course, be done by volunteers (young people, especially young college people, are especially good) not by paid workers, and many others in the community will help in a genuinely nonpartisan registration and voting campaign.

There was a good deal of discussion as to how closely coordinated each campaign should be, with some speaking for an over-all committee to make plans, arrange for training of volunteers, raise money, handle publicity, prepare material, and more or less make the assignments as to what other organizations and individuals should do. Others felt that a loose ad hoc group was best -- so that each organization could do what it wanted to do, in keeping with its own structure and its members' wishes -- but that activities should be coordinated to avoid duplication and increase efficiency. It was decided that each method had some merit, that groups would work as they chose, that from this kind of experimentation we could gain knowledge for other campaigns at other times in other cities.

As to follow-up, it was agreed that the Education Fund would send out a summary of the conference to all participants and it was assumed that each group would keep the Education Fund informed as to how things were going. If money is available,* the Education Fund would issue periodic newsletters keeping participants informed of what is going on elsewhere, passing on good ideas. It was also agreed that each pilot city would send a report of its activities and an evaluation of its program to the Education Fund in November. There was discussion as to whether it would be possible for the participants in this conference to meet together again after November for an over-all evaluation.

The conference closed with a luncheon and a speech by Roy Reuther, National Director, Register and Vote Campaign AFL-CIO. Mr. Reuther said that registration is a big job that can't be done unless it is approached as a community problem. Money alone, he said, won't do the job. He pointed up in his remarks that there are, in the final analysis, four fronts on which to concentrate: (1) work hard to make it easier to register; (2) recruit more volunteers to the job -- we need more participation and it can't all be done by paid workers; (3) build a more efficient organization in the community to get people out to vote -- planning is essential; (4) talk more seriously about the major problems facing the nation and the world -- we need candidates in tune with the times. He urged all conference participants to help those who had not registered or voted in the past to see the power of the vote in a democracy and to realize that through this power they can bring about a better life for themselves and their children -- more and better jobs, better schools and recreational facilities, more adequate housing; that they can help build fairer and more beautiful cities and a more equitable and representative democracy.

* The League of Women Voters Education Fund is in the process of requesting the Sears-Roebuck Foundation for a small grant to finance follow-up activities through November.