

PSP:ER

MEMO FROM MRS. ROOSEVELT

JULY 16, 1936.

TO: THE PRESIDENT
MR. FARLEY
MR. MICHELSON
MR. HIGH
MR. EARLY
MISS DEWSON

file

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Campballs
file - New Deal Comm
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I spent part of Tuesday afternoon and the morning of Wednesday at Democratic Headquarters. I had a conference with Miss Dewson and Mr. Farley; a conference with Mrs. Owen and Miss Dewson; and a conference with Mr. Michelson.

My impression is that the women are further along in their organization and more ready to go than any other unit as yet. I hear from outside sources that the Landon headquarters are set up and ready to work full time. They have continuity people writing for the radio, they have employed advertising people to do their copy, and the whole spirit is the spirit of a crusade.

My feeling is that we have to get going and going quickly, as I stated yesterday. I saw down and analyzed things which I thought necessary to organization. Some of the things I had in mind Mr. Michelson answered, a few things Mr. Farley answered for me at the time of the conferences. I am putting them down again simply as a matter of record to get the answers in black and white.

I hope the answers will be mailed to reach us at Eastport, Maine, on the 27th or 28th of July, when the President expects to be there.

1. At the meeting in Washington, the President said that Mr. Michelson Steve Early, Stanley High and Henry Suydam would constitute the publicity steering committee, and I take it this must include radio, speeches, movies, pamphlets, fliers, news releases and trucks or whatever news goes out to the public. This committee is extremely important.
2. Because of the importance of this committee, I hope a meeting will be held immediately for organizing and defining the duties of the members and that you will have the minutes kept at every meeting in order that a copy may go to the President and if the committee is willing, one to me as well so that I may know just what is done each time also.
2. Who is responsible for studying news reports and suggesting answers to charges, etc.?
3. Who is responsible, not for the mechanics of radio contracts for I understand you have a good man, but for the planning of a radio campaign, getting the speakers through the speakers' bureau, making the arrangements in the states for people to listen and getting in touch with Chester Davis, for instance on agriculture or any other people appointed as particular

advisors on special subjects? In other words, who is making decisions under your committee on the above questions?

4. Who is in charge of research? Have we a department with complete information concerning all activities of the New Deal, and also concerning Landon and his supporters? If Miss Blackburn is in charge of this department as she was in the last campaign, have the heads of all campaign departments, men, women and young Democrats, been notified as to where to apply for information? This information should go out to the state committees also.

I gather if the President o.k.'s it, the aggressive campaign against Landon's record will begin before Landon's acceptance speech. Who is to collect and maintain the complete data up to date and to check on all inconsistencies in Landon's pronouncements or those of his campaign managers as they relate to his former statements or record? Is there adequate material on this now at hand?

5. What definite plans have we made for tying in the other publicity organizations, both of men and women with the national publicity organization? I feel that anything of importance should go directly from a member of your committee and from the women in charge of national publicity to every publicity person in charge in the states.
6. Have you mapped out continuous publicity steps which will be taken between now and November? Is there any way at least of charting a tentative plan of strategy for the whole campaign, changing of course, as new things occur?
7. In the doubtful and Republican states what special attention do you plan to give and have you collected any data as yet on these states?
8. Who is handling news reels and will it be a committee or just one person and will your committee direct the activities?
9. Has your committee assigned as yet to each member definite fields for supervision?
10. How many people are now working on campaign speeches, both for men, women and young Democrats? Who is going over them for criticism so they cover all the necessary subjects?
11. Who is your man making contacts with newspapers all over the country?
12. Who is responsible for sending regular news to friendly newspapers? By this I mean feature stories, pictures, mats, boiler plate, etc.

I feel Mr. Rayburn should come at once to plan the policy and mechanics of the speakers' bureau. Then he could leave for a time.

I think it would be well to start some negro speakers, like Mrs. Bethune to speak at church meetings and that type of negro organization.

More and more my reports indicate that this is a close election and that we need very excellent organization. That is why I am trying to clarify in my own mind the functions at headquarters and have the President see a picture of the organization as clearly as possible in order that he may make any suggestions that he thinks necessary.

Eleanor Roosevelt.