

SEE you in PICARE this weekend!

To: Mike, Pete, Al B.
From: Craig
Re: Jim's Public Relations
12/7/76

Having lunch today with Dave Kranz of the Mitchell paper he related to me that on a one to ten scale Jim rates a 3 as far as public relations go. He went on to state Pressler rated 9 McGovern 7, Abdnor 5, and Kneip 2 if not 1.

This rating system included: number of press releases, beebbers, copies of letters, phone calls from the DC office, newsletters, and general time the elected official spends in the area.

On press releases I explained that Jim had been out of the country for a couple of weeks now which is the reason for a lack of meaningful releases, but Dave said in the last six months he has been in Mitchell, McGovern has had "ten times the releases Jim has had out." Part of this problem could be that the releases taken over to the paper are given directly to the 'country or city' editors and that Dave only sees them when he reads the paper. McGovern mailes the releases or used the 'mailgram' method and so Dave actually sees the releases on his desk. This could be corrected by me mailing the releases to Dave in addition to taking one to the other copy editors.

Dave also stated that McGovern sends him copies of letters he has written to various agencies on South Dakota issues. Examples: airport regulations, water letters to Corps & Bureau, Post Office regulations letters, farm letters and etc. He (Dave) has not received any copies of letters from our office. Not that he would do anything with the copies...but still the ~~editors~~ editors can gain an impression that Jim is doing something for SD.

Phone calls from DC have only been one from Ron I believe. The editors (especially Dave) need to be pumped up from time to time. Dave likes to know the inside workings of issues and ect. and is not content to just sit and watch the world go by. They want to know exactly whats going on and who is doing the work to make things go.

Newsletters. Dave is not on our mailing lists. We should address all the editors, both weekly and daily a newsletter with their name on the address. Not just use "Editor" . To impersonal for them. Send them to the paper address.

Jim's Visits to South Central. Jim as reported in other memos has not spent much time in south central dakota. Dave gets the impression himself and from other people Jim has written off this area for votes. Others say to him...this is McGovern's area and not Jim's area.

In addition, Dave feels Jim is not doing the hocky things necessary to be elected again. Like sending out calanders, X-Mas cards, birthday, marrages, weeding, and other hocky letters to SD people. The question is not if its hocky or not--but rather for many people its the only chance they will ever receive a personal card, greetings, or thank-you from someone they will or have voted for.

I am not bring^{ing} this up to complain about the job necessary we are doing in the public relations ~~category~~^{category}, but rather that maybe we are slipping a bit, plus the fact in SD we have not had to deal with friendly editors before and since maybe have not had these gripes brought forth to us ^{in the past.}

Craig

P.S.

Forgot to mention beepers.

Dave says he has heard on the average 2 or 3 McGovern beepers a week since he came to twon 6 months ago. Rembers only a couple of Jims.

P.S.
DAVE doesn't want his name mentioned as one who is complaining about Tim P.2. so if (AI) you call him up, don't mention this memo.