



COMMITTEE TO RE-ELECT GOVERNOR BROWN

July 6, 1966

3576 WILSHIRE BOULEVARD
SECOND FLOOR
LOS ANGELES 90005
PHONE: (213) 381-6851

Co-Chairmen:

ROGER KENT
DAN A. KIMBALL
WARREN M. CHRISTOPHER

Southern California Chairman:

CHARLES E. RICKERSHAUSER

Southern California Treasurer:

STANLEY BEYER

Dear County Chairman:

All of us learned an important lesson in the primary: Never let an opponent's charge go uncorrected.

We do not intend to repeat that mistake in the general election. We will hit back at the opposition hard and fast whenever Mr. Reagan or his spokesmen make false charges, distort the fact, or make any statements that we can exploit. For that, we will need your close cooperation on a day-to-day basis.

We have subscribed to the major newspapers in your area. We will follow them for news coverage there. But they will usually reach us too late to formulate a response - almost instantaneous after our opponent's speech.

Whenever Reagan or any major Republican spokesman is in your county, we want you to have an ex-newsman, attorney or similar person working with you go hear the speech, take exact quotes or tape record the speech and then call in the quotes or send the tape in to the Los Angeles or San Francisco headquarters immediately afterwards. That should be followed up by having a prominent supporter of ours give a statement to the local press, TV and radio rebutting Reagan or the other GOP spokesman. That should be gotten out within an hour or two at the latest. That in turn should be followed up with another statement by another local spokesman the next day.

The same applies to television newscasts by GOP spokesmen. They must be monitored either by yourself or by a responsible person you assign. Then a reply needs to be quickly gotten out as well as informing our press office in San Francisco or Los Angeles.

I suggest you monitor television with a tape recorder so that there can be no questions of what Mr. Reagan or his spokesman says.

Obviously, none of this applies to wire service stories with an out-of-county dateline, nor to

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television newsclips that would also be shown on Los Angeles and San Francisco stations.

We are setting up "monitors" in both Los Angeles and San Francisco to handle metropolitan telecasts and press and to work with you in formulating local responses, stimulating letters and similar activities. He will be in touch with you shortly.

Sincerely

ROBERT CHICK, Coordinator

RC:jmr