

SENATOR ALAN CRANSTON

Third Floor
6420 Wilshire Boulevard
Los Angeles, California 90048
(213) 655-9520

August 20, 1974

Ms. Jane Tolmach
Oxnard, California

Dear Jane:

Enclosed are the contributor lists and the targeting data we discussed yesterday. As you will see, we have targeted only about 125 precincts in the county, so while the neighborhood center program will be our most intensive grass-roots effort, it will be a fairly minimal one at that.

Each of the people on the contributors' printout responded to our statewide small-contribution mailing, and each can be considered a potential neighborhood center volunteer. The first step, of course, will be to get the telephone numbers of everyone on the list. The list is from about April, so the names and addresses should all be good.

The targeting data, unfortunately, came to us in census tracts rather than precincts. Census tracts contain varying numbers of precincts, but the conversion can be done fairly easily in a visit to the County Clerk.

We'd like both the telephone number and precinct-conversion jobs done as soon as possible so we can get down to the real work: finding at least one family in each targeted precinct--and, hopefully, in many other precincts as well--who will put a lawn sign in their lawn or window. You might want to begin by appointing a Neighborhood Center coordinator in every town.

I'd like to have the names, addresses, telephone numbers, and precinct numbers of everyone who's agreed to take a lawn sign by September 20 at the latest. When possible Neighborhood Center people are called, the nature of the Center can be described as pretty low-key; we will be happy if they will carry our lawn sign and nothing

more. But if they respond positively, they should certainly be encouraged to carry Cranston material, to distribute Cranston literature among their neighbors, and to hold coffees or other neighborhood events. At the least, Cranston Neighborhood Centers can give Senator Cranston's name tremendous visibility in key areas across the state. At best, they can be a highly inexpensive way to put together a grass-roots volunteer structure.

The lawn signs will be available by about September 20; we want to get them up by the first of October.

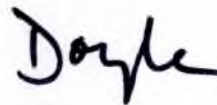
The signs will be about 28 inches by 14 inches, double-faced heavy cardboard. The design will be basically the same as our bumper strips and banners; at the top will be the words "Neighbors For," in red, and at the bottom the words "Neighborhood Center," in red. The words "Neighborhood Center" should be small enough not to worry people that they'll be turning their house into a real headquarters.

There's one other problem: stakes. After several attempts, it is turning out to be pretty difficult to buy 10,000 stakes at once at a reasonable price. If you could have one of your people check into getting enough lath lumber for your signs, it would be great. (Surplus lumber is often the cheapest way to go.) Hopefully, a heavy stapler will be enough to hold the sign up through the month of October.

That should about do it on Neighborhood Centers. If you have any questions at all, do give me a call. I'd like to talk about what we're doing among senior citizens--have you got some seniors in mind who we can work with?--and about the county in general.

A thousand thanks for all your help.

With warm regards,



Doyle McManus
Assistant Field Director

DMCM/vlm