

To: Steering Committee
From: Tom Saunders
Subject: Computer Produced Letter

Two of the major problems we face in the California primary election campaign are:

1. To make the voter aware that the Lynch Delegation is the Johnson Delegation (polls and history show that the real candidate suffers when he has a "stand-in" on the ballot)
2. To persuade voters to vote for our delegation over that of Kennedy or McCarthy.

All advertising media must be used in our efforts to attain our objectives. As an additional approach I urge a personalized, computer produced letter directed primarily to those who are:

1. Least likely to subscribe to newspapers or be attentive to radio or TV news.
2. Most likely to open, read and be informed by bulk mailed letter.

To accomplish this I would mail to registered Democrats residing in precincts which have a Democratic registration of 60% or more. This will, with few exceptions, result in the letters going to those areas populated by less affluent workers, minorities, etc.

Depending upon the particular area, the letter could be from the incumbent Democratic Congressman, from Mr. Lynch himself, or from a local committee. A different "signer" could be used in each Congressional District. The letters would be addressed to "Dear Mr. and Mrs. _____" and their name would be in the body of the text. Local references would be included.

While I have not calculated the number of letters necessary to assure that every Democrat in a 60% precinct was contacted, I believe 1,000,000 letters would give excellent coverage (there are 3.8 million Democrats in California at approximately 217 addresses.) One million letters could be produced and mailed for a maximum firm bid price of \$100,000, which figure includes \$36,000 in postage. If we produced the letter on a single statewide letterhead, with the same signature(s) to all recipients, and if we started early enough, the \$64,000 cost of letter production could be reduced, possibly by 10 to 15%.

I respectfully urge your immediate consideration and decision on this matter.