

SOUTHWEST VOTER REGISTRATION EDUCATION PROJECT  
212 E. Houston St., Suite 401  
San Antonio, TX 78205  
512/222-0224

PROPOSED BUDGET

Project \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_ Phone \_\_\_\_\_  
Name of Treasurer \_\_\_\_\_ (AC)

\*\*\*\*\*

Rent	
Telephone	
Office Supplies	
Printing	
Door-to Door Volunteer Costs	
Consultants	
Meeting Costs	
Other (Explain)	

TOTAL \_\_\_\_\_

\_\_\_\_\_  
Chairperson's Signature

P R O P O S A L:

Name of Project: \_\_\_\_\_

Area Covered by Project: \_\_\_\_\_

Dates of Next Election for Two Years and Cutoff Dates for Registration:

- 1. Date \_\_\_\_\_ Kind \_\_\_\_\_ Cutoff Dates \_\_\_\_\_
- 2. Date \_\_\_\_\_ Kind \_\_\_\_\_ Cutoff Dates \_\_\_\_\_
- 3. Date \_\_\_\_\_ Kind \_\_\_\_\_ Cutoff Dates \_\_\_\_\_
- 4. Date \_\_\_\_\_ Kind \_\_\_\_\_ Cutoff Dates \_\_\_\_\_

Projected Starting Date: \_\_\_\_\_

Project Funded for \_\_\_\_\_ weeks

Project Chairperson \_\_\_\_\_ Phone # \_\_\_\_\_  
Area Code

Address: \_\_\_\_\_  
Street City State Zip Code

Number of Organizations Working in Coalition: \_\_\_\_\_

Does Organization have County Analysis? \_\_\_\_\_

When will County Analysis be Provided? \_\_\_\_\_

Does Organization have Voter Education Material? \_\_\_\_\_

Date when Voter Education Material Provided \_\_\_\_\_

Has Project Provided us with List of All Organizations in Coalition and the Names of People that Shall Receive SVREP Journal? \_\_\_\_\_

PROPOSAL NARRATIVE

1. How many people does the Project say they will register to vote in this registration drive? \_\_\_\_\_

2. What methods will be used for reaching this goal? \_\_\_\_\_

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3. Will the Project undertake a voter education campaign? \_\_\_\_\_

What methods will it use? \_\_\_\_\_

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4. Other Comments:

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LIST OF ORGANIZATIONS BELONGING TO COALITION

	Name	Street	City	State	Zip
1.	_____	_____	_____	_____	_____
2.	_____	_____	_____	_____	_____
3.	_____	_____	_____	_____	_____
4.	_____	_____	_____	_____	_____
5.	_____	_____	_____	_____	_____
6.	_____	_____	_____	_____	_____
7.	_____	_____	_____	_____	_____
8.	_____	_____	_____	_____	_____
9.	_____	_____	_____	_____	_____
10.	_____	_____	_____	_____	_____
11.	_____	_____	_____	_____	_____
12.	_____	_____	_____	_____	_____

INDIVIDUALS THAT WORK IN CAMPAIGNS THAT SHOULD RECEIVE NEWSLETTER

	Name	Street	City	State	Zip
1.	_____	_____	_____	_____	_____
2.	_____	_____	_____	_____	_____
3.	_____	_____	_____	_____	_____
4.	_____	_____	_____	_____	_____
5.	_____	_____	_____	_____	_____
6.	_____	_____	_____	_____	_____
7.	_____	_____	_____	_____	_____
8.	_____	_____	_____	_____	_____
9.	_____	_____	_____	_____	_____

List on Back if You Need More Room

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(AC)

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Rent \_\_\_\_\_

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Office Supplies \_\_\_\_\_

Printing \_\_\_\_\_

Door-to Door Volunteer Costs \_\_\_\_\_

Consultants \_\_\_\_\_

Meeting Costs \_\_\_\_\_

Other (Explain) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

TOTAL \_\_\_\_\_

\_\_\_\_\_  
Chairperson's Signature

INTRODUCTION

WHY VOTE?

A Project Director's Handbook

February, 1978

## INTRODUCTION

### WHY SHOULD WE REGISTER AND VOTE?

Look at the research profile in your community. Are you registered as high as the rest of the community? Look at your community. Does your community have the same facilities and public accommodations as the rest of the community? Is the unemployment rate the same, are the schools as good, are the streets as good, are there as many Chicanos, Blacks, and Indians working in the courthouse, schools, and city offices as we are a percentage of the population?

Perhaps at this point you ought to analyze the situation in your own community.

## REGIONAL POLITICAL INFORMATION

### POPULATION

Mexican Americans constitute the second largest ethnic minority in the United States numbering around 6.3 million persons concentrated mostly throughout the five southwestern border states of Texas, New Mexico, Colorado, Arizona, and California. The following table outlines the number of persons of Spanish origin in the five southwestern states.

TABLE I

Number of Persons of Spanish Origin in the Southwest\*

State	Population	Total Spanish Origin	%	Total No. Voting Age	Est. No. of Reg. Voters**	Est. No. of Un-Reg. Eligible
Texas	11,196,730	2,059,671	18.39	1,081,527	486,687	594,839
New Mexico	1,016,000	407,286	40.08	217,903	97,903	119,660
Colorado	2,207,259	286,467	12.97	152,038	68,417	83,620
Arizona	1,770,900	333,349	18.82	175,436	78,946	96,489
California	19,953,134	3,101,589	15.54	1,744,819	785,168	959,640
Total	36,144,023	6,188,362	17.12	3,371,384	1,517,123	1,854,261

\*Table taken from Bureau of the Census, General Social & Economic Characteristics 1972.

\*\*Registration figures compiled by the Research Department, SVREP.

These figures look quite impressive. And they are impressive. However, let's look at the political participation of the Chicanos in the last few years.

### Chicano Political Participation in Presidential Elections

We decided to use the presidential elections to measure Chicano political participation because everyone participates in these elections and thus we can compare the Chicano turnouts. The figures and surveys are from the Census Bureau. In a Census Bureau survey of voting and participation in the November election of 1972, 55.6% of the respondents of voting age that were of Spanish origin reported they were not registered compared to 32.5% of the blacks and 26.6% of the white respondents. Mexican American voter registration rates were 23% lower than the blacks, and close to 30% less than the white population. In the age group 18-24 years of age, 61% of the Spanish origin respondents reported not being registered. With a median age of 19 years, Chicanos are particularly affected by this statistic.

In a similar Census Bureau survey done on the 1974 congressional



elections, 65.1% of the Spanish origin respondents reported they were not registered, compared to 45.1% for blacks, and 36.5% for the white respondents. In both the 1972 and 1974 elections, the Spanish origin voter registration rates trailed the general population rates by at least 27 percentile points. What this all means is that the Spanish surnamed are the least registered of any major group in the United States. It's the same thing for turnout. The following table will give you an idea of Chicano registration and turnout on a national basis.

TABLE II			
Voter Registration			
Year	Mexican Americans	Blacks	Anglos
1972	45.4%	67.5%	73.4%
1974	34.9%	54.9%	63.5%
Voter Turnout			
1972	37.5%	52.1%	73.4%
1974	22.9%	33.8%	46.3%

In 1974, we hit rock bottom, only 22.9% of all the Latinos in the United States actually voted in the congressional elections. As was stated before, Latinos are the lowest registered and vote less than any other major group in the United States. However, this was not always the case.

In 1960, Blacks registered lower and voted in lower numbers than Chicanos did. What happened? In 1962, the black leadership in this country got together and decided to start a voter registration organization whose job it was to register the blacks in the South. Since that time, they have passed us up because they have had an organization working on a day-in, day-out basis to register the people. The Voter Education Project in Atlanta, Georgia, has been

working since then in eleven states in the South. That is why blacks are registered to vote and are getting results.

#### And Now Some Good News

Enclosed in this handbook is a report on Latino Voting in the 1976 Presidential Election. The report points out one very significant fact. Latinos are starting to register and are starting to vote in higher percentages. These are the facts. The Latinos were the only major group in the United States to increase their turnout from the 1972 Presidential Election to the 1976 Presidential Election. In 1972, 37.5% of the Latinos turned out to vote, in 1976, 38% turned out. Voting in Presidential elections has gone down in the United States since 1960. By 1980, less than 50% of the eligible voters may turn out to vote. Latinos, however, have bucked this trend and are starting to vote in higher percentages.

Why?

Because registration and voting is becoming an important priority for Chicano groups. Also, because the Southwest Voter Registration Education Project began operations in January, 1975. From January, 1975, to January, 1978, SVREP conducted over 100 voter registration, voter education campaigns throughout the Southwest. Over 250,000 people were registered during this time, and over 700 organizations joined our coalitions in the six states. SVREP intends to conduct 200 more campaigns from now until the 1980 Presidential Election. That's why Chicanos are starting to register and vote and that's why we can expect to see results.

1976  
Voting and Non-Voting  
Latino Population  
in 8 States and U. S.

STATE	Eligible Latino Voting Age Pop.	Latino Reg. Voters	# Not Reg.	Latino Votes Cast 11/76	Reg. Non- Voters	Non- Voting Eligible Pop.	1976 Winning Plurality
Arizona	177,800	92,500	85,300	58,300	34,200	119,500	133,040(R)
California	1,376,200	715,600	660,600	522,400	193,200	853,800	139,060(R)
Colorado	135,000	81,000	54,000	60,000	21,000	75,000	123,477(R)
Florida	331,000	248,250	82,750	186,000	62,250	145,000	166,469(D)
Illinois	220,000	132,000	88,000	104,280	27,720	115,720	101,681(R)
New Mexico	208,000	135,200	72,800	97,300	37,900	110,700	10,271(R)
New York	800,000	416,000	384,000	312,000	104,000	488,000	288,767(D)
Texas	903,800	488,000	415,800	278,200	209,800	625,600	129,019(D)
TOTAL U. S.	4,974,000	2,735,700	2,238,300	1,887,600	848,100	3,086,400	

FINANCIAL PROCEDURES  
FOR FIELD PROJECTS

1. This section deals with beginning a project and how to open the bank account.
2. The memo explains the financial reporting requirements.
3. The key requirement is that no elected official or candidate can be chairperson, treasurer, or co-ordinator of any voter registration drive funded by SVREP.

MEMORANDUM

TO : Local Field Projects  
FROM : William C. Velasquez, Executive Director  
RE : Financial Procedures for Local Field Projects

A. Establishment of Bank Account

The Southwest Voter Registration Education Project requires each local field project to have a separate bank account to be used solely for the deposit and disbursement of funds provided by its grants. The procedure for establishing the account is:

1. Contact a local bank and make preliminary arrangements to open a regular checking account.
2. Explain to the bank officials that SVREP will send a deposit and a letter of authorization formally opening the account.
3. Have the account entitled with the same name as that given in the proposal.
4. Instruct the bank officials to mail all bank statements directly to SVREP. These will become a part of our records, and copies of these will be sent to you.
5. Obtain two signature cards from the bank and have the persons (at least two required) who will sign checks sign the signature cards.
  - a. The signature cards are to be sent to our office to be signed by two persons here.
6. A supply of deposit slips and bank envelopes are to be obtained from the bank and sent to the San Antonio office along with the signature cards.
7. Your initial installment will be sent to the bank after all of the above have been completed.

## B. Reports

The Southwest Voter Registration Education Project recognizes that there is a need for information on the progress of the different campaigns to insure effective, efficient voter registration/education campaigns. For this reason, it has developed some utilitarian reporting forms. These forms are provided to each coalition and must accompany the reimbursement voucher before funds are released to the coalition.

Staff is available to assist groups in filling out the forms; however, all reports are self-explanatory and can normally be completed on site by the local groups.

## C. Financial Reporting Requirements

Grants made to local field projects call for financial integrity at every level of operation. Programs are, therefore, subject to financial requirements which, if not met, will result in the termination of the grant.

SVREP will mail a deposit directly to the bank after the account is established. After this initial deposit, the account is reimbursed for the amount reported spent during each report period. In this way, the balance in the bank account should remain constant until the program approaches termination.

The following requirements are to be adhered to by each local field project:

1. Financial reports are to be made on forms provided by SVREP. SVREP audits each report.
2. Only those expenses approved in the grant letter are acceptable. If other expenses become absolutely necessary, a request is to be made to SVREP for their approval and written acknowledgment received before they are paid.
3. All expenses are to be paid by check from the bank account. Each check is to be listed separately and supported by a receipt on the forms provided.
  - a. If an expense can only be paid by cash, a receipt, voucher or invoice is absolutely necessary to support that payment. There is no deviation possible from this policy.
4. Checks voided during a report period are to be enclosed with that period's report on the appropriate form.

5. A list of all persons receiving pay is to be sent to SVREP. The list is to include the name, address, social security number and amount each person received. All persons employed during the program must be included. This information is necessary for income tax purposes.
6. Immediately after the project is over, the bank account is to be closed. You should be sure that all bills are paid, all checks have cleared the bank account, and bank charges are deducted. Then a check for the remaining balance should be made payable to the Southwest Voter Registration Education Project and sent to our office.
7. All equipment is to be leased or rented. No equipment is to be bought under this contract.
8. The checking account opened for the local campaigns must be used solely for SVREP funds and no other funds are to be co-mingled with SVREP funds.

Funds from the Southwest Voter Registration Education Project may not be used to support partisan politics in any manner whatsoever, nor to influence legislation of any kind, nor in behalf of or against any political party or candidate.

The Southwest Voter Registration Education Project reserves the right to withdraw support from any project that violates the non-partisan nature of its work.

The Southwest Voter Registration Education Project fully realizes that minority political empowerment in the Southwest will require years of dedicated work. These initial first steps are but a beginning of a, hopefully, long and fruitful relationship between SVREP and the local field projects. The Southwest Voter Registration Education Project hopes to establish enduring relationships with all the local field projects that will serve the people in good stead in the years to come.

Under no circumstances can an elected official or a candidate be the chairperson, treasurer, or co-ordinator for any SVREP project.

# PREPARING FOR A VOTER REGISTRATION CAMPAIGN

## INTRODUCTION

Before the project gets its first public exposure there are certain basic steps the director must take in order to avoid any potential errors or conflicts.

## FAMILIARIZATION WITH STATE ELECTION LAWS

Secure a copy of the state election laws from the Election Bureau or the Secretary of State. Specifically, it must be determined: 1) what dates registration can occur; 2) how registration occurs — door-to-door, postcard, branch or centralized registration.

Also you must determine who can do registration such as deputy registrars, etc.

In addition, the project director should possess a working knowledge with certain pertinent election statutes. For example, registration requirements; absentee voting; purging requirements; change of address; and the duties of election officers is basic knowledge the director should have. Without this knowledge, the director cannot function properly. Do not embarrass yourself by not knowing the law nor having the election code to look up answers to questions.



## CONTACT ELECTION COMMISSION OFFICIALS

It is important that the project director establish a cordial relationship with election officials. They will have to be dealt with on a daily basis and also possess election data which is essential to the success of the project.

During the initial conference with them, explain the goals and objectives of the project, emphasizing that your task is not to interfere but rather to facilitate their job.

Be friendly, but firm in your approach, but remember that now is not the time for alienation.

## UNITY: The First Principle of Organizing a Campaign

There is one principle of organizing a campaign that almost every Indian/Chicano/Black minority citizen knows, and that is the need for unity. How many times have citizens told us that we could do wonders, if only we were united.

The need to mobilize our collective strength, the need to register our people and get them to vote is the one issue that can bring our people together. Why? Because virtually everyone agrees that we must do this. Almost everyone from the person of the most humble means to the most prominent minority citizen in a community knows that we must mobilize our political strength; register our people; get them to vote; and unite ourselves. Therefore, the first step in a successful campaign is to identify all segments of our community, and contact them about the voter registration campaign.

- Step One
1. Make a list of all the civic organizations in the city including labor, churches, LULACS, G.I. Forum, War on Poverty groups, youth groups, etc., and invite them to participate in the drive.
  2. Contact key leaders in the community that may not belong to any group, but are respected in the community.
  3. Contact minority elected officials. It is imperative that the project director contact minority elected officials from all parties before the public announcement of the project. This is necessary for three reasons:
    - a. They are products of minority electoral politics and should be informed.
    - b. They can assist by referring individuals who can help find workers or information.
    - c. They may be apprehensive about the project and interpret it as a threat.

Unless they can be assured otherwise, these officials can cause division in the community. Assure them of the non-partisan nature of the campaign and try to convince them their public support will be of great benefit in registering the people and educating them about the need to participate in the democratic electoral process.

It is therefore, important to understand that the people will respond if they perceive the voter registration campaign to be a serious effort undertaken by the whole community in a united fashion. Only in this way will you get large numbers of volunteers.

Step Two 2. The reason you want all these people and groups involved is that you need volunteers. Therefore, get commitments of support and commitments for volunteers to go door-to-door to register the people.

#### THE PROPOSAL

At this point a proposal is written on site with SVREP staff or a regional co-ordinator. Each proposal to SVREP is written with the people in a seminar that explains how we work and how to organize a campaign. The proposal-writing seminar should be attended by representatives from all the participating organizations. SVREP will send letters inviting the people to the meeting from San Antonio, if the mailing list is sent to us on time. If a large representative meeting would not be appropriate, then arrangements must be made with the San Antonio office of SVREP.

#### RESEARCH, PLANNING, TARGETING

After the proposal has been written and approved by the SVREP Board, each project will receive a County Profile of your area. The county profile will include a hand count of all the Spanish surnamed on the voter roles by precinct. It will give you the

total number of people eligible to register, the number registered and other data of importance. Once the community knows the number of people eligible, the number registered, the concentrations of voters, then it is the job of the local community to target areas for the door-to-door registration campaign.

GOALS:

In the one hundred door-to-door campaigns we have undertaken in the Southwest, we have developed an excellent formula for setting goals.

The research department of SVREP will therefore set the goal for each site depending on the potential numbers to be registered.

## ORGANIZATION AND MANAGEMENT OF THE CAMPAIGN

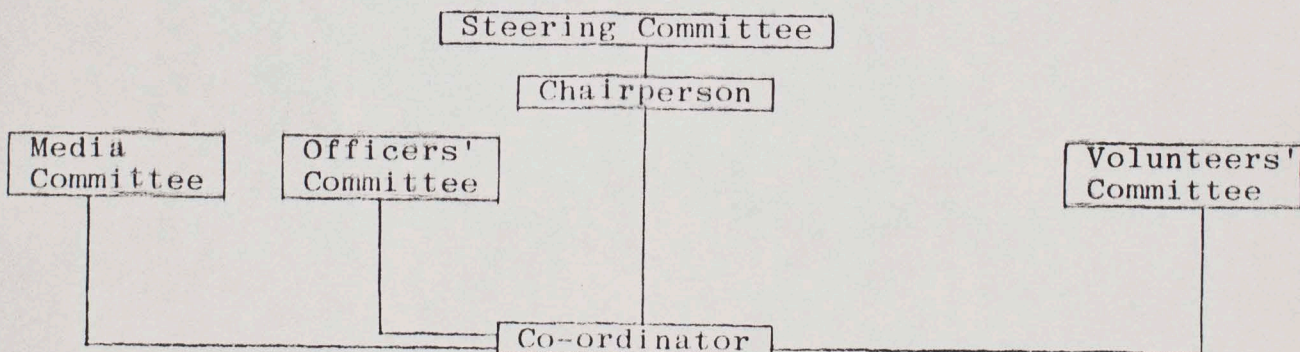
The following are some suggestions on how the campaign should be organized and managed. As stated previously, the campaign will reflect the efforts of all individuals and organizations participating in the coalition. Therefore, it is necessary that all organizations have a voice.

SVREP recommends that the policy-making powers rest on a Steering Committee with each participating organization, regardless of size, having equal votes. This Steering Committee can be subdivided into three functional subcommittees: volunteers, officers, and media.

### AN ORGANIZATIONAL MODEL

This model was developed as a result of over 100 campaigns throughout the Southwest. It is a system by which to organize a registration campaign, and contains the basic functional components.

The Model:



Let us briefly describe the functions of each of these components.

The Steering Committee: This committee is the official policy-making body of the project. Its chief task is to make all the decisions necessary for the fulfillment of the goals and objectives of the project. Specifically, the committee will make the final decisions on the recommendations of the subcommittees concerning issues such as personnel, budgeting, administration, strategy and tactics. All organizations should have representation on this committee.

The Volunteer Committee: The primary function of this committee is to establish the goals and objectives of the project as well as developing a plan to register voters. Its duties involve researching to determine target areas; recruitment and deployment of volunteers and the implementation of voter registration tactics.

The Officers Committee: The chief task of the Officers Committee is to coordinate all administrative tasks and exercise fiscal responsibility. Specifically, this committee has to locate and rent an office, hire a coordinator, authorize any expenditures and purchase any supplies.

Also, this committee should participate in the workings of all the committees and assist the project co-ordinator.

The Media Committee: The basic function of this committee is primarily to develop a voter education program. Informing people as to the why, how and where of registering and voting is crucial to the success of the campaign.

This committee must utilize all aspects of the mass media, especially the electronic media. SVREP strongly urges that this group acquaint itself with FCC regulations on broadcasting so as to be on firm legal ground when dealing with the various stations.

The committee has an extremely important task to develop the ability to provide the information necessary to the prospective voter.

All campaigns center around communication and the voter education committee has the responsibility to transmit this knowledge. Specifically, the Media Committee is responsible for developing the campaign theme and slogan; preparing free media materials (PSAs, photo, press releases, developing posters, flyers and other advertising materials).

OFFICERS:

The Southwest Voter Registration Education Project only requires three officers-

1. Chairperson
2. Treasurer
3. Co-ordinator

As is pointed out in the procedures section, the chairperson and the treasurer sign checks locally. Many groups also allow the co-ordinator to sign checks. In any case, at least two people must sign checks at the local level. If matters are expedited by having the co-ordinator sign checks, then the co-ordinator should sign them.

#### Chairperson

The chairperson presides over the meetings. Enforces and interprets the rules of order used in the meeting. Appoints any committees the person may deem necessary. Signs checks, speaks for the group, calls for meetings of the steering committee and insures that democratic principles are adhered to in the functioning of the coalition.

#### Treasurer

The Treasurer supervises the expenditure of funds and signs all financial reports to SVREP. The treasurer signs checks and makes sure that funds are spent in a non-partisan fashion and are within the budget approved by the coalition.

#### Co-ordinator

The co-ordinator is chairperson of the media and volunteer committees. The person may sign checks if it expedites matters.



The co-ordinator makes recommendations for expenditures; helps choose the site for the office; insures that telephones are in; equipment is available; mans the office at regular, stated times; gets the organizations committed to the drive; recruits volunteers; sends out letters; insures that the different committees do their jobs; co-ordinates the kick-off rally; and generally does the staff work necessary for a successful campaign.

## STRATEGY AND TACTICS

The campaign is now ready to begin the most important phase of the work. By this time the following things have happened:

1. Bank Account opened according to the procedures.
2. The Research Profile has been provided.
3. The Coalition formed.
4. The Steering Committee named.
5. The Media and Volunteer Committees formed.
6. The Proposal to SVREP written and approved.

### What is the Next Step:

Every successful campaign begins with a successful kick-off rally. Many of the elements of putting together a successful kick-off rally are the exact same elements that constitute an effective registration drive.

In the budget that was approved by the steering committee, a line item includes funds for a kick-off rally. The kick-off rally is the key to a successful campaign.

- A. The co-ordinator should get commitments from all the organizations in the coalition to attend the rally.
- B. All organizations should pass resolutions at their regular meetings endorsing the campaign and pledging to urge their membership to attend.

- C. The co-ordinator should get a letterhead printed with all the officers and a listing of all the organizations that belong to the coalition on one side.
- D. The co-ordinator should offer to send letters to the membership of each organization. (NOTE: It is not good politics to ask for a membership list of each organization, unless it is offered. Even if the membership list is offered, it should not be copied, but should be given back intact. The only list the project should have is a list of the actual volunteers that do work. If the list is offered, invitations should be sent out to the members and the list given back immediately. The organization providing the list should be told the list was not copied. The operating procedure is the following:
1. The invitations should be on the project's letterhead with the union label prominently displayed. (We must demonstrate solidarity with trade union principles by printing the material union.)
  2. The invitation should be signed by the chairperson, treasurer and co-ordinator or any combination deemed appropriate.
  3. The co-ordinator should offer stamped envelopes with invitations to the organization and offer to address the envelopes with volunteers.

- E. The resolutions pledging support for the registration drive should be read at the rally.
- F. Other prominent personalities should be approached to attend the rally, or if they cannot attend, should send telegrams of support (include Governors, Senators, Key ~~Bureaucrats~~ <sup>BURROCRATS</sup> and others).
- G. The rally should be free.
- H. Everyone that goes should show their voter registration card, or if they are not registered, the people should be registered to vote there at the rally. The number registered should be announced at the rally.
- I. The rally should be indoors at an adequate facility. (In other words, no beer joints).
- J. The rally should not be at a massive facility, but rather at a modest hall that can be filled.
- K. A band should be engaged.
- L. Members of the steering committee should be introduced and new members should be recruited from the people attending and they also introduced.
- M. Press releases should be made to all the media, including the Press, Radio and Television.
- N. Public service spots on Spanish Speaking Radio should be utilized urging people to attend.
- O. All Spanish-Speaking talk shows should be booked to publicize the rally.

- P. The budget will only cover the bare expenses. The co-ordinator must get the rest in-kind.
- Q. All elected officials should be allowed to say about three short sentences saying they support the drive and will go door-to-door registering the people on your first door-to-door campaign next week.
- R. The first door-to-door drive should be announced and the drive should be about a week away and on a Saturday morning.
- S. Take down the name of all the people that showed up.
- T. Have the bishop or his representative give the invocation blessing your efforts.
- U. Announce the goal of people to be registered by the campaign.
- V. Have very few speeches and much dancing.

That is your first big step. What have you done? You have followed our first great principle. You have shown Unity. You have shown the community that we can unite for a good cause by having all the people there. If you have all the elected officials there and they pledged support and if you have read the telegrams from prominent people, you have shown that we gain respect when we unite. You also have a mailing list of potential volunteers because you signed up all the people that showed up at the rally. These names, in addition to your list of people who already signed up, will make up your core of volunteers.

### The First Door-to-Door Campaign:

The momentum that you build at this rally should carry you through to the end of the registration drive. Your first door-to-door campaign ought to be called a Leadership Door-to-Door Drive. All of the elected minority officials and the presidents of the different civic groups should be asked to show the way by going door-to-door with the volunteers.

### Strategy:

The Strategy committee by this time has studied the county analysis and has made a list of the priority precincts. The co-ordinator should obtain precinct maps for each precinct. A precinct Captain should be named for each precinct that is a priority to be worked that first door-to-door drive.

### Tactics:

The best tactic to register votes, by far, is door to door. There is no substitute. The success of a campaign is directly measured by the numbers of people who go door to door and register people in this fashion. Why? Because research shows conclusively that people react best when approached face to face. Don't forget, it is not just a question of registering the people, it is also a question of voter education. It is a question of talking to the people and telling why they should register and that an election is coming up on X day and that everyone should go out to vote.

We cannot over emphasize this fact. It is not just a question of registering the people, it is also a question of educating people about the importance of participating in the democratic electoral process of this Country. People in this Country get registered literally by accident. The number of people that register on their own is very small in comparison to the number of people that are registered by peer and group pressure through the different organizations such as the Rotary Club, the Kiwanis, the Lions Club, the Toastmasters Club. A very small percentage of the working class people belong to these clubs. Therefore, it is our civic obligation to cause this accident through unpaid volunteers that are participating because they are concerned individuals that want to see our people progress and advance.

#### Training of Volunteers:

We are now at the stage where the volunteers are scheduled to begin their door-to-door walking. It is important that the following be prepared. (Since we are not paying the volunteers, common courtesy would require us to show them some respect and gratitude. This is why the following recommendations are very important.)

1. Have hot coffee and donuts (reposteria) available.
2. Tell them they will be asked to volunteer from 10:00 A.M. to at least 2:00 P.M. (Don't make it much beyond 4:00 P.M. unless you have really dedicated volunteers. You should ask key people beforehand how long the people should be asked to volunteer.)

3. Tell them it's not just a question of registering the voters, but also of educating them towards the importance of voting.
4. Tell the volunteers that they should urge the people to vote and that the next election is X day.
5. Never send a volunteer down a block by themselves, always send teams of two, together. Take our word for it, the fellowship of having someone with each volunteer results in more work done, and in getting the volunteer to come back again.
6. An important fact of political life - Women are better at door-to-door work than men, and get better results, so send teams out of one man and one woman with the woman doing the initial talking and the man coming in with voter education afterwards. (This fact has been documented many times before.)
7. Give each volunteer a sheet that briefly outlines the law. We cannot provide this, the co-ordinator must do this.
8. Assign the volunteer to a precinct Captain who has a precinct map already.
9. Buy lunches for the volunteers that want to eat lunch. Don't give the people baloney sandwiches, but rather, something reasonable. Here is a chance to get a good discount from a good minority food establishment.



This is the most important part of the work. Some volunteers cannot possibly go door to door. These should be assigned to work in action places like shopping centers where minorities shop, or stores.

The Church has been very helpful in many instances. In some places they have offered to register voters at the end of their services and urged their membership to register and vote from the pulpit. All of the organizations that agreed to support the campaign can help in their own way. We mentioned the Church in particular, because in some instances it has been the Key to a successful drive.

Length of the Campaign:

The length of the campaign should be as long as that stated in the proposal. The campaign should not drag on and die a slow death. It should be short, but intense. You should close the campaign with a farewell party for all the volunteers (that costs only one or two barrels) there at the headquarters.

Goal:

The Goal of the registration drive, in terms of numbers to be registered, should be well known to all the volunteers, and a large poster should be made where the number of people registered can be kept up to date. It is important in the campaign and a Key registration tactic that the people have a goal to strive for.

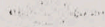
This goal must be announced at the rally and in whatever media releases you make.

Voter Education/Media:

Voter education and the media are crucial to the success of the drive. The next section deals with it in detail; however, we mention it here so that you realize it must be well co-ordinated with the registration drive.

**SOUTHWEST VOTER  
REGISTRATION  
EDUCATION PROJECT**

212 EAST HOUSTON ST., SUITE 401  
SAN ANTONIO, TEXAS 78205  
AC/512-222-0224



Organizing Tools

The following section provides you with the following:

- Registration Record Form
- Voter Registration Drives Handout
- Voter Registration Field Information Form.

Each has been designed to assist you in organizing your voter registration drive in the most effective manner. Each form serves a different purpose and should be utilized to its fullest. If these forms are used they should be your files will always be up to date and ready for use at any time.

The best and most effective way to cover an area is to know beforehand the number of persons that are already registered and where they live. In order to know this, you need to break down your precincts by streets and then by blocks. You should utilize the Registration Record Form, a 4 x 6 inch index card, to break down the precincts. This method will give you a card for every home where persons are registered and how many.

Registration Record Form

Name \_\_\_\_\_ Pct. # \_\_\_\_\_  
Address \_\_\_\_\_ Council Dist. \_\_\_\_\_  
Telephone # \_\_\_\_\_  
Names of Family Members Registered:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Comments:

The Voter Registration Drives handout gives everyone an idea of what they should be doing. The Voter Registration Field Information Form helps to maintain your files. You should note any new persons registered in the homes that already had some registered and you should also note down the homes that did not have anyone registered where you were successful. The other information on the form may also be helpful for future use.

## Voter Registration Drives

### Precinct Captain

Each voter registration specialist will be supervising the group at some point during the drive. The purpose of having a pct. captain is so that things will flow smoother and have better results.

The pct. captain will be responsible for the following:

1. Designating which streets will be worked.
2. Assigning streets to each Voter Registration Specialist.
3. Handing out information forms and filling them out.
4. Making sure there are enough voter registration cards and information forms available.
5. Making sure all streets are completed.
6. Picking up the work completed by each specialist at the end of the day.
7. Returning the work completed to each specialist in the morning so that the proper forms are filled out while the supervisor prepares for that days drive.
8. Making sure that all voter registration cards and forms are turned in at the end of the work to the Tax Assessor Collector at the county courthouse.
9. Keeping a daily count of the number of new registered voters.
10. Color coding the precinct maps so that we can see which streets have been worked and which ones we need to work.
11. Making sure that all new voters are filed in index cards or simply added to an index card already in our files.

### Voter Registration Specialist

Each specialist should have the following items while out in the field.

1. Precinct map
2. Yellow marker
3. Pen (blue or black)
4. Clip board
5. Information form
6. Walk list index cards
7. Enough voter registration forms

When you go to a home check to see if there is an index card. If there is, make sure it is in front of you. Find out if that in fact is the family living there if anyone needs to register and their phone number. If another family has moved in write MOVE across the card and keep it in file. Keep in mind that families that have moved in are probably registered at their old address so register them again. Be sure and fill in the information form. DO NOT LEAVE A HOME WITHOUT MAKING AN EFFORT TO GET THEIR HOME PHONE.



## Voter Education/Media:

No campaign should begin without the Chairperson, the Treasurer and the Co-ordinator reading this section on Voter Education/Media.

Why? Because if the Media is abused, it will ruin the momentum and morale of the campaign. If the Media is antagonistic or just plain anti-Chicano/Black/Indian, it will work to make you look bad. If they are unbiased and simply want to report the news in a truthful fashion, then you must deal with them in a professional, courteous manner.

### Sources of Political Information

#### In the Chicano Community

This innocent-sounding topic heading is the cornerstone of the whole Voter Education approach. In preparation for this section, the Southwest Voter Registration Education Project undertook research to determine the main sources of political information in the Chicano community. The results should be judged from this perspective: the sample was very small, so the margin of error is high; the respondents were Chicanos in the West Side Barrio of San Antonio. SVREP will undertake much more extensive polling and surveying in the summer of 1978. Despite the obvious shortcomings of the poll, the results give us a very strong indication of where Chicanos get their political information and what we should do about it.

There are three Mediums in the Media. Radio, Television and the Press. The first medium to be analyzed was the Press.

Press:

The questions asked the respondents concerning the Press were designed to measure the political impact the Press has on Chicanos. The specific intent of the series of questions was to determine if the press were a major element in making up the individual's mind on who to vote for or what to vote for.

Between 9% - 15% of the Chicanos indicated that the Press was a major element in making up their minds. On the other hand, almost 60% of the Anglos in San Antonio said the Press was a major element in making up their minds.

The practical consequence is that very few Chicanos will rely on the Press to make up their minds politically and for a good number of the Anglos, the Press is a major element in making up their minds on political matters. As a result, press releases made by the different projects are, in large part, actually information for Anglos. An example may be of benefit at this point.

In the late 1960's a very effective registration campaign was conducted in San Antonio during an off-year election time when registration normally drops. 20,000 new Chicano voters were added to the rolls, and this was in an off-year election when there is little interest. The problem was that the Press picked this up and played it as an attempted Chicano takeover.



40,000 Anglos registered to vote and the percentage of Chicanos registered compared to the rest of the community actually dropped, despite the record registration drive. The subsequent elections proved disastrous for the Chicano candidates. The reason the Press picked it up as a Chicano takeover was that several speakers at the Kick-off rally got carried away at the microphone and virtually said it was a takeover attempt.

Press releases and statements to the Press should be viewed from the perspective of this painful experience. Do not repeat the same mistake.

#### Television:

SVREP will provide Television tapes for all campaigns. Television is a very high source of political information for both Anglos and Chicanos. Television, however, is also like the Press, in that you are talking to the Anglos. Generally, you will only get a few showings of the tapes. The tapes for television should serve as a morale booster for the volunteers.

#### Spanish-Speaking Television:

Spanish-Speaking Television is Key. It is true that in many areas they have a small viewing audience, and it is true that the youth does not generally view them either. However, Chicano youth registers and votes the least of any major segment in U.S. society.

The people that do view Spanish Speaking television are generally older, and the Chicano voter is generally older. Even though the viewing audience or part of the total community may be small, it is a significant part of the Chicano voting potential. Spanish-Speaking television is therefore an important Media target for all registration drives. SVREP will furnish Spanish language films on request for showing. The films are 30-second Public Service Announcements suitable for full P.S.A. Time.

All talk shows should be taken full advantage of, so as to constantly remind the people about their civic responsibility to register and vote.

#### Spanish Speaking Radio:

Spanish-Speaking Radio is the best source of political information for Chicanos. Everything we said about Spanish-Speaking television holds true for Spanish-Speaking Radio. SVREP will furnish 30-second spots for radio. These should be played frequently. It is important that the media committee concentrate on getting the tapes played frequently on the air during the campaign. Press releases should be made frequently to the radio. Progress reports should be made once a week and the media committee should take full advantage of all talk shows available. The locutores should be given top priority and they should be asked to publicize the drives extensively.

The co-operation we have received from the Spanish Speaking Radio throughout the Southwest is a point of pride with SVREP. It is a point of pride because every Spanish-Language Radio Station we have approached throughout the Southwest has cooperated 100%.

Remind all stations that you approach about this record and thank them for the great service they are performing for the people.

A MEDIA HANDBOOK

FOR

FIELD PROJECT CO-ORDINATORS

Updated: February, 1978

## THE MEDIA LIST

The first task of the media committee is to develop a list of all media sources in the targeted community.

There are two kinds of media, horizontal and vertical. Horizontal media is directed to the general audience. Vertical media is directed at special interests or a specific group. Within horizontal media, there are also sections devoted to a particular audience. For example, in newspapers, there are sections devoted to particular interests (Sports, City, Women), as in radio there are specific programs. Your media list should follow these general categories. Under each you have different mediums - newspapers, radio, television, etc.

### HOW TO DEVELOP A MEDIA LIST:

- 1) Draw up an initial list for your area using directories.
- 2) Call, or preferably visit, each one to find out:
  - the audience
  - the name of the person (contact that you will direct your releases to.
  - deadlines involved. Your consideration in following these will pay off in coverage.
- 3) Using the information you have gathered, reorganize your media list into categories.

#### I. Horizontal Media

- |               |                            |
|---------------|----------------------------|
| A. Newspapers | (Under each of these, you  |
| B. Radio      | will list the individual   |
| C. Television | newspapers or stations and |
| D. Other      | the name of your contact.) |

#### II. Vertical

- |                     |                           |
|---------------------|---------------------------|
| A. Religious        |                           |
| B. Geographic       | (Ex.: Chicano newspapers) |
| C. Spanish Speaking |                           |
| D. Other            |                           |

## PERSONAL VISITS

By paying personal visits you will get to know the persons who will be handling your press releases. As you know, it is harder to turn down someone you know than a faceless name. Therefore, the better you know your editors, news directors, and reporters, the better consideration you receive.

Visits. Because of deadlines, it pays off to schedule your visits at a time when your media contacts have time to talk. The suggested schedule is:

Newspapers: Morning Edition - 4-7 P.M.  
Afternoon Edition - 8-10 P.M.  
Weekly Edition - Friday P.M.  
Suburban Paper - the day after they  
are delivered.

Radio: After the hourly news up to 15 minutes before  
the next news report.

Television: 2:30 - 4:30 P.M.

Approach. For newspapers, just walk in and ask for the managing editor. Introduce yourself and state why you are there. The editor will introduce you to the reporter or column editor who will handle your releases. Ask this person about deadlines, style requirements, and if there is anything else you should keep in mind. Be honest, courteous, and if possible, provide them with a prepared background information packet.

NOTE: If you do encounter hostility, please keep cool. And don't enter into philosophical discussions. Just remind them gently of their community responsibility. In radio and television there are FCC guidelines to support you. Unfortunately, there is not the same protection in printed media, but where there is a will there is a way.

### HOW TO BE HEARD

The use of the public channels of communication provides a way to increase the number of people you can reach. People's perceptions and their consequent attitudes and actions depend on their base of knowledge. If you are interested in affecting attitudes and actions, it will be necessary for you to learn to effectively utilize public channels of communication --- newspapers, television, radio, etc.

This section provides a basic working knowledge of skills and techniques to aid you in planning and preparing a media strategy to publicize your voter registration drive.

Two things are so important that the extent of your success depends on them.

### PLANNING AND PREPARATION.

Think carefully about your needs and objectives. Then plan the most effective way to reach the public.

- Plan early.
- Know your purpose
- Prepare materials

TIME: The time the media receives the release as well as the timeliness of the story is very important.

#### DAYS TO CONSIDER

- + Monday afternoons are best for the weeklies.
- Tuesday: too late for weeklies and a weak day for dailies. Competition is greater for space.
- ++ Wednesday/Thursday good days because the paper carries a lot of ads and needs copy to fill up spaces.
- + Friday fairly good, good for week-end editions.
- Saturday/Sunday bad for news conferences, good for releases. The regular news staff is off so stations and papers need news.

#### NOTE:

- 1) If something important breaks the most important factor is to get the the news out. Zip off a release right away.
- 2) If an event is happening during the weekend, and it cannot be changed-- go ahead and call the press conference, but work extra hard to get the news out.

#### THE NEWS CONFERENCE

In making the selection of the place where the conference will be held keep in mind that it should be a place that is easily accessible to the press.

Keep in Mind:

--Audio - is the sound reception good? Is outside sound controlled?

--Visual - is lighting adequate?

--Electrical - is there adequate power supply and enough accessible electrical outlets?



Have the seating arrangements set up before the conference begins. Have chairs available for everyone that may attend. Seating arrangements for those who will be directly involved in the presentation should be made prior to the conference. These are also included in the packets at the conference for purposes of identification. Have the packets near the door.

Follow an outline for the presentation-- who is speaking when and saying what. This is very important because the visual and oral presentation has the focus at a news conference. State what you have to say clearly and simply. Do not ramble. Have a question and answer session and then end the conference. Start on time, unless the press is not there.

#### COURTESY

As a courtesy have coffee and water available for the press. Also a pitcher and glasses for the speakers should be available on the table. At the end of the conference thank the media for their attendance.

#### PRESS ADVISORY

Deliver a Press Advisory to the media inviting them to participate 3-4 days in advance. A press advisory is a notice to allow the media to schedule your press conference, and necessary for the success of your efforts.

(Sample Press Advisory)

PRESS ADVISORY

Contact: \_\_\_\_\_

Phone : \_\_\_\_\_

There will be a press conference held by \_\_\_\_\_ (who) \_\_\_\_\_  
Saturday, \_\_\_\_\_ (when) \_\_\_\_\_ at \_\_\_\_\_ (where) \_\_\_\_\_. The press conference  
will be held to \_\_\_\_\_ (why) \_\_\_\_\_.

Present at the press conference will be \_\_\_\_\_ (who) \_\_\_\_\_  
Chairperson of the \_\_\_\_\_ Voter Registration  
Education Project, \_\_\_\_\_ etc. \_\_\_\_\_.

Details \_\_\_\_\_ of \_\_\_\_\_ will be presented at the News conference.

If articles have already appeared on the subject of your news  
conference under the by-line of a specific reporter, be sure and  
take these reporters a copy of your Press Advisory also.

## THE NEWS RELEASE

The media welcomes news items that are of interest to their readers and listeners. The value of news items will depend on their timeliness, significance, local appeal, unusualness, people involved and influenced. When your release comes across the desk of an editor or news director s/he will be judging it according to these factors as well as the style it is written in.

### TIPS FOR RELEASE WRITING

1) Write the most important information from the top down. Releases are edited from the bottom up. The first two paragraphs, at best the first paragraph, should include the Five W's: What, When, Where, Who, and Why. The rest should only be supportive. Imagine your release being edited down to the first two paragraphs. If the message gets across - you've got the right idea.

2) Release Instructions. In a news room releases are opened quickly and then sent to the appropriate department or reporter. Here it is either edited, thrown away, or followed up for a bigger story. For this reason it is important that a name and phone number of a person who can provide further information be included. The release instructions are typed on the upper right-hand side, about four spaces down from the masthead or top. The instructions will inform the media when the story can be released and whom they can contact for further information or clarification.

3) News Release Body. Leave 12-15 spaces between the masthead (or top) and the first paragraph of your releases to give the editor room to write a headline.

Use wide margins to avoid a crowded look. Leave 17-18 spaces for plea and 20 spaces for elite.

Use a greater indention than a letter style. (Try 8-10 spaces.)

Use underlining and capital letters sparingly. Every release must be typed and double-spaced. Remember your copy will be edited, and is competing with dozens of other releases. Double-spacing is necessary for corrections, deletions, additions, and instructions to the typesetter.

At the end of each page type the word "more" centered at the bottom. When the release is continued on another page type "Add One" for the second page, "Add Two" for the third, etc. At the end of the last paragraph type "----30----".

4) Use simple words - stay away from "in" jargon (especially institutional or professional). Use words that people use in normal conversation. A news release is written to inform, not impress.

5) Stay away from adjectives, demonstrative articles, and adverbs. Stick to stating the facts; don't get fancy.

6) Write either in the past or future tense. The event has either happened or will occur. Do not use the present tense.

- 7) Use short paragraphs, sentences, and words. Limit paragraphs to 3 sentences. (Copy looks better and reads easier.) Use declarative, short, tight sentences with action verbs. Avoid rambling, run-on sentences. Try to use words with five letters or less.
- 8) Timely. Releases should be fresh, happening now. Leave history for Sunday features and historians. Write stories as they happen or will happen very soon.
- 9) Stay away from generalities, state quickly and clearly what you are trying to say-- the facts. Anticipate and answer questions that readers or viewers may have. But avoid padding.
- 10) Punctuate for good readership. Have your copy proofread for punctuation. Read your copy with the eyes of a reader who will be seeing it for the first time.
- 11) Quote other persons when appropriate. When someone else is saying the same thing, your copy will not appear biased. It adds credibility.
- 12) Write the story then stop. Limit the release to 2-2½ pages.
- 13) Never break a paragraph at the bottom of a page -- no matter how much space you leave at the bottom. Jumping a paragraph from one page to another causes confusion in the backshop -- since pages are separated. If a paragraph is split, it may never get back together again.

14) Tightness. Releases are not written chronologically but rather in the order of importance of the substances and essence. This is especially important in the first sentence or "lead". The lead states the meat of the event. If you grab the reader's attention, he or she will keep on reading. For example, on good leads, read the first paragraph of wire service stories.

#### The Media Packet

The media packet or news kit is the collection of background information you make available to the media.

Appearance-wise should be an attractive folder with inside flaps. It should include:

- 1) The news release
- 2) Past releases issued on the same subject.
- 3) Organization background information.
- 4) A supporting statement if there is one.
- 5) List of participants.

#### MAILOUT

The mailout of a news packet to non-attending press should be mailed the day before the conference is held.

#### NAMES AND ENDORSEMENTS

Sprinkle some names in your release. Who said what, who was there, who did or will do what.

Names add color and substance to a story. This can also serve as a subtle form of endorsement. In fact, individual or group endorsements is a good way to get your name in the paper or tube. This method can be especially effective if it is planned right. This will appear as a snow-balling effect. The drive will remain in the news and will come across as being successful.

### Letters to the Editor

Letters to the editor can be used for publicity. They can come across very well if they are well thought out and are written with sincerity.

Write your own letters and put thought and sincerity into them.

Do not make extreme statements or attacks! Do not state anything you cannot prove. Base your statements on fact. State your point, and then stop. Do not write a letter longer than 200 words --- it will be too long to be used.

Always sign your name and address.

### TELEVISION

Television is the most powerful medium of communication. When you are on camera you are speaking to hundreds or thousands of viewers. If you want to get your message across to a wide audience, you will have to learn to work with the one-eyed monster.

The following are a few suggestions on how to deal with this good opportunity to tell your side of the story.

First, be calm and courteous. Treat the reporter as an interested person. Assume she or he will not go out of their way to smear you if you do not antagonize them.

Secondly, provide accurate information and respond openly to their questions on your project and public activities. If you don't know something say so. Do not exaggerate.

Thirdly, if possible, provide the favorable information first. Remember, articles are edited backwards.

Fourth, think before you talk, then answer briefly and accurately.

Fifth, prepare for the interview. Sit down beforehand and make a list of the points you want to make. Anticipate questions and you can prepare your answers.

Sixth, if you do not want something made public, don't say it. And don't ask to get anything off the record.

Seventh, be open and honest. The worst mistake you can make is to try to cover up or lie. If you are not at liberty to answer the question, say so.

NOTE: Being at ease with the news media depends a great deal on experience and confidence. This is as good a chance as any to get that experience and confidence.



The basic rules of communication followed in public relations can be summarized using the following formula.

Rules of Communication

C R E A T I V E  
o e m e r n i f  
n s p t u n b f  
c e a i t o r e  
e a t o h v a c  
p r h n a n t  
t e y t t i  
h i v  
v e  
e

- 1) CONCEPT - have a simple, central idea for what you are doing.  
  
Example: Our goal is to register the Mexican-American population to increase their participation in the democratic electoral process of our nation.
- 2) RESEARCH - know what you are talking about better than anyone else. Know the facts -- who, what, when, where, why, and how.
- 3) EMPATHY - put yourself in the place of the other person -- viewer, reader, listener, or reporter.
- 4) ACTION - what happened, is happening, or will happen.
- 5) TRUTH - be honest and up-front about what you are doing. Don't leave room for suspicion -- keep it clean, simple, and to the point. Don't B.S. the press.
- 6) INNOVATIVE - try a bit of freedom. The catchword is new -- try new ways, new questions, new answers.

- 7) VIBRANT - put personality into communication. People can relate to being human.
- 8) EFFECT - choose words and actions with care. Consider beforehand the effect, or impact that both can have. Ask and answer these questions:

- a) How will other persons interpret what we say?
- b) Are we using the best words to explain what we are doing or will be doing?
- c) What will be the final effect? Is what we are doing going to produce the situation or goal we want?

Remember: Communication is only the means towards a final goal.

Catchwords: Planning and clarity.

MEMORANDUM

TO : Field Project Directors

FROM : William C. Velasquez, Executive Director

RE : Reports, Reimbursement Process  
IN ORDER TO BE REIMBURSED, ALL OF THE FOLLOWING FORMS  
MUST BE RETURNED TO OUR OFFICE.

In order to replenish your local field project account, it is necessary to make a request on the following forms. All the forms must be sent in together.

REIMBURSEMENT:

All the material is in order. The first page called "Reimbursement Form" is the form used to record the expenses incurred and which must be reimbursed for operations to continue. If you think you will need more in the next period than what you spent in the previous period, outline those additional expenses under "Other" and explain. You will be reimbursed the amount you request under the figure "Total." PLEASE DO NOT WAIT UNTIL YOU ARE OUT OF MONEY TO REQUEST REIMBURSEMENT.

CHECKS WRITTEN

All checks should be listed and all voided checks should be stapled to this form. This "Total" and the first page "Total" should be equal, unless you request additional sums. Each expense item must be accompanied by a receipt from the vendor. Other expenses should be documented with receipts provided. Everything is then stapled to this form.

FIELD PROJECT ASSISTANT FORM:

In order to determine the status of the field campaigns and in order to effectively assist groups to get the job done, the attached "Field Status Report" must be filled out by each project and sent in with the accompanying reimbursement request.





FIELD STATUS REPORT

1. How many people have been registered during this reporting period? \_\_\_\_\_
2. How many people have been registered to date? \_\_\_\_\_
3. How many organizations actually have helped so far? \_\_\_\_\_
4. How many volunteers have gone door to door? \_\_\_\_\_
5. What other methods were used to register voters? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

6. Have you received all the voter education material? \_\_\_\_\_

\_\_\_\_\_

7. Comments on effectiveness of voter education campaign \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

8. List the radio and television stations that are airing SVREP public service announcements; the number of times per day the material is being aired; when the station started airing the material, and whether you think it is prime time or not.

Station	Times	Dates (State if they are played daily)
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

9. What problems has the campaign encountered in registering voters? (List by importance.) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

10. What steps have you taken to solve the problems? \_\_\_\_\_

11. What suggestions do you have for increased SVREP efficiency? \_\_\_\_\_

12. Is there anything you need from SVREP? \_\_\_\_\_

13. Comments: \_\_\_\_\_

SOUTHWEST VOTER REGISTRATION EDUCATION PROJECT  
212 E. Houston St., Suite 401  
San Antonio, TX 78205  
(512) 222-0224

FIELD PROJECT ASSISTANT  
INFORMATION FORM

Project \_\_\_\_\_

\_\_\_\_\_

Address City & State Zip Code

Name \_\_\_\_\_ Social Security # \_\_\_\_\_

Address \_\_\_\_\_ Telephone # \_\_\_\_\_

Area Code \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Before a field project assistant is hired by a local project, this form must be filled out and sent to the San Antonio office (address above).

SOUTHWEST VOTER REGISTRATION EDUCATION PROJECT  
212 E. Houston St., Suite 401  
San Antonio, TX 78205  
(512) 222-0224

FIELD PROJECT ASSISTANT  
INFORMATION FORM

Project \_\_\_\_\_

\_\_\_\_\_

Address City & State Zip Code

Name \_\_\_\_\_ Social Security # \_\_\_\_\_

Address \_\_\_\_\_ Telephone # \_\_\_\_\_

Area Code \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Before a field project assistant is hired by a local project, this form must be filled out and sent to the San Antonio office (address above).



## PUBLIC SERVICE ANNOUNCEMENTS

Reel to reel public service announcements can be ordered, at no cost to your project.

These tapes can be given to local radio stations in your area. The tapes can be used in coordination with your voter registration drive.

Below is a list of the tapes which you may order. All are 30 second public service spots.

Freddy Fender	-	Spanish
Lou Rawls	-	English
Ricardo Montalban	-	Spanish/English

You will also receive with your tapes, a cover letter explaining the importance of these spots as public service announcements.

## USE of TAPES

Spanish tapes should be given to Spanish speaking radio stations, and English tapes to English speaking stations only.

A station is chosen to play the tape. An appointment with the station manager must be made. Take a copy of your tape and the cover letter. When you meet explain to station manager that your group is conducting a voter registration/ voter education drive from \_\_\_\_\_ to \_\_\_\_\_ (the length of the drive). After he reads the cover letter you should discuss whether the station will or will not play the public service announcements. If so, for how long and how often. Whatever the agreement, it is necessary for you to receive written confirmation of duration and frequency of the air time that will be received.

Due to the existing possibilities of action that the station may take, you may request information on further alternatives to follow, if the station does not comply with your request.