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Letter from a New Jersey Supporter to Geraldine Ferraro

Geraldine Ferraro

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HOW TO WIN VOTES

VED
AUG 14 1984

Aug. 6, 1984

WASHINGTON OFFICE

Dear Ms. Ferraro:

I have some suggestions for you to use during your campaign.

I am a layman, giving you feedback about your status. In formulating your strategy, you need some non-professional advice. Here it is.

The glow from the convention is fading. Now, you must show the voters those qualities which have endeared you to your early supporters.

Television is a Problem

You don't sound good during the brief clips on the news broadcasts. You don't have enough experience as a speaker to compete effectively on a national level. In time, you will improve; but, the election is only 3 months away. It is very difficult to polish your skills in such a brief period. Don't compete on their level; rather, compete on yours.

GO WITH YOUR STRENGTH

The papers and magazines report that your strength is your warmth and your humanity. This strength is coming across in print, but not in the T.V. news clips. You must establish your compassion to the voters.

Your task is three-fold.

First, continue your good relationship with the print reporters. You are doing a good job, so I will not go into any details. Just talk to them and make sure that their special needs are fulfilled.

Second, people who know you, like you. Use this fact. Get to know all the opinion leaders. Meet personally with the news commentators, major editors and publishers, column writers, and local party leaders. Let them get to know you and they will endorse you.

Third, T.V. is an image maker, but not yours. Network news spots can kill you. But, since no national candidate can avoid T.V., consider the following tactics:

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1. Practice some simple prepared speeches. Don't try to be a great orator. You know the campaign issues. Rehearse presenting them in a natural way that conveys your strong personal appeal.
2. Avoid extemporaneous or impromptu interviews, for which you are unfamiliar with the subject.
3. Use T.V. commercials to show your warmth, your humanity, and your ability as a leader.

That's it.

Let me know what you think.

Good Luck.

Scotch Plains, N.J. 07076

PERSONAL INFORMATION

Title: * MR

First Name: [REDACTED] Middle Name: * bl

Last Name: [REDACTED] Salutation: MR [REDACTED]

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CORRESPONDENCE INFORMATION

Letter Code: HS 1

DEMOGRAPHIC INFORMATION *

d/i code 1: M d/i code 2: _____ d/i code 3: _____ d/i code 4: _____

* All items marked with * are optional, including all d/i codes. All items not marked with * must be filled in or the computer will not accept the record.