

**Political Effectiveness
1969**

9+10/1969

The units on political effectiveness were quite well attended and members responded well. Some general areas of discussion on what is effective and how League can be more effective were brought up at each unit with some variations. The following paragraphs present points discussed at three or more units. Ideas discussed at one or two units are listed below. Be sure to examine the ideas presented in the different units.

First the importance of personal contacts and personal letters was discussed at the units. All the units felt these were useful tools and members should be encouraged to write or telephone. Secondly all the units felt that we could work with other organizations more and this would increase our effectiveness. League works with some organizations but more could be done in this particular area. The third area the units discussed was that of woman power. Since we are concerned with three levels of government and since we do study issues, sometimes sustained efforts in action are difficult to maintain especially in attempting to be effective at all levels. The units also generally felt that the League should testify at hearings in support of legislation where we have a position. The last area mentioned was education whether it was of ourselves, of the community or of our legislators. Facts should be made available.

The ~~unit~~ individual units at these ideas:

~~Tuesday~~
Monday

Members possibly not utilized as much as possible.

TUESDAY

1. A need for LWV to reach the local public through:
 - a. Leaflets (Did you know that the Appleton LWV is going to put out a flyer on reading a budget?)
 - b. Use of television
 - c. Public meetings and clinics
2. Omission of League jargon in contacts with public
3. Make greater effort to get members into League.
4. Teach leaguers to write letters and that each individual does count.
5. Program chairmen should present a spring meeting about what is happening in their items.

WEDNESDAY A.M.

1. Work on undecided legislators and give him information
2. League is fine on studies but lacks continued effort in action
 - a. Continued effort wears out committee so need a "reserve" force
 - b. Get new members on committee for fresh ideas
3. Members need to know position and to act on them
4. Need to evaluate efforts and do an analysis of failures
5. Try to mobilize affected people
6. Create a wider sense of concern in leaguers
7. Speakers to groups to inform and to stimulate them.
8. Know what is important to legislator
9. Wire Service has special rates for telegrams to legislators
10. Should encourage broadcasters to do more public interest programs.
11. Voter Service should let members know when legislators are available.

12. Members should get on the mailing lists of legislators in order to receive their newsletter.

As I read over the reports from each unit, it appeared that two general classifications were being discussed. First, what the member can do or what the league leaders can do to help the member in order to become more involved and effective. The second ~~is~~ general classification ~~is~~ appears to be what the members believe League programs could do for the community. This splits into two areas: 1) Legislative action which is supporting or opposing laws through concerted League action; and 2) Community action which includes workshops, clinics, speakers, leaflets, etc. Sometimes both community action and legislative action are used on the same issue.

Now we are beginning to define our problem areas (analysis of our strengths and weaknesses). Where do we go from here? We will be reviewing our state support positions this spring and these positions can be acted on locally ~~is~~ (for example the Appleton league supported the fair housing ordinance at city council under our state position). This still does not answer the above question. How will we be able to use the knowledge that is held collectively by league members and how do we approach community action. Legislative action is primarily responding to current legislation ~~that we do not~~ so it is more

7 on a sustained board.
of a reaction that a planned program. We are trying to involve all the members in league legislative actions through the units. Do you feel that this is effective + sufficient? How could we improve?

How can we more effectively use our woman power to community action and not our - extend ourselves? Should we choose a ~~project~~ program of community action like we chose a program of study?

DISCUSSION QUESTIONS FOR UNITS ON POLITICAL EFFECTIVENESS

1. What in Mr. Longley's speech were the most helpful suggestions to you, on how to be involved and politically effective?
2. Where do you think League meets the criteria for political effectiveness mentioned in Mr. Longley's speech and where does it fail? What suggestions do you have for improving League's political effectiveness?

INFLUENCING LAW MAKERS

By Larry Longley

(Outlined briefly by Judy Winzenz)

I. Introduction

- A. Why should one try to influence lawmakers?
 1. Because the world is not perfect.
 2. Because one can.
 - a. One can multiply his influence because so few try.
 - b. Politicians want to know how they are doing.
 - 1). They want to ascertain political realities.
 - 2). They want to gather information on possible alternatives.

II. Influencing lawmakers

- A. Advantages of a group
 1. Pools the energies and strengths of its members in order to achieve goals.
 2. Becomes active and efficient when faced with opposition
 3. Utilizes the potentialities
 - a. Strategic place in society
 - b. Internal characteristics
 - c. Nature of governmental institutions
- B. Factors affecting an interest group's power
 1. The power of the cause.
 2. Its ability and willingness to combine with other groups
 3. The nature of its goals.
 4. The activity of the interest group.
 5. The skill and efficiency of the group.
- C. Analysis of League's strength and potentialities.
 1. Extreme care in selection of program of action.
 - a. One local government can solve
 - b. Issue worthy of time.
 - c. Issue League can do something about
 - d. Issue within scope.
 - e. Timely issue.
 2. The League's research has gained respect for thoroughness and objectivity.
 3. The public sees League as hard-working, concerned women citizens.
 4. The League uses its political resources with skill and efficiency.
 5. The League seeks support of other groups with common goals.
- D. Strengths of the League

IDEAS FOR NATIONAL PROGRAM IN '70 - '72, ANYONE?

In order that the local Board may have the benefit of everybody's thinking before sending in our first round suggestion, the first fifteen minutes of the unit meetings on October 20, 21 and 22 will be devoted to National Lively Issues. Some possible program items are discussed on the two center pages of the National Voter that you have just received (or will receive in the next few days). The Board wants to know your preference among these items - - or, if you have an item in mind that is not discussed in the National Voter, the Board would like to consider it also.

Corinne Goldgar

* * * * *

ELECTORAL COLLEGE UNITS

- YES - the House of Representatives has indeed passed a proposed constitutional amendment to abolish the Electoral College.
- BUT - this does not mean that the League's unit meetings are "too late to do anything about it".
- IN FACT - this amendment still has to pass the Senate by a two-thirds majority and then must be ratified by three fourths of the state legislatures (38). There is yet time to decide whether to support this particular amendment or any of the many others that have been proposed.
- HOW - do you feel about it? Would you like to keep the Electoral College as it is? in a modified form? Do you want a direct popular vote?
- PLEASE - when you receive the Electoral College Facts and Issues, read it and come to the last unit meetings in October and the first set in November.

Betty Breunig

* * * * *

WELCOME to the following new members:

Mrs. A. Behrmann (Blanche), 2300 Woodrow Ct.	9-6579	Wed. a.m. Unit
Mrs. R.H. Coffin (Penny), 159 River Dr.,	9-9068	Mon. p.m. Unit
Mrs. A. Johnson (Cynthia), 717 N. Badger Ave.	9-5146	Wed. a.m. Unit
Mrs. J. Lokensgard (Liz), 1008 W. Winnebago	4-8355	Tues.p.m. Unit
Mrs. E. Schmidt (Stevie), 910 S. Midpark	3-8782	Mon. p.m. Unit
Mrs. M. Schwartz (Mina), 1 Bellaire Ct.	9-7013	Wed. p.m. Unit
Mrs. J.B. Wright (Barbara), 1221 George St.	4-1342	Wed. a.m. Unit

Transferred from the Neenah League:

Mrs. R. Schwingel, 331 W. Foster St.	4-4695	Tues.p.m. Unit
--------------------------------------	--------	----------------

* * * * *

NOTES FROM THE PRESIDENT

Any League of our size that can start its program year with three general meetings, all moderately well attended, certainly has embarked on another great year for the group. We all like to meet so many potential and new League members, just as we miss the regular attendance of those who have had a continuing association with League's growth and achievement. Now we are moving ahead into a month concentrating on unit discussions and state and regional conferences. I suspect the dialogue and discussion at these meetings will have no little significance on the course of League development in the near future. We seem to be moving toward a reassessment of some aspects of our organization; a scrutiny that is needed and can be most meaningful providing it protects the uniqueness that is League. I hope all of you are considering most carefully what this organization can continue to be as we strive to meet the accelerated needs and demands of our contemporary democracy.

Dorothy Olson

prior to 9:00 after dinner 1/8

1. Realistic issue and problem selection
2. Expertise concerning issues and problems
3. A generally favorable image
4. Skillful leadership and effective organization
5. A willingness to work cooperatively with other organizations.

E. Tactics on influencing.*

1. Those that provide service and assistance best
2. Those that help the legislator.

F. Individual abilities in influencing

1. Join an organization
2. Gain expertise on selected topics
3. Seek opportunity to know lawmakers
4. Communicate with lawmakers

III. "How to Lobby in Five Magic Rules."

1. Seek access to your legislator early before the issues are decided .
2. Emphasize his self-interest.
3. Give the legislator good, sound facts.
4. Compliment him in the process of your communication.
5. Try to sway the undecided law-maker rather than the conversion of the opposition.

*Rated Effectiveness of Various Tactics for "Getting Your Point of View Across to the Legislature." from Tennessee lobbyists interviewed by Mr. Longley

Mean Rating given tactic
on Scale 0-10

Mean Rating	TACTIC
8.6	Obtaining assistance from the Governor
8.6	Personal presentation of arguments
7.4	Presenting research results
6.7	Obtaining assistance from other organizations
6.5	Instituting a public relation campaign to convince the general public
6.0	Having an influential constituent contact the governor
5.6	Testifying at hearings
4.5	Inspiring a letter-writing (form) campaign
4.1	Getting close to a person who has the ear of the governor
3.6	Contributing money to a political campaign or threatening not to.
2.4	Publicizing voting records.

Accomplishments of the League of Women Voters of Appleton in 1968

In Appleton

We published and proudly presented our booklet "Public Education in Appleton" to the citizens of Appleton
We studied the financing and budgeting practices of Appleton and began a study of the solid waste disposal problem.
We wrote letters and spoke in support of the school budget
We worked toward passage of a Fair Housing ordinance in Appleton.
We published candidates questionnaires in the Post Crescent and held candidates' meetings both fall and spring elections.
We have been a watchdog in the community by attendance at city meetings, County Board meetings, and school board meetings.

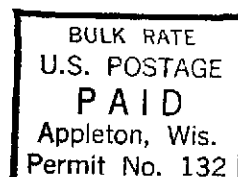
In Wisconsin

We took part in the adoption of a position in support of annual sessions of the Wisconsin legislature with no major restrictions on time or subject.

IN THE U.S.

We completed our study of China
We did a study of the Fox River basin for our national water item.
We are now looking forward to a study of the Electoral College.

LEAGUE OF WOMEN VOTERS
APPLETON, WISCONSIN



Mrs. Bertrand Goldgar
914 E. Eldorado St.
Appleton, Wis.