

# Rich Days Ahead

WASHINGTON -- The future has never looked brighter for a small--but growing--number of professional technicians who specialize in running political campaigns.

The business of campaign management, which began on a small scale in California a generation ago, has now become a national industry.

As the 1968 political season proceeds across the nation, candidates for every level of public office are beating a path to the doors of professional management firms. The candidates are looking for high-priced advice and counsel on how to come out on top when the ballots are counted in November.

THE RANGE OF campaign services available is extensive. For an appropriate fee, a prospective winner can purchase everything from limited advice on campaign organization to detailed blueprints covering every aspect of his effort.

One new management firm, which hasn't yet run a single campaign, says it can provide everything from the candidate's first announcement to his post-election victory party.

Although all professionals are dedicated to winning elections for their clients, their tactics--and their ethical standards--vary considerably.

One campaign veteran admitted that "it's a real funny business, and it badly needs professionalism." So far, no professional organization has been set up to police the industry or to set standards of professional ethics.

THE APPLICATION OF public relations and advertising techniques to politics got started in the 1930s in California. The San Francisco firm of Whitaker and Baxter was a pioneer in the field, and it still is active in 1968.

California was a fertile field for the new breed of professionals, because of the lack of strong party organizations and the immigration of thousands of transplanted Midwesterners who were uprooted during the depression.

The new Californians had no fixed political allegiances and were prime targets for the advertising appeals of Whitaker and Baxter. The first major political figure to benefit from Whitaker and Baxter's techniques was Earl Warren, who served as California governor from 1943 to 1953, when he was appointed Chief Justice by President Eisenhower.

In recent years, the professional managers have concentrated on adapting data processing techniques to politics. Supplied with thousands of bits of information about who the voters are, where they live and what they are thinking about, computers calculate voter profiles, precinct analyses and up-to-the-minute projections based on the mood of the electorate.

Armed with this information, the professional consultants shape the campaign strategy for their political clients.

DEPENDING ON a candidate's needs--and his ability to raise up to \$25,000 in fees for a major statewide race--the professionals provide all or part of the following services: advertising campaigns, public relations and press services, research on issues, fund-raising solicitations, public opinion polls, technical help on radio and television production, campaign budgeting assistance, data processing analysis and traditional precinct organization work.

Another important service is old-fashioned moral support, or, as one expert puts it, "a shoulder for the candidate to cry on when things don't look so good."

No one organization offers all these aids, but the tendency is growing to prepare a "package" of services for prospective clients. One veteran organizer said he hated to see the benefits of "a damn good job of precinct organization" get "loosed up by somebody else's advertising campaign" on behalf of the same candidate.

FROM THE VIEWPOINT of a professional manager, the ideal candidate is an attractive young politician with a "fresh face" who has accumulated no political "record" with possible liabilities. And in fact, most of the clients today are making their first race for public office.

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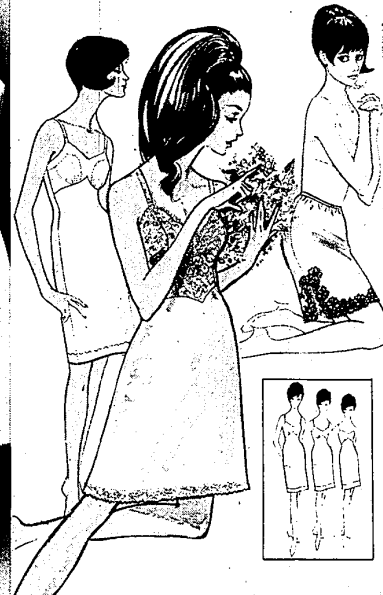
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