

To be successful, any advertising campaign must have close ties to local interests -- the so-called grass roots appeal. This second means to educate people to the merits of traditional forms of government is set up to function on a city, county or state basis.

Either a public relations firm, an interested corporation or the political organization itself could take the initiative. A canvas would be made of all interested businesses who might wish to make a political contribution whether they fell under excess profits levies or not. Even past INDIVIDUAL political contributors could be approached. The public relations firm would act as a Voters Informational Committee. The firm would be hired by two or more companies wishing to advance their political and economic beliefs. The firm would also be hired -- at perhaps a dollar a year -- by the particular local, state or county political group as a public relations consultant. Of course the public relations firm would then spend most of its efforts -- and money -- on behalf of the political group, promoting the educational and advertising campaigns and also assisting in traditional political activities.

A similar plan has been declared legal in Minnesota but illegal in Wisconsin, the only two states where the idea has been tested. However, in both these cases THE PUBLIC RELATIONS FIRM HAD ONLY ONE CLIENT IN ADDITION TO THE POLITICAL ORGANIZATION and in Wisconsin was ruled as not a bona fide PR firm. Legal opinion is that if a public relations firm is hired by more than one corporation in addition to the political group, such an undertaking would be entirely lawful especially if a previously established PR firm were utilized.

Those are the two main plans for business to engage indirectly in political activity for its benefit. But there is a third and very important phase of the proposed educational-advertising program.

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PLAN NUMBER THREE calls for individual firms, large and small, to make contributions independently to advance the cause of free enterprise in America.