

ADVANCE PLANNING FOR A STATE-WIDE CAMPAIGN TO UPHOLD
THE MARYLAND STATE FAIR HOUSING LAW IF BROUGHT TO REFERENDUM

Note: If the Court of Appeals upholds the lower court decision, Maryland's Fair Housing Law will be brought to referendum -- that is, it will be referred to the electorate in November 1968 for its approval or disapproval. In this event, those wishing to uphold the State Law will be working for a "Yes" vote on the ballot question.

MATTERS FOR CONSIDERATION BY THE LEADERSHIP COUNCIL

- o Coordinator in each county (or city)--It is important that the responsibility for directing and rallying the support of all groups and individuals in each county be vested in one group or individual. For example, representative to steering committee of the Leadership Council or other member group.
- o Governor's cooperation -- How much support can we expect from the Governor? Will he appear on radio-TV to urge that the law be upheld? Will he assign an information specialist to help inform the voters on this issue? Groups over the state need to let the Governor know how important his role is.
- o Funds -- It takes money to wage an educational campaign--pamphlets, flyers, fact sheets, bumper stickers, radio-TV time, etc. Will member groups finance? Will State finance informational brochure for wide distribution? The opposition is always well-heeled in such campaigns.
- o Campaign literature -- The Maryland Commission on Interracial Problems and Relations has published a pamphlet, "Fairness in Housing" which will be useful in most areas throughout the state, However, a flyer-fact sheet will be needed in the latter stages of the campaign-- for example, "VOTE YES ON QUESTION ___", etc. Could a member group assume responsibility for publication of such a flyer, with the understanding that member-groups over the state may order copies for their use? Sample speaker's kits and sample speeches should also be prepared.
- o Campaign slogan -- "Idea" people should begin now -- we need to combat "Forced Housing", "Your Home is Your Castle", and other scare techniques used by the opposition.
- o Referendum experience elsewhere -- Ideas and assistance should be sought from other states and cities whose laws have gone to referendum.

WHAT YOUR COUNTY CAN DO TO PREPARE FOR THE REFERENDUM CAMPAIGN

1. Coordinating group should begin now to compile a card file of officers of church groups, civic group, political groups, etc., together with key individuals in the county. (Names, addresses, zip code, telephone number).
2. A list of your County Delegation to Annapolis should be compiled for distribution to groups throughout the county. (Include home addresses, telephone numbers as well as county delegation address in Annapolis.) Gain their support of campaign, involve them in planning

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3. As soon as referendum is announced, coordinating group should invite the various groups in the county to a planning meeting. Possibly set up an Ad Hoc Committee on the Referendum. Assign various areas of responsibility. Individual selected as Coordinator or Chairman should have the time, the drive, and the philosophical commitment to rally the entire county. Also keep in mind that it is difficult to do proper job of coordinating without ready access to an office with telephone, mimeograph machine, etc.

Some of the areas of responsibility include:

- o Set up a speakers bureau --hold a speakers clinic to train speakers; prepare speaker kits; urge church and other groups to hold meetings and invite a speaker on the subject.
- o Form a minister's group that will exert leadership in this area-- possibly organize a Fair Housing Sunday, with sermons and distributions of literature.
- o Try organizing your county or city on a precinct level. Recruit a Precinct Coordinator in each precinct to aid with distribution of materials and to organize the COVERING OF POLLS ON ELECTION DAY. A booth, or at least a good water proof sign, manned round the clock with volunteers, is important. Voters usually have their minds made up on the candidates, but frequently can be influenced on ballot questions.
- o Work with the press, radio, TV. Don't overlook importance of editorials and letters to the editor. Card file or directory of media should be prepared for ready reference, including names of key editors, reporters, announcers, commentators, etc.
- o Political party cooperation should be sought. (A marked ballot distributed by a political party almost assures success; however, doubtful in this case.) Obtain list of PRECINCT CHAIRMEN of both parties - start early to gain their support as they can be most effective in influencing votes and informing voters on the ballot issues.

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