

HENRY WOODS

June 11, 1982

I went to talk with Henry about DP's targeted mail operation.

They have a list of 250,000 for their twice a year general newsletter.

He has about 200 targeted groups (I have a fair list of them).

He went through the various categories with me. In several categories, they have a list and then a list of "key people" or "top dogs" in the category.

For example, their largest list is farmers. They have over 80,000 farmers. But he also has list of 400 "key farmers". They are top office-holders in key associations like Cattlemen, Cotton Council, Soy Bean and Rice Association.

Agency list = 6500 - mostly people who write in. But they have 300 "key agency from AARP chapters, etc.

Business are the best lists - Banker, E & L, Realtor, Home Builder, barber shop, etc. larger Chamber of Commerce. Governmental Affairs list - public officials. Helped with federal employees by latter to his subcommittee on post office.

He noted here that some groups would not give lists. Postal Unions, Sportsmens groups like Ducks Unlimited, Teachers and Labor Unions will not give out member's lists.

Other categories:

- Health
- Energy (just started)
- 300 key energy
- Religion (not many)
- Education (small)
- Veterans 14,000
- Key veterans = 500
- Environmental
- Labor (black lung esp.)

Within the office, the LA's tell him things that might interest certain groups. He combs the Federal Register and Congressional Record.

Lot of informal back and forth.

It's "communication" which does not "tout" DP necessarily.

They send out material they think will be of interest to high schools, lawyers. They send congrats to people who pass bar exam, pass nurses exam, CPA exam. Under the law, you can't send condolences and congrats. for family, private landmarks--not in franked envelope. You can send congrats for "matters of public distinction." Any state sanctioned exam qualifies.

He says people in mail room tell him that only Chiles and Bentson have equally prolific "mail operation!" That's why I think DP is at the height of his popularity at home. It drives the staff across the way crazy. People will come up to Bumpers and say 'Pryor sends me such and such. I never hear from you.'

✓ 'The Senator and I are high on it. It's hokey, but as we say in the office, we have a high hoke level.'

✓ He used term folksy and I pressed him as to whether he thought the word applied to DP.. "Compared to our other Senator it certainly does. We hear it all the time from our compadres. As one put it 'Somebody forgot to tell your boss he's a United States Senator--and I hope nobody does.'" He said, yes, folksy was accurate.

Some Senator uses drivers licences for addresses. (You can't send "postal patron " mail. A change in that is pending, but it appears that it will be so costly that it won't go through.). Henry says licenses could be too messy and numerous. They draw the line there!

DP is sponsoring Nat'l Junior Bowlers Week and they'll send something on that to every bowling alley.

They update their lists when a new directory comes in or when the post

office notifies them someone has moved. They give the post office forms to let them know of change in addresses.

They have a "family newsletter" (mostly gossip about Pryor family etc.) which goes to "political supporters, contributors, people who have been with him since the beginning of his career, everyone who's ever worked for him, every intern, their parents, all his and wife's relatives. Just started that - have done 2. Will do 2-3 a year. Mailed out of Little Rock, on stamped envelope, paid for by the campaign.

He usually does a wrap-up letter at end of session.

Certain key groups--Agriculture, Ageing and Veterans get 2 more extensive newsletter types format letters a year.

He said he worried about sending too much material to certain groups.

List of types of mail that goes out DP office

Targeted mail

Family letter (not franked)

Press Releases

General Newsletters 2/year

Questionnaire (every other year)

Constituent Mail

Legislative

Non-legislative

Packet preparation for groups coming to Washington

Bus, subway, events

Washington Happenings

(put together by Henry)

Bimonthly column on issue

Radio - keyed off column - read column. by monthly.

Some radio targeting of other messages depending on time and issue