

STATEMENT ON FINANCING OF ROBERT MORGAN'S CAMPAIGN FOR THE  
UNITED STATES SENATE.

PRESS CONFERENCE  
CHARLOTTE, NORTH CAROLINA  
FEBRUARY 27, 1974

LADIES AND GENTLEMEN OF THE PRINT AND BROADCAST MEDIA,  
THANK YOU FOR COMING.

TODAY, I WISH TO LAY OUT FOR THE PRESS AND THE PUBLIC  
THE PLAN FOR FINANCING MY CAMPAIGN FOR THE UNITED STATES  
SENATE. IT IS NEWSWORTHY, I BELIEVE, BECAUSE WE ARE MAKING --  
FOR THE FIRST TIME IN NORTH CAROLINA'S MODERN HISTORY --  
AN INTENSE EFFORT TO CALL ON THE PEOPLE TO FINANCE THE  
CAMPAIGN OF SOMEONE WHO WANTS TO BE THEIR SENATOR IN WASHINGTON.  
THIS MAY BE THE ONLY RESPONSIBLE WAY TO AVOID THE FINANCING OF  
CAMPAIGNS FROM THE TREASURY.

AS WE ALL KNOW, THE 1972 PRESIDENTIAL CAMPAIGN DEMONSTRATED  
THAT LARGE AMOUNTS OF MONEY FROM SPECIAL INTEREST GROUPS CAN NOT  
ONLY INFLUENCE THE DIRECTION OF A CAMPAIGN BUT ALSO THE CONDUCT  
OF THE GOVERNMENT.

I AM NOT PERSONALLY WEALTHY, AND I DO NOT INTEND TO CALL ON  
CLOSE FRIENDS FOR HUGE AMOUNTS OF MONEY.

YET, I AM FACED WITH THE REALITY OF THE SOARING COSTS OF CAMPAIGNS.

THIS YEAR, BASED ON OUR BEST ESTIMATE, IT WILL COST \$400,000 TO WAGE A SUCCESSFUL SENATE PRIMARY CAMPAIGN:

--TELEVISION AND RADIO PRODUCTION FROM JANUARY THROUGH THE PRIMARY DATE WILL COST \$65,000 AND THE PLACEMENT OF THAT SAME PRODUCTION, ALONG WITH NEWSPAPER AND MAGAZINE ADVERTISING, WILL COST OVER \$200,000.

--TO PRODUCE AND PLACE BILLBOARDS ACROSS THE STATE FOR JUST ONE MONTH IMMEDIATELY PRECEDING THE MAY PRIMARY WILL COST APPROXIMATELY \$24,000.

--PRINT MEDIA, SUCH AS BUTTONS, LAPEL TABS, BUMPER STICKERS, AND BROCHURES WILL COST OVER \$5,000; CAMPAIGN AND OUTDOOR POSTERS ALONE WILL COST AN ADDITIONAL \$4,500.

--HEADQUARTERS OPERATIONS, EQUIPMENT RENTAL, POSTAGE (AT 10¢ A LETTER, IT WOULD COST APPROXIMATELY \$300,000 TO REACH EVERY ELIBIGLE VOTER IN NORTH CAROLINA, AND \$15,700 TO REACH EVERY REGISTERED VOTER IN MECKLENBURG COUNTY), TELEPHONE, STAFF, TRAVEL, AND OTHER NECESSARY EXPENSES ACCOUNT FOR THE REMAINING PORTION OF THE NEEDED FUNDS.

LESS THAN 70 DAYS REMAIN BEFORE THE MAY 7 PRIMARY, AND NORTH CAROLINA IS A BIG STATE. I SIMPLY CANNOT MEET AND TALK WITH EACH INDIVIDUAL VOTER.

THEREFORE, MY CAMPAIGN NEEDS A LARGE SUM OF MONEY BECAUSE I MUST REACH THE PEOPLE -- AS THEY EXPECT ME TO -- THROUGH THE MASS MEDIA.

LET ME SHARE WITH YOU THE SPECIFICS OF HOW WE PROPOSE TO FINANCE THE SENATE CAMPAIGN.

I BELIEVE IT IS POSSIBLE TO FINANCE SUCCESSFULLY THIS CAMPAIGN WITH THE DOLLARS OF THE MANY RATHER THAN THE FEW. IT IS POSSIBLE TO FINANCE THIS CAMPAIGN IF 400 FRIENDS AND SUPPORTERS WILL RAISE \$1,000 EACH. I HAVE FAITH THAT THIS WILL WORK.

NOTE THAT I SAID "RAISE" -- BECAUSE THE MONEY MUST COME FROM THE PEOPLE. MUCH OF THE DISENCHANTMENT THAT THE PEOPLE HAVE WITH GOVERNMENT TODAY IS DUE TO BIG INVESTMENTS IN POLITICAL CAMPAIGNS BY THOSE SEEKING EVEN LARGER "RETURNS ON INVESTMENTS." I AM GIVING THE PEOPLE AN OPPORTUNITY TO DO IT ANOTHER WAY.

I BROUGHT ALONG WITH ME A COPY OF OUR CAMPAIGN CONTRIBUTION RECEIPT BOOK, WHICH IS TO BE FILLED OUT FOR EACH CONTRIBUTOR OF \$10 OR MORE.

YOU ALSO HAVE BEFORE YOU A BRIEF ENTITLED "CAMPAIGN FINANCING AND THE LAW." IT IS DISTRIBUTED BY MY CAMPAIGN HEADQUARTERS. THE FEDERAL ELECTION CAMPAIGN PRACTICE ACT OF 1971 IS PRECISE IN ITS REQUIREMENTS, AND IT MUST BE FOLLOWED IN EVERY RESPECT.

I HAVE PLEDGED THAT I WILL ENDEAVOR TO BE THE  
"PEOPLE'S SENATOR." I HOPE THEY WILL RESPOND AND HELP ME  
FULFILL THIS COMMITMENT. NO OFFICE IN THE LAND IS WORTH  
BECOMING THE PRISONER OF SPECIAL INTERESTS.