

# Political Education Materials



## Contents

Pachyderm's Stance on Issues	Page 5-1
Purpose of Political Parties	Page 5-1
What are Pachyderm Clubs	Page 5-2
Why Start A Club	Page 5-3
The Election's Over	Page 5-4
Political Situation Exercise	Page 5-6
Party Differences	Page 5-9
On Leadership	Page 5-10
What Controls America	Page 5-11
Liberal vs. Conservative	Page 5-12





# Pachyderm Clubs' Stance on Candidates/Issues

Pachyderms recognize that a major business of any political party is to select candidates and determine positions/priorities on issues. We know, too, that issues and candidates often cause division and factionalism instead of unity. The official party organization and various groups within the party work on the development of the party platform and the selection of party nominees. A great need exists for a stable, ongoing political club movement where citizens with conflicting views on issues and candidates may join together in recognition of the overall benefit and good that political parties serve. Pachyderm clubs are designed to fulfill this need. One seasoned political worker, after reviewing the club rules, wondered aloud if the organization wasn't just a "coffee" group that did nothing. Answer: At first glance, the rules and concept of the Pachyderms may seem a bit sterile. Especially for the person who is interested in changing all that he sees wrong in government. However, if one realizes that "knowledge is power" and acknowledges some faith in the ability of the average American to decide what is right, then the concept can take on real meaning.

## The Purpose of Political Parties

Our political parties have two main purposes. First, to provide leadership in government. This means at least three things: (1) Helping to obtain good candidates for public office; (2) developing platforms at the local level for good government, and having a voice in state and national platforms; (3) analyzing, debating and bringing the issues of the day to the people. Second, to keep the public informed on the status of their government. Being able to criticize those in power has been considered one of the cornerstones of free government. This tends to keep government more honest and efficient. Some historians claim this right was obtained for free people when Oliver Cromwell had King Charles executed in England. From that point on, we have been able to criticize those in power. It is an important part of free government and a very important duty of the party out of power.

A typical club-start briefing includes this idea of "vision" for the movement: "We have town after town across the nation without a single political club of either major political party. Suppose that we succeeded with the Pachyderm Club movement and later the Democrats followed suit. No one knows what positive effects this might have on our political system.



# What are Pachyderm Clubs?

A new concept for political clubs

The National Federation of the Grand Order of Pachyderm Clubs is a new concept for political clubs. Here are some features:

- They are patterned after civic clubs.
- Programs are centered on government and politics.
- Discussions focus on the pros and cons of major issues.
- Membership is open to all people 18 years and older.
- Clubs do not endorse issues or candidates in contested primaries.
- Pachyderms recognize that a club movement is one of the most practical means by which a broad citizen participation in politics may be achieved.

Fun, fellowship and program

Pachyderm clubs emphasize fun, fellowship and program.

Local autonomy

A local Pachyderm Club is whatever the local citizens make it. It can have study groups for those interested in issues in depth; a youth committee; a political education committee to conduct campaign workshops and assist in other Republican Party training activities or it can be a club that primarily just has good programs. Good programs are basic. It can serve to inform, educate, motivate and promote understanding of American politics and the political system. Since knowledge is power, just providing good programs can be a tremendous contribution to better government in one's community.

Political education

Pachyderm Clubs provide a place where people can learn about and keep abreast of politics and government. All citizens are equally responsible for our free government. Participating in a Pachyderm club is one way of carrying out this belief. A Pachyderm is a citizen, who is interested in better government and has demonstrated this concern by paying dues to the political club of his choice. Theodore Roosevelt made the point, "The first requisite of a good citizen in this Republic of ours is that he shall be able and willing to pull his weight."

Open to the public

Pachyderm meetings are open to the public. You do not need a personal invitation to attend. You're welcome at a Pachyderm club meeting.



# Why Start a Club?

## Offer a sense of community

Typically, if an American desires to support something he believes in, he joins an organization. For example, to support education, there is a PTA chapter in nearly every school. To support veterans' affairs and national defense, there is a veteran's club in nearly every city. To participate in political activity and support the candidates and party of your choice, do you have a club to belong to?

## Provide a place for new supporters

Every election our party stalwarts see new people come out to support some candidate. The "new" people have never been seen at a Republican Party function before. What happens to them after the election when their candidate has lost?

## Channel support for the Republican Party

When a person moves into your area and calls to say, "I'd like to participate in Republican activities. Please tell me what I can do?" What is your answer?

## Become politically current

If it is important enough to meet weekly with your favorite civic club to promote doing good for the community, isn't it equally important to meet similarly to promote good candidates, better government, and keep abreast of political and governmental affairs?

## Promote a unifying spirit

Pachyderm club rules make it possible to develop a stable, on-going political club movement, which is non-factional and unifying in spirit. These clubs have proven that they can:

- Become a communications center for politics and government.
- Motivate, inspire and keep workers together year-round.
- Aid candidate recruitment.
- Serve as a training ground for volunteers and future leaders.
- Provide a forum for candidates, officeholders and others.
- Provide a place where citizens are welcome to learn about and keep abreast of political and governmental matters.

## Quote

*"To be strong and responsible, our parties must be representative; and they can be no more representative than our participation allows. Millions more of us need to get into partisan political activity. . . If we do nothing, we guarantee our nation will be nothing. There is nothing for nothing any more. Our choice is simple, either we become partakers in the government, or we forsake the American future."*

— David S. Broder



# The Election's Over

## *A Message for Republican Winners and Losers*

*By George W. Parker*

*He who is elated at success and disappointed at failure is a victim of circumstances. How can such a one be the master of himself?*

— *Chinese Proverb*

When a Republican candidate files, it is commonplace to see new people come out to support him or her — that is, individuals who have never been seen at local Republican gatherings before. These supporters include old friends and even strangers who just happen to like the stand the candidate takes.

After most elections, there seems to be a waste of the money, time and energy invested in training volunteers, due to a lack of organized effort to assimilate them into the Party. When we do not have such an effort to keep volunteers active in the Party, we are losing our campaign investment.

### A Solution

I suggest there is a simple solution for protecting this investment that most campaigns make in training volunteers. That is, to provide a place where volunteers can keep abreast of the party, of politics, and of government activities — in other words, a Republican club. A club provides a way to maintain and increase the volunteer cadre. By operating year-round, new people can be held or brought in throughout the year. And the training can continue to be accomplished and reinforced by the club.

This solution represents an enhancement of the “campaign investment.” In this way both winning and losing candidates can help strengthen the party by encouraging volunteers to participate in a local Republican club. Without such a club — without any place to join together — new training and expertise may wither away; motivation may tend to wane.

### Challenge For Winners And Losers

If candidates, incumbents and other party leaders answered the challenge below, none of us know how much it might improve political participation and our government in general: Give some leadership in your home area (district, state, etc.) to see that an organization is providing a place where any citizen is welcome to participate in political activities.

Every state has a formal Republican Party organization, but is there:

- A place where new volunteers are welcome?
- A place that serves to inform, educate, motivate and promote understanding of American politics and our political system?
- A place whose purpose is to promote good government, recognizing that the political party has a proper and crucial role to play, yet holds overall needs of the country as its highest priority?



### You Can Win Without Clubs

While we recognize that candidates have won without clubs — even without paying much attention to their party organizations

— I would ask winners this question: “What are you leaving for posterity

— for future generations once the charisma of your own candidacy is gone?”

- Will you leave a stronger, better organized party — one that can recruit better candidates?
- Will you leave a party organization with a strong club network—one that can promote common sense in the understanding and appreciation of how politics works and how necessary it is that a free government have politicians?

There is no such thing as a free government without politicians. Yet the preponderance of what we hear about politics and politicians is negative: Politics is dirty, politicians are crooks. We must overcome this negativism about our politics and politicians — our political system — if we are to attract the brightest young people in every generation to strive to take George Washington’s place.

Our political leaders, and all of us engaged in political activity, must shoulder the responsibility for promoting common sense and the dissemination of factual information about our political system.

### Support GOP Clubs

Political clubs offer one of the most practical means by which broad citizen participation in politics may be achieved. Why not look over the Republican Clubs available and help them promote that bottom line — good government — and at the same time protect your campaign investment.

The available Republican clubs include the following with national federation offices: College Republican Clubs, Pachyderm Clubs, Women’s Clubs, Young Republican Clubs and TARS (Teenage Republican) Clubs.



**George Parker**

*George Parker is the founder and Past-President of Pachyderm Clubs. He currently resides in Columbia, Mo., where he is an active member of the Columbia club.*

For more information  
*Information on these clubs may be obtained by contacting the Republican National Committee, 310 First Street N.W., Washington, D.C. 20003. They all have headquarters in the Washington, D.C. area, except the Grand Order of Pachyderm Clubs, Inc.— also see the list of allied organizations available from the Republican National Committee. There are many local or countywide Republican clubs.*



# Political Situation Exercise

## *Part I: Hypothetical Situations*

### Situation 1: Overcoming Potentially Bad Press

You're an incumbent candidate for congress. Two and a half months before the election your marriage is destroyed and you obtain a divorce. It was in the news. What actions would you take to overcome this damage to your re-election? Would you ignore it? Keep on campaigning on the issues you had selected? Or what? If you felt the need to make a statement or answer any question about it, what would you say?

### Situation 2: Discovering "Dirt" on an Opponent

You're a candidate for congress. Your staff discovered three months prior to the election that your opponent's biography in his campaign brochure contained a lie. They listed medals won as a war hero, but you know this is not true. How would you use this derogatory information against the opponent? Would you release the first blast two months prior to the election? One month prior? Two weeks prior? Other?

### Situation 3: Dealing with an Opponent's Questionable Morals

You're a challenger to an incumbent congressman. Ten months prior to the election, the incumbent had an illegitimate child with a voter in his district. Would you attack the issue of morality head-on in the campaign? Or, how would you use this information against the incumbent? In speeches? In news releases? Other?

### Situation 4: Diffusing an Issue

Proposition 13 has spread to your state. Your people are ready for government economies, tax cuts, particularly on property taxes. However, you notice that before any action was started to further this trend, as had happened in California, that your state legislators acted. A few of them called a public hearing on the matter of taxes. Recommendations were made — it was in the newspapers. This seemed to cause the people to be temporarily, at least, content. I suppose in the belief that something would be done at the next session of the state legislature. The next session of the legislature occurred, but nothing much happened, except "talk". It seemed that someone had successfully "diffused" the tax-government economy issue in your state. Can you arouse the people now that this has happened? What would you do if you see "through" what a few legislators have done to diffuse the issue? Should you have been able to detect the "diffusing" nature of the public meetings and hearings in the first place?

### Situation 5: Diffusing an Issue

In the early 70s, marching in the streets and flirting with violence began in your state colleges. Tensions were beginning to mount among the people. Something needed to be done. Some professors had released classes for anti-war demonstrations and other causes. The State House of Representatives acted. They passed a bill hurriedly drawn that would chastise and penalize professors and college administrators that permitted such actions. This pleased the people. Tended to diffuse the matter. About two or three months later, the state senate reviewed this bill and considered it asinine. It was dropped. By this time the issue had waned and the people weren't excited



anymore. It even seemed now that the House had been hasty and ill-advised. But, was this an example of the “steam valve” use of the House, which is the closest body to the people? Is this the greatest advantage of the two House system? Would you have recommended less action by the House originally?

## *Part II: Actual Campaign Responses*

Now that you have had an opportunity to express your ideas about each of the situations in Part I, let’s go a step further and see how the stories were handled in an actual campaign. Discuss how your ideas or feeling toward the situation change, if at all, after reading this additional information.

### Situation 1

Here’s what the incumbent congressman did who obtained the divorce two and a half months prior to the election: Near the close of every speech he would end up by saying something about the virtues of family living and close by saying, “You know folks, marriage is like wearing a new pair of shoes, no one knows where they pinch except the fella wearing them.” He was re-elected by a large margin.

### Situation 2

The candidate who discovered the lie in his opponent’s brochure discussed how and when to use the derogatory information with his staff. They decided to have the campaign manager release a statement about the discovery two weeks before the election. When the news hit the local newspapers, of course, the opponent’s campaign manager was asked by reporters what his response was to these terrible charges. His answer was, “My, this is terrible charge. We are writing a letter to the Pentagon immediately to get this cleared up. There must be some misinformation involved.” Naturally, it took longer than two weeks to receive a return letter from the Pentagon. The election day arrived and the “war hero” won. **One error here was the timing of the release of derogatory information!** Some campaign experts have advised the following steps in determining whether to release such information: A. Be sure you have the facts straight, B. Ask, “Is it believable by the public?” And, “Will it produce votes?” (It may be so bad the public wouldn’t believe it if you told it,) C. Timing. This can be vital. Obviously, in the example above had the release been made four to six weeks prior to the election it may have been effective.

### Situation 3

A preacher of the gospel was infuriated about the incumbent’s morals. He filed against him and hit the matter head-on. He spoke throughout the district telling about the congressman’s loose morals and weak character. The congressman was re-elected by a comfortable margin. At the next election, a nice looking younger fellow filed against the congressman. He never said a word about the incumbent in his speeches. However, at the close of his talks someone would rise in the back of the room and ask, “Mr. Jones, are you going to discuss morality in this campaign? The challenger always answered politely and firmly, “Oh no, I’m just going to discuss my opponent’s **voting record.**” This time the incumbent was beaten badly.

### Situations 4 and 5

The “Diffusing an Issue” situations are self-explanatory. Political leaders have the task of ameliorating differences, often between hostile groups, and arriving at solutions that permit society to live in peace. Serious confrontations are usually avoided if at all possible.



We have all witnessed the techniques used by political leaders and legislative bodies: Refer the “tension laden” matter to a committee; create a study commission; pass the bill in one house (knowing the other house will defeat it); call a meeting of the opposing groups to work out compromises where everyone feels they “won;” hold a public hearing on the issue; change leaders to smooth things out and diffuse the opposition. At times, the methods used may seem facetious or like a “smoke screen”—but we should try to understand the political leader’s predicaments. His job is difficult and there will be no government functioning without him. We may not always agree with his compromises and solutions worked out, but we need him. When we have peace in our community, it is probably because we have political leaders fulfilling their role. Political leaders have been able to solve every major problem in America, for the most part peacefully, except one. That one resulted in the Civil War.



# What's the Difference Between Republicans and Democrats?

Clinton Rossiter, in his book, *Parties and Politics In America*, summed up the two parties as follows: "The Democrats are more willing to spend money than the Republicans, and ... more willing to raise taxes, or Democrats are freer with public funds, Republicans tighter ... Republicans are more alarmed at the prospect of inflation, Democrats care about it too, but not all that much ..."

Democrats draw more votes than Republicans from people who want government to spend money on them, Republicans draw more votes than Democrats from people who want government to leave them in possession of the money they have."

## *Ray Bliss Said There is a Difference*

The late Ray C. Bliss served as Chairman of the Republican National Committee, 1965-69. After Bliss' death, former GOP Chairman Bill Brock summed up Bliss' contribution to the party in these words: "Our present success is due in large measure to his devotion and continuing leadership."

Below is a portion of an interview with Bliss that appeared in the Nov. 16, 1965 issue of *U.S. News and World Report*:

### Reporter's Question

Do you think there really is much difference between the Republican and the Democratic Parties?

### Bliss' Answer

I certainly think there is a definite difference between the Republican Party and the Democratic Party. I will tell you why I am a Republican. It is just this simple: I believe the Republican Party offers the best hope for government which is efficient, yet economical; government which is alert to the changing times, yet guided by common sense; government which is compassionate to the needs of the people yet wise in the execution of programs to meet those needs. And I further believe in the right of a man to accrue something in life if he is willing to work harder than his neighbor, and I believe our Party stands for just that. This country was built on the principle of reward for individual initiative. I believe the Republican Party more nearly reflects that principle than the Democratic Party. When you destroy reward for individual initiative, you destroy your nation ultimately.



## Note

*Excerpts from an article by Everett Carl Ladd, professor of political science and director of the University of Connecticut's Institute for Social Inquiry and executive director of the Roper Center; Common Sense, Summer 1980 issue, Republican National Committee.*

## *More Than A Dime's Worth of Difference*

It's just not true that the two major parties in the United States stand one to another as Tweedledum and Tweedle-dee. There are clear and substantial differences between them today — and there have been important differences throughout most of American history.

In their 1980 platform, the Democrats show themselves again to be markedly more enthusiastic about the state and more confident in the capacities of governmental intervention than are the Republicans, much more inclined to support extensions of social liberalism, and less confident that the pursuit of greater American military strength is the best way of achieving peace and the preservation of vital national interests. The Republicans are less enthusiastic about government, are more socially conservative, and more committed to achieving greater U.S. military strength vis-à-vis the U.S.S.R. The alternatives which the two Parties present in their platforms may seem far from perfect — but no one should fault them for lacking force and clarity.

## On Leadership

*Excerpts from an article on leadership by Dr. John W. Gardner. The article was published in the winter 1967-68 issue of Columbia College Today.*

“Leaders worthy of the name. whether they are university presidents or senators, corporation executives or newspaper editors, school superintendents or governors, contribute to the continuing definition and articulation of the most cherished values of our society. They offer in short, moral leadership.

The thing that makes a number of individuals a society rather than just a population or a crowd is the presence of shared attitudes, habits, and values ... shared views of why it is worthwhile for the enterprise to continue and flourish. Leaders can help bring that about. In fact, it is required that they do so.

Leaders thus have a significant role in creating the state-of-mind that is the society. They can express the values that hold the society together.

Most important, they can conceive and articulate goals that lift people out of their petty preoccupation's, carry them above the conflicts that tear a society apart, and unite them in the pursuit of objectives worthy of their best efforts.”

**John W. Gardner**  
*John W. Gardner is the former Secretary of Health, Education, and Welfare and is a past president of the Carnegie Corporation.*



# What Controls America?

Reflect on these words.

Abe Lincoln said, “Public sentiment is everything.

With public sentiment nothing can fail; without it, nothing can succeed. He who molds public sentiment goes deeper than he who enacts statutes or pronounces decisions. He makes decisions possible or impossible to execute.”

Alexis de Tocqueville, who wrote two volumes on Democracy in America 1835, said, “Public opinion controls America and it always will.”

The concept expressed above is fundamental to understanding what controls America. Reflect for a moment how this concept affects political leaders and campaigns, and many aspects of our lives in a free society.

## *Putting it into perspective*

To place the concept in perspective, let’s consider three adversary relationships.

### Trial Prosecuting Attorney vs. Defense Attorney

One says the person who murdered five small children is a terrible example of humanity; the other says look at the defendant’s exemplary record as a pillar of his or her community.

### Labor vs. Management

If the city firemen go out on strike, the mayor and city council are normally on the other side. Whichever side is able to muster public sentiment in their favor, will usually win. How many times, when public sentiment was clearly identified, have you seen one side capitulate.

### Democrats vs. Republicans

As the state legislature session comes to an end at midnight on the last day of the session, the radio reporter will ask the majority leader to assess the session that has just concluded. What will he say? We already know the answer. It will be something like this: “It has been a very productive session. We passed a measure of good laws...” Then the reporter will turn to the minority leader and ask the same question.

We know the answer again. He will say, “Much more could have been accomplished: several needed laws were permitted to languish in committees”. And, as the presidential campaign gets underway, what are the non-incumbents going to say? You know. “The Incumbent has many faults. It’s time for a change,” or words to that effect.

We have seen our favorite Republican president called a “radical” and some have called for his demise in strong language. How do we place all this in perspective?

I submit that we need not be cynical about it. If you or I were the majority leader, for example. I suspect we would say something similar. The truth is perhaps reflected in what Will Rogers said, “A radical is a feller on the other side.”



# Liberal vs. Conservative

*From William E. Stegner*

*Library Dedication, University of Utah, May 17, 1968*

“For the fact is, if it is the necessity of the young to challenge and risk, it is the obligation of the old to conserve, not only for their own sake but for the sake of the young who at the moment want anything rather than conservation. No society is healthy without both the will to create anew and the will to save the best of the old. It is not the triumph of either tendency, but the constant, elastic tension between the two that should be called our great tradition, in this society we may confidently count on the will to change. It is one of the strengths of our civilization ...What we have in somewhat smaller measure, perhaps in these years dangerously small measure, is the will to hold fast to what our parents and grandparents found good and workable. It is every bit as necessary as reform.”

