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Press Release - Letter to Lawrence O'Brien

Edmund S. Muskie

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MUSKIE News

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FOR RELEASE: A.M.

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SUNDAY, JUNE 13, 1971

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In a letter to Lawrence O'Brien, Chairman of the Democratic National Committee, Senator Edmund S. Muskie has proposed that Democratic contenders in next year's Presidential primaries agree not to use spot television advertisements and to limit their campaign spending for advertising in each primary to 10¢ per potential voter.

The text of the letter is as follows:

June 11, 1971

Mr. Lawrence O'Brien, Chairman
Democratic National Committee
2600 Virginia Avenue
Washington, D.C. 20037

Dear Larry:

I would like to make two suggestions for reform in the area of campaign spending. All Democrats interested in entering the Presidential primary next year could agree upon the following:

1. Not to use spot television advertising.
2. To apply the ceilings for broadcast and non-broadcast spending (5¢ per potential voter for each) as outlined in the pending campaign spending reform legislation now before the Congress.

These two easily enforceable reforms would allow those who wish to enter primaries an opportunity to campaign without cutting deeply into resources needed in the general election and encourage all candidates to make their appeal in the more responsible program length format.

These proposals would have one additional advantage. They would encourage candidates to appear in more primaries and hence allow more voters across the country to take part in the primary process.

Sincerely,

Edmund S. Muskie