

Sacramento, Mar. 25, 1982

Dear Mat--

Long time no see. I'm sure pleased and reassured to note your continued participation in the Peace Movement. I should have been a member of FAS much sooner, but I contented myself with the Council for a Livable World. On reading about attitudes of prominent Reagan appointees about the "winability" and worse, the inevitability of nuclear war, I became really alarmed and I want to take part in something more militant.

It's nice that the Council works with the Senate--there's real power there (or was!)--and we should continue working in that direction. But I think we definitely need more work along the lines of the Physicians for Social Responsibility. However, FAS and even PSR, in their educational drives, seem to reach out to "thinking people", many of whom already share our values and feelings. Although this reinforces these attitudes and perhaps makes our small core of people more alert and active, I would prefer to see something done on a much larger scale--an attempt to reach the "grass roots"--the "non-thinking" public, if you will. I'd imagine the approach to reaching these people would be those practiced so successfully by Madison Ave. and by various dictators--basically just advertising or propaganda.

I received the sticker with the mushroom cloud over our slogan; "Nuclear War is National Suicide". I'd like to see this sticker or something like it popping up all over the place--from car bumpers to large billboards to TV spots to full-page newspaper ads. In other words, a real scare campaign--something to shake people out of denial or complacency. Competent psychological experts could be drawn upon to assess the impact of various levels of graphic horror in such a media presentation--one has to worry about credibility and rejection phenomena, but this is just a detail.

In any case I'd sure like to see some such publicity campaign get off the ground. Perhaps it has to start with an appeal for funds earmarked specifically for this purpose. If FAS isn't the correct organization for such a drive, perhaps one could appeal to the memberships of the various peace groups--CLW, SANE, etc. through the efforts of some kind of supra-organization committee. In any case this is the kind of drive I'd like to put some money into at this time.

One does sense an encouraging anti-nuclear war thrust in attitudes of the general public these days. I think we need to capitalize on this and see if we can reach or surpass the levels of popular resentment recently displayed in Europe with such telling effect. Time will tell if the proposed Nato missile deployment will meet the test of European political approval.

I wonder if Laura Stevens in her role of Public Information Officer would be the right person for me to be in touch with. In any case I'd sure appreciate your response to my thoughts. Personally, I don't feel at all politically "savvy" and have no experience in organization work, but would like to be doing something.

Keep up the good work!

Warmest regards

*Jerry Mitchell*

P.S. How could I get additional stickers, bumper stickers and posters? I'd like to make apathetic Sacramento City College and environs an apparent hotbed of anti-war attitudes!

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