

- The mailing brings together those individuals who are interested and motivated enough to get something done. If the community is large enough, these groups are viable, self-starting, and effective.
- The majority of the members of the community become passively supportive of these efforts, but take no active part. This is consistent with public opinion polls which show general American passive support for homeland defense. An active civil defense organization can function in a typical American community, therefore, with generally positive community support.
- The press has been generally fair and responsive in our experimental efforts. Three television stations, three newspapers, and two radio stations (which include most of the principal Southern Oregon media) have covered these mailings and meetings. Of these, all but one have been accurate, fair, and responsive in their news and human interest coverage. The one newspaper that has demonstrated repeated hostility to our program has suffered strong public reaction against its anti-civil defense position.

Will our national politicians give us a homeland defense if we turn up the "heat"? Many civil defense supporters are justifiably skeptical about this possibility.

We must explore all of the possible options. In America, grass-roots action on a community basis is an important resource. These mailings have shown a way to mobilize grassroots action. We suggest that you consider trying this in your community.

If your community is much larger than Grants Pass or Medford, you may want to mail to every second or tenth household in the community. After a group with 50 to 100 members is functioning, publicity about its activities will bring in other participants. In this way the organization can grow to include those who did not initially receive a book.

Our results indicate that a mailing of 5000 books is a minimum and that 20,000 or more is required to immediately produce a strong effective organization.

IN FROM THE COLD: "NUCLEAR WINTER" MELTS DOWN

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