

Inouye's campaigns: 1974: Fawcett-McDermott Associates

Senator Daniel K. Inouye Papers
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photos

PRINT COPY

CLIENT: Senator Daniel K. Inouye

SIZE:

PUBLICATION:

DATE: June 28, 1974

RUNNING DATE:

((COVER))

United States Senator Daniel K. Inouye

((SPREAD))

Senator Inouye was born in Honolulu on September 7, 1924, son of Hyataro and Kame Inouye. His paternal grandfather had come from Japan to Hawaii to work on a sugar plantation on Kauai. His father worked as an accounting clerk. The dramatic story of his family's struggle with poverty and hardship is recounted in Senator Inouye's book Journey to Washington, published in 1967.

Senator Inouye received his early education in Honolulu public schools. At McKinley High School, his leadership ability and commitment to public service were evident. He received several school honors and, with the advent of World War II, worked as a first aide volunteer while completing high school.

At the beginning of World War II, Japanese-Americans were not permitted to serve in the military. Inouye continued his medical assistance work

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while he attended the University of Hawaii. Then in 1943 a special regimental combat team was created composed exclusively of Japanese-Americans, and Inouye became part of this outstanding group, the 442nd. He received his battlefield commission in November of 1944 and in the course of the war earned the Distinguished Service Cross, Bronze Star, Purple Heart with cluster, five battle stars and four Distinguished Unit citations. It was in the closing days of World War II that Inouye was seriously wounded and suffered the loss of his right arm.

Throughout his life, Inouye has felt what it is like to be discriminated against. Journey to Washington recounts how a San Francisco barber refused to give Inouye a haircut as he was on his way home from the war to be reunited with his family. His own personal experiences have made him a leader in the field of Civil Rights.

Back in Hawaii, Inouye re-entered the University of Hawaii, but his disability made it impossible for him to pursue his lifelong career goal of becoming a surgeon. He turned his full attention to the study of government and economics. Upon graduation he entered George Washington University Law School and earned a Juris Doctor degree.

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Returning to Hawaii, Inouye worked as a city prosecutor while, together with other local Democrats -- many of them of Japanese ancestry -- he helped to forge the famous "revolution at the ballot box" of 1954. That election saw the defeat of conservative, entrenched political forces and the emergence of a new politics in Hawaii, progressive and multi-racial. Inouye was elected to the territorial House of Representatives and served as Majority Leader until he was elected to the territorial senate in 1958.

When Hawaii received statehood in 1959, Inouye was elected Hawaii's first congressman and served in the U.S. House of Representatives until 1962 when he was elected to the United States Senate. Inouye was re-elected to the Senate in 1968.

Both in the state and national legislature over the past two decades, Inouye has exerted singular leadership in the passage of landmark legislation covering such vital areas as education, health, agriculture, defense, foreign commerce and the environment.

For his outstanding work, Senator Inouye has been given numerous honors. He received the Distinguished Alumnus Award from the George

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Washington University Law Association; the Splendid American Award from the Thomas A. Dooley Foundation; The Golden Plate Award from the American Academy of Achievement; the National Commander's Award from the American Legion, and numerous other awards. Recently, he was made an honorary citizen of several provinces in the Philippines in recognitions of his concern and interest in that vital area.

In the United States Senate, Senator Inouye serves on important committees as well as performing his duties as Assistant Majority Whip. He is a member of the Senate Democratic Policy Committee, the Committee on Appropriations, the Committee on Commerce, and the Committee on the District of Columbia. He is chairman of the Subcommittee on Foreign Operations and chairman of the Subcommittee on Foreign Commerce and Tourism. Most recently, he has gained national prominence for his dedicated work on the Select Committee on Presidential Campaign Activities.

Senator Inouye finds time to participate in the activities of many national and Hawaii organizations including the YMCA, Lions International, Boy Scouts of America, Honolulu Chamber of Commerce,

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Hawaii Bar Association, The American Legion, Disabled American Veterans, the 442nd Veterans Club, Legion of Valor and many others. He is a member of the Harris Memorial United Methodist Church of Honolulu.

Senator Inouye has been married for the past 25 years to the former Margaret Shinobu Awamura. The Inouyes have one son, Daniel K., junior.

The distance between Hawaii and Washington is great, but Senator Inouye makes an average of 24 trips back and forth each year in order to report to his constituency and stay in close contact with the people of Hawaii.

Currently he is seeking his third term in the United States Senate.

((BACK COVER))

United States Senator Daniel K. Inouye

Washington: ((address/phone))

Honolulu: ((address/phone))

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(PAGE 11)

A MESSAGE TO YOUNG VOTERS

"FOR A REPRESENTATIVE GOVERNMENT TO BE WORTHY OF THAT NAME
REQUIRES THE PARTICIPATION OF EVERY PERSON -- YOUNG AND OLD.
AND PARTICIPATION BY THE YOUNG IS OF PARTICULAR AND CRUCIAL
IMPORTANCE. IN GENERAL ELECTIONS, ABOUT ONE OUT OF THREE
AMERICANS FAILS TO VOTE. THE RATIO IS EVEN HIGHER AMONG
YOUNG PEOPLE. SO, THE LEAST YOU MUST DO IS CAST AN INTELLI-
GENTLY INFORMED VOTE ON ELECTION DAY.

"BUT YOU CAN DO MUCH MORE THAN VOTE.

"MAKE YOUR VOICE HEARD BEFORE ELECTION DAY BY PARTICIPATING
IN ACTIVITIES OF YOUR PARTY OR THROUGH ORGANIZED CITIZEN
PRESSURE GROUPS. GAIN INFLUENCE THROUGH DIRECT COMMUNICATION
WITH YOUR POLITICAL LEADERS. DEMAND THAT YOUR POLITICAL CAN-
DIDATES DISCLOSE THEIR FINANCIAL STATEMENTS AND CAMPAIGN
CONTRIBUTORS IN RETURN FOR YOUR SUPPORT. YOUR EFFORT CAN
MAKE A DIFFERENCE -- GOVERNMENT IS TOO IMPORTANT TO BE LEFT
JUST TO THE POLITICIANS.

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"AS WE APPROACH THE BICENTENNIAL ANNIVERSARY OF OUR EXISTENCE AS A FREE AND INDEPENDENT NATION, IT IS APPROPRIATE THAT WE REDEDICATE OURSELVES TO THE PRINCIPLES OF PARTICIPATORY DEMOCRACY PRACTICED BY OUR FOUNDING FATHERS. (IT'S WORTH REMEMBERING THAT THE DECLARATION OF INDEPENDENCE AND OUR CONSTITUTION WERE THE WORK OF RELATIVELY YOUNG MEN.)

"TWENTY YEARS AGO, I WAS ONE OF THAT BAND OF YOUNG PEOPLE WHO DECIDED IT WAS TIME TO BRING PROGRESS TO THE GOVERNMENT OF OUR ISLANDS. TODAY, YOU HAVE THE OPPORTUNITY TO JOIN IN DOING SOMETHING TO BRING FURTHER PROGRESS TO HAWAII AND TO THE NATION.

"I HOPE YOU WILL ACCEPT THE CHALLENGE."

(DAN)

(BELOW)

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A RECORD OF ACHIEVEMENT -- AND HONOR -- FOR HAWAII

U.S. SENATOR

DAN INOUE

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Dan Inouye speaks for Hawaii

Dock Strike Legislation

"On the Dock Strike Bill, shipping companies, unions, congressmen and business leaders were against me ... and Hawaii

"But I know Hawaii can be strangled without this protection. When there is a West Coast dock strike, our state faces unique hardship. And it is my belief that the rest of America must understand and respond to the special needs of our island economy.

"So, I have persisted. The senate has passed the bill and this important legislation has now gone to the House. Soon, hopefully, Hawaii will no longer need to fear a Mainland dock strike."

Inflation

"Unlike previous periods of high inflation, many of our current problems stem from foreign sources beyond our control, such as the 300 per cent jump in Arab oil prices and the increase in world demand for food.

"Despite the difficulty of finding answers, we cannot just accept inflation as a way of life. I am working vigorously with my colleagues in the Senate to find ways to

slow inflation, to lessen inflationary impact on Hawaii's men and women, and to alleviate its damage on low-income families and those living on fixed incomes.

"Legislation which I supported in the past has brought some help. The Revenue Sharing Act of 1972 has provided approximately \$90 million to Hawaii since 1973 for various social and economic programs.

"The larger solutions will not come easily. But the effort is underway."

Our energy needs

"We must plan ahead.

"The Senate has created a committee to coordinate energy legislation -- a committee which I chair. That committee is seeking ways in which to expedite legislation to control the price and availability of fuels.

"The National Energy Research and Development Act, which passed the Senate with my strong support, authorizes the expenditure of \$20 billion over the next 10 years to find new and better sources of cheap, efficient energy. Under this measure, Hawaii should become a laboratory for experimentation with solar, geothermal, sea, and wind technology. I will use my influence to create this "laboratory" for no other American locale is better suited for these purposes.

"We can no longer squander scarce resources as though their supply will never end. Each of us must do his part."

Health Care

"We must continue to work to increase the availability and the range of quality health care which all Americans -- including the poor, elderly, and minorities -- should be able to enjoy.

"Toward this goal, I am cosponsoring legislative proposals to establish a national system of health insurance. I also am cosponsoring the Catastrophic Health Insurance and Medical Assistance Act designed to protect an individual against catastrophic medical bills that might otherwise wipe out his finances. And I am cosponsoring a bill now under the Senate's consideration to increase Social Security benefits for our elderly citizens."

Taxes

"I have joined to sponsor legislation that will cut the tax burden of every American family earning below \$16,000 a year. Such relief will help families to recover earning power lost in recent months, and it could stimulate our stagnant economy. This measure need not be inflationary if it is part of a tax reform package that keeps total federal revenues up.

"It has been my belief that every taxpayer should pay his or her fair share of our nation's tax bill. That is not always the case. Accordingly, I have introduced and cosponsored several measures to equalize tax burdens. These include bills to end tax-schedule discrimination against single persons, to set a minimum tax on wealthy persons, and to close loopholes which permit certain persons to shoulder less of the tax burden than they should."

A record of achievement -- and honor -- for Hawaii.

Dan Inouye

U.S. Senator

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Dan Inouye speaks for Hawaii

Dock strike legislation

"It often takes courage and deep conviction to stand up to strong opposition.

"On the Dock Strike Bill, shipping companies, unions, congressmen, and business leaders were against me ... and Hawaii.

"But I know Hawaii can be strangled without this protection. When there is a West Coast dock strike, our state faces unique hardship. And it is my belief that the rest of America must understand and respond to the special needs of our island economy.

"So, I have persisted. The senate has passed the bill and this important legislation has now gone to the House. Soon, hopefully, Hawaii will no longer need to fear a Mainland dock strike."

A record of achievement -- and honor -- for Hawaii

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WHEN DAN INOUYE SPEAKS, CONGRESS LISTENS

"IT OFTEN TAKES COURAGE AND DEEP CONVICTION TO STAND UP TO STRONG OPPOSITION.

"ON THE DOCK STRIKE BILL, SHIPPING COMPANIES, UNIONS, CONGRESSMEN, BUSINESS LEADERS -- WERE AGAINST ME -- AND HAWAII.

"BUT I KNOW HAWAII CAN BE STRANGLERD WITHOUT THIS PROTECTION. WHEN THERE IS A WEST COAST DOCK STRIKE, OUR STATE FACES UNIQUE HARDSHIP. AND IT IS MY BELIEF THAT THE REST OF AMERICA MUST UNDERSTAND AND RESPOND TO THE SPECIAL NEEDS OF OUR ISLAND ECONOMY.

"SO, I HAVE PERSISTED. THE SENATE HAS PASSED THE BILL AND THIS IMPORTANT LEGISLATION HAS NOW GONE TO THE HOUSE. SOON, HOPEFULLY, HAWAII WILL NO LONGER NEED TO FEAR A MAINLAND DOCK STRIKE."

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"ALL OF US MUST DO OUR PART TO INSURE HONESTY AND INTEGRITY
IN GOVERNMENT."

"THE EVENTS OF WATERGATE OCCURRED SOME 6,000 MILES FROM HAWAII.
BUT THE ISSUES RAISED BY WATERGATE HAVE AFFECTED US ALL. THE
CRISIS OF CONFIDENCE CREATED BY THAT TRAGEDY HARMED THE VERY
SPIRIT OF AMERICA ITSELF.

"AS A MEMBER OF THE SENATE WATERGATE COMMITTEE, I BECAME DEEPLY
INVOLVED IN THE EFFORT TO DISCOVER THE TRUTH.

"MEN APPEARED BEFORE US WHOSE CYNICISM TOWARD THE AMERICAN PEOP-
PLE WAS EVIDENT...WHO THOUGHT NOTHING OF ABUSING POSITIONS OF
PUBLIC TRUST...WHO VIOLATED BASIC LIBERTIES TO SERVE THEIR OWN
ENDS.

"I AM SUPPORTING LEGISLATION WHICH CAN PREVENT THE KIND OF
PRACTICES THAT MADE WATERGATE POSSIBLE. BUT ALL OF US IN HAWAII
MUST DO OUR PART TO GUARANTEE HONESTY AND OPENNESS IN GOVERNMENT.
THIS HAS BEEN -- AND CONTINUES TO BE -- MY PLEDGE TO THE PEOPLE
OF HAWAII."

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Dan Inouye speaks for Hawaii

Inflation

"Inflation is the most complex and serious problem facing our nation today.

"Inflation has cut back the buying power of most Americans, eroding family savings and investments.

"Unlike previous periods of high inflation, many of our current problems stem from foreign sources beyond our control, such as the 300 per cent jump in Arab oil prices and the increase in world demand for food. Despite the difficulty of finding answers, we cannot just accept inflation as a way of life. I am working vigorously with my colleagues in the Senate to find ways to slow inflation, to lessen inflationary impact on Hawaii's working men and women, and to alleviate its damage on low-income families and those living on fixed incomes.

"Legislation which I supported in the past has brought some help. The Public Service Employment Act has provided money to State and local governments to fund public works jobs for persons who were out of work. The Revenue Sharing Act of 1972 has provided approximately \$90 million to Hawaii since 1973 for

various social and economic programs. My amendment to the Revenue Sharing Act allows a 15 per cent increase in funds to our State based on our higher cost of living."

"The larger solution will not come easily. But the effort is underway."

A record of achievement -- and honor -- for Hawaii

Dan Inouye

U.S. Senator

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Dan Inouye on Inflation

"Before we look to government for an easy solution to inflation,
we should take a close look at ourselves."

Our nation's greatest challenge

As I travel throughout the Islands and across this great nation of ours, the problem I am asked to discuss most often is inflation. Why are prices rising so rapidly? When will these seemingly constant increases stop? What is causing inflation? And what can we do about it?

The problem is indeed difficult. It involves not only Hawaii and the nation, but countless other countries around the globe.

No economist or national legislator today feels he has the complete answer. But I would like to share my own thoughts on this vital subject with you, the people of Hawaii.

Inflation itself is not new.

After World War II, we experienced inflation in its simplest form. Most everyone had a job, our economy was growing, but there was a shortage of goods. The demand was greater than the supply. Rather than 'first

come -- first served,' it was the people willing to pay a higher prices who got the available goods, and prices were driven up.

The federal government now has a number of ways to deal with this kind of inflation. You're probably familiar with many of them.

The government can decrease its own expenditures -- its own 'demand' for goods or labor. For example, it can cut back on the number of roads to be built or subsidies for new federal buildings. The government can also increase taxes. This limits people's income and their ability to pay high prices, so prices are forced down.

Or, through the Federal Reserve System, the government can seek to control the nation's money and credit conditions. Such practices include loaning less to member banks and discouraging loans by raising the interest rate; selling government securities; and putting controls on time-deposit interest ceilings, margin borrowing and mortgage credit terms. One effect is that investing in new projects become less attractive, and so the 'demand' for new projects is decreased. By decreasing demand the cost of goods is driven down.

There are many elements of this kind of inflation caused by shortage of supplies in today's economy. I'm sure you well recall the shortage of crude oil that has driven the price of gasoline up. And soon grain prices will rise, because drought on the Mainland will limit the supply. Further, several underdeveloped nations, India in particular, are suffering widespread famine, and we are obliged to assist with food supplies.

But we are experiencing a new kind of inflation.

Now, however, there is an additional kind of inflation, not brought on by a shortage of goods in a reasonably full employment economy. Today, soaring prices are also caused by worker demands for ever higher wages and employer demands for increasingly higher profits. To satisfy these extraordinary demands, the cost of goods goes up ... and up.

Various countries have tried different short term solutions to this kind of inflation. In the United States, wage and price controls were imposed but then abandoned by the Nixon administration.

Since this kind of inflation is not dependent on reasonably full employment, we experience inflation and unemployment at the same time.

In fact, some economists believe that if we try to lower the rate of the current inflation, unemployment will increase even further.

Those who propose easy solutions deceive the American people.

There is no easy solution. Anyone who suggests that simply by decreasing government spending this complex web of unemployment, inflation from lack of goods, and inflation from wage and profit demands will disappear is deceiving the American people.

I believe it is time to take the broadest possible view of inflation and plan, not just for this year, but for the years to come.

Extraordinary growth has brought extraordinary problems.

In the past 20 years, and especially since statehood, Hawaii has experienced phenomenal economic growth. While serving in the territorial legislature, and then as congressman and U.S. Senator, I have been

privileged to assist in that growth.

Today, the city of Honolulu ranks eleventh in the nation in per person income. Our standards of living by almost any measure -- our food, our educational institutions, the quality of health care -- is excellent.

Almost every one of us who so chooses, can possess adequate clothes and adequate shelter. He has available a wide variety of entertainment from which to choose. On a Saturday evening, we can treat our friends to almost any imaginable type of food, served in just about every possible manner. The great majority of us live in a family that has one, if not two, automobiles and television sets. In short, we have not only the most basic necessities, but many luxuries, as well.

All classes have shared in this progress. Despite inflation, it takes far fewer hours work to earn enough money to buy the weekly groceries than it did in our fathers' time.

But there is another side to all this growth. The cost of living in Honolulu is third highest in the United States. Honolulu is crowded -- it ranks among the top 25 cities in terms of people per square mile.

We have seen agricultural lands taken out of production and other resources decline in order to make way for a rapidly growing population. Unemployment exceeds 11% -- we have poverty amid plenty.

Still, we continue to demand more and consume more.

Last year, our nation used more electricity for air conditioning alone than the entire People's Republic of China -- with four times our population -- used for all of its needs. We consume 4 1/2 times as much

energy per person as does Japan. With only 6 per cent of the world's population, we are responsible for 35 per cent of the world's energy consumption. And over the past decade, our nation's demand for electricity has increased at a rate of 7 per cent per year.

In my view, as a state and as a nation we are growing excessively and consuming too much. Inflation is a symptom, but it is not the disease. The disease is an unrealistic view of the good life.

Inflation and the problems that go with it will decline only when we change our style of living.

I believe that for our state and for our nation, the long term solution to inflation lies within ourselves. Only when we consciously seek to control our own demands upon the system for more goods, higher and higher wages and more and more profit, will excessive growth be curbed.

I also believe that the people of Hawaii have an abiding sense of a good life that does not depend on huge income. It involves honesty and integrity, a love of family and friends, the feeling of pride in a job well done, an appreciation of the beauty of our islands, our spirit of aloha and kokua.

Once again, we must look to these values for our strength and not to our pocketbooks.

We must judge in practical terms our real material needs. Do we always have to buy the best cut of meat? Do we need so big a car? Must we have two of everything? How much living space would be

adequate? When we do reexamine our needs, I am certain that the kinds of demands we are all making now will appear excessive.

A lowering of demand will, of course, create other problems.

When current excessive national growth is slowed down, the federal government will need to deal with new problems stemming from this economic downturn. To help the unemployed, manpower placement and training programs will need to be designed. The government will need to assume the role of employer of last resort. A negative income tax -- minimum guaranteed incomes with incentives -- will also be needed to provide a minimal living standard for those who still cannot qualify for work.

And, to fully make our system more equitable, our entire federal tax structure will need to be overhauled.

With America's bicentennial we should begin a new era -- one which measures success in terms of quality and not quantity.

We have a moral obligation to assist other nations

fight inflation, as well.

Our obligations aren't just to Hawaii and the United States, but to all mankind. It is time we faced up to our responsibilities, demanding not more goods and continuously higher wages and profits for ourselves, but honestly wanting all mankind to achieve a decent standards of living. If our own demands continue to escalate, other nations -- especially underdeveloped nations -- will deplete precious resources, and America will continue to be a major contributor to inflation worldwide.

As for our own resources , I don't think they should be hoarded. We are the world's richest nation , and I believe we are obliged to assist other nations in their development , especially in the area of population and food supply.

Substituting quality for quantity is no longer an option. It is a necessity.

The federal government can still impose anti-inflation policies to solve the problem in the short term. But pollution, the drain of resources , overpopulation , unemployment , and -- in many countries -- starvation and death will continue as though nothing happened.

Only when we lessen our demands will progress come about.

I don't believe those who predict inevitable doom. I believe in the spirit of America -- and the resilience of mankind. But the time to respond to the challenge is now.

(DAN)

U.S. SENATOR DANIEL K. INOUE

((Photo of Senator Inouye. NOTE: Honolulu cost of living and unemployment figures need to be verified.))

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(PAGE 9-10)

DAN INOUE SPEAKS FOR HAWAII

INFLATION

"INFLATION IS THE MOST COMPLEX AND SERIOUS PROBLEM FACING OUR NATION TODAY.

"INFLATION HAS CUT BACK THE BUYING POWER OF MOST AMERICANS, ERODING FAMILY SAVINGS AND INVESTMENTS.

"UNLIKE PREVIOUS PERIODS OF HIGH INFLATION, MANY OF OUR CURRENT PROBLEMS STEM FROM FOREIGN SOURCES BEYOND OUR CONTROL, SUCH AS THE 300 PER CENT JUMP IN ARAB OIL PRICES AND THE INCREASE IN WORLD DEMAND FOR FOOD. DESPITE THE DIFFICULTY OF FINDING ANSWERS, WE CANNOT JUST ACCEPT INFLATION AS A WAY OF LIFE. I AM WORKING VIGOROUSLY WITH COLLEAGUES IN THE SENATE TO FIND WAYS TO SLOW INFLATION, TO LESSEN INFLATIONARY IMPACT ON HAWAII'S WORKING MEN AND WOMEN, AND TO ALLEVIATE ITS DAMAGE ON LOW-INCOME FAMILIES AND THOSE LIVING ON FIXED INCOMES.

"LEGISLATION WHICH I SUPPORTED IN THE PAST HAS BROUGHT SOME HELP. THE PUBLIC SERVICE EMPLOYMENT ACT HAS PROVIDED MONEY TO STATE AND LOCAL GOVERNMENTS TO FUND PUBLIC WORKS JOBS FOR PERSONS WHO WERE OUT OF WORK. THE REVENUE SHARING ACT OF 1972

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HAS PROVIDED APPROXIMATELY \$90 MILLION TO HAWAII SINCE 1973 FOR VARIOUS SOCIAL AND ECONOMIC PROGRAMS. MY AMENDMENT TO THE REVENUE SHARING ACT ALLOWS A 15 PER CENT INCREASE IN FUNDS TO OUR STATE BASED ON OUR HIGHER COST OF LIVING. THE LARGER SOLUTION WILL NOT COME EASILY. BUT THE EFFORT IS UNDERWAY."

HOUSING

"FEW STATES HAVE AS SERIOUS A HOUSING PROBLEM AS HAWAII. HERE IN HAWAII LAND IS SCARCE, MATERIALS AND LABOR ARE EXPENSIVE, AND FINANCING IS NOT EASY.

"I AM SUPPORTING NEW FEDERAL HOUSING LAWS. THESE LAWS, IF PASSED, WILL HELP HOMEOWNERS IN HAWAII FIND SUFFICIENT MORTGAGE MONEY AT LOWER INTEREST RATES."

EDUCATION

"EDUCATION IS EXTREMELY IMPORTANT TO US IN HAWAII. I HAVE CONTINUALLY SUPPORTED A GREATER FEDERAL ROLE IN PROVIDING FUNDS FOR OUR EDUCATIONAL FACILITIES.

"BECAUSE OF ITS LARGE NUMBERS OF FEDERAL AND MILITARY PERSONNEL, HAWAII HAS BEEN RECEIVING "IMPACT AID" FUNDS FOR ITS SCHOOL SYSTEM. I HAVE SUCCESSFULLY FOUGHT REPEATED EFFORTS IN THE

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RUNNING DATE:

CONGRESS TO LOWER OUR IMPACT AID RECEIPTS -- DOLLARS WHICH WE BOTH NEED AND DESERVE.

"IN ADDITION, A MOST IMPORTANT PRIORITY IS THE CONTINUED FLOW OF DOLLARS TO THE UNIVERSITY OF HAWAII -- WHICH HAS GROWN TO BE A NATIONALLY-RESPECTED INSTITUTION -- AND TO ITS STUDENTS IN THE FORM OF ASSORTED FEDERAL GRANTS."

OUR ENERGY NEEDS

"IN 1969, A GROUP OF US URGED THE SENATE TO REFORM TAXES ON OIL COMPANIES AND TO ENCOURAGE EXPLORATION AND PRODUCTION OF DOMESTIC FUELS. NOW, AFTER MUCH OF THE DAMAGE OF THE ENERGY CRISIS HAS BEEN DONE, ACTION ALONG THE LINES THAT WE PROPOSED SEEMS LIKELY.

"I ALSO COSPONSORED LEGISLATION TO CREATE A COMMISSION ON FUELS AND ENERGY WHICH, IF ESTABLISHED, COULD HAVE ANTICIPATED RECENT SHORTAGES AND SOUGHT WAYS TO LIMIT THEIR IMPACT AND RECURRENCE.

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PRINT COPY

CLIENT: INOUE

SIZE:

PUBLICATION: BROCHURE

DATE: AUGUST 14, 1974

RUNNING DATE:

(PAGE 8)

MORE THAN 1½ BILLION DOLLARS FOR HAWAII.

WITH DAN INOUE'S HELP.

SINCE DAN INOUE HAS REPRESENTED US IN WASHINGTON, HAWAII HAS RECEIVED OVER \$1,573,000,000 IN FEDERAL FUNDS. THAT'S TAKEN HARD WORK. BUT SENATOR INOUE FEELS IT'S BEEN WORTH IT. HAWAII DESERVES ITS FAIR SHARE OF FEDERAL EXPENDITURES. HERE ARE JUST SOME OF THE WAYS FEDERAL FUNDS HAVE BEEN USED IN HAWAII -- WITH DAN INOUE'S HELP.

((A NUMBERED LIST OF SOME FIFTY PROJECTS. WITH THE COST OF EACH. INCLUDED, SOME VERY BIG PROJECTS AND SOME VERY SMALL ONES. PROJECT LIST -- TO COME.))

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"WE MUST PLAN AHEAD.

"THE SENATE HAS CREATED A COMMITTEE TO COORDINATE ENERGY LEGISLATION -- A COMMITTEE WHICH I CHAIR. THAT COMMITTEE IS SEEKING WAYS IN WHICH TO EXPEDITE LEGISLATION TO CONTROL THE PRICE AND AVAILABILITY OF FUELS.

"THE NATIONAL ENERGY RESEARCH AND DEVELOPMENT ACT, WHICH PASSED THE SENATE WITH MY STRONG SUPPORT, AUTHORIZES THE EXPENDITURE OF \$20 BILLION OVER THE NEXT 10 YEARS TO FIND NEW AND BETTER SOURCES OF CHEAP, EFFICIENT ENERGY. UNDER THIS MEASURE, HAWAII SHOULD BECOME A LABORATORY FOR EXPERIMENTATION WITH SOLAR, GEOTHERMAL, SEA, AND WIND TECHNOLOGY. I WILL USE MY INFLUENCE TO CREATE THIS "LABORATORY," FOR NO OTHER AMERICAN LOCALE IS BETTER SUITED FOR THESE PURPOSES.

"WE CAN NO LONGER SQUANDER SCARCE RESOURCES AS THOUGH THEIR SUPPLY WILL NEVER END. EACH OF US MUST DO HIS PART."

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HEALTH CARE

"ALTHOUGH OUR NATION OFFERS OUR PEOPLE ONE OF THE BEST HEALTH CARE SYSTEMS IN THE WORLD, WE MUST CONTINUE TO WORK TO INCREASE THE AVAILABILITY AND THE RANGE OF QUALITY HEALTH CARE WHICH ALL AMERICANS -- INCLUDING THE POOR, ELDERLY, AND MINORITIES -- SHOULD BE ABLE TO ENJOY.

"TOWARD THIS GOAL, I AM COSPONSORING LEGISLATIVE PROPOSALS TO ESTABLISH A NATIONAL SYSTEM OF HEALTH INSURANCE. I ALSO AM COSPONSORING THE CATASTROPHIC HEALTH INSURANCE AND MEDICAL ASSISTANCE ACT DESIGNED TO PROTECT AN INDIVIDUAL AGAINST CATASTROPHIC MEDICAL BILLS THAT MIGHT OTHERWISE WIPE OUT HIS FINANCES. AND I AM COSPONSORING A BILL NOW UNDER THE SENATE'S CONSIDERATION TO INCREASE SOCIAL SECURITY BENEFITS FOR OUR ELDERLY CITIZENS.

"DURING THE CURRENT SESSION, I INTRODUCED LEGISLATION REQUIRING THE DEPARTMENT OF DEFENSE TO CONTINUE TO PROVIDE CERTAIN SPECIAL-EDUCATION SERVICES TO HANDICAPPED MILITARY DEPENDENTS. I ALSO HAVE INTRODUCED BILLS TO INSURE MEDICAID AND MEDICARE PAYMENT FOR NURSE PRACTITIONER SERVICES AND TO PROVIDE AN ADDED

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FEDERAL TAX EXEMPTION FOR THE DEAF, AS IS NOW DONE FOR THE
BLIND.

"IN ADDITION, I AM CURRENTLY DRAFTING SPECIAL LEGISLATION
WHICH WOULD BE RESPONSIVE TO HAWAII'S UNIQUE IMMIGRANT HEALTH
PROBLEMS."

CAMPAIGN SPENDING

"THE SENATE ON THREE OCCASIONS HAS PASSED LEGISLATION TO
REFORM CAMPAIGN FINANCE LAWS. BECAUSE I FEEL THAT RELIANCE
ON A FEW CAMPAIGN CONTRIBUTORS TO RAISE LARGE SUMS OF MONEY
INEVITABLY LEADS TO CORRUPTION, I SPONSORED LEGISLATION TO
PROVIDE SOME PUBLIC FINANCING OF CAMPAIGNS.

"WE MUST BROADEN THE BASE OF CAMPAIGN CONTRIBUTIONS IF WE ARE
TO ASSURE THAT SPECIAL INTERESTS DO NOT DOMINATE THE POLICY-
MAKING PROCESS. WE ALSO MUST SEE TO IT THAT EVERY CAMPAIGN
DOLLAR WHICH IS RAISED AND SPENT IS MADE PUBLIC.

"I ALSO FIRMLY BELIEVE THAT ALL PUBLIC OFFICIALS SHOULD MAKE
PUBLIC THEIR PERSONAL FINANCIAL RECORDS -- THE SACRIFICE OF
PRIVACY IS LITTLE PRICE TO PAY TO BRING BACK A SENSE OF

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HONESTY AND INTEGRITY TO AMERICAN POLITICS AND GOVERNMENT."

TAXES

"I HAVE JOINED TO SPONSOR LEGISLATION THAT WILL CUT THE TAX BURDEN OF EVERY AMERICAN FAMILY EARNING BELOW \$16,000 A YEAR. SUCH RELIEF WILL HELP FAMILIES TO RECOVER EARNING POWER LOST IN RECENT MONTHS, AND IT COULD STIMULATE OUR STAGNANT ECONOMY. THIS MEASURE NEED NOT BE INFLATIONARY IF IT IS PART OF A TAX REFORM PACKAGE THAT KEEPS TOTAL FEDERAL REVENUES UP.

"IT HAS BEEN MY BELIEF THAT EVERY TAXPAYER SHOULD PAY HIS OR HER FAIR SHARE OF OUR NATION'S TAX BILL. THAT IS NOT ALWAYS THE CASE. ACCORDINGLY, I HAVE INTRODUCED AND COSPONSORED SEVERAL MEASURES TO EQUALIZE TAX BURDENS. THESE INCLUDE BILLS TO END TAX-SCHEDULE DISCRIMINATION AGAINST SINGLE PERSONS, TO SET A MINIMUM TAX ON WEALTHY PERSONS, AND TO CLOSE LOOPHOLES WHICH PERMIT CERTAIN PERSONS TO SHOULDER LESS OF THE TAX BURDEN THAN THEY SHOULD."

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FOREIGN AID

"WE FIND OURSELVES IN A RISING PRICE SPIRAL, WHICH DEMANDS THAT THE EXPENDITURES OF OUR TAX DOLLARS MUST BE FULLY JUSTIFIED. POVERTY, ILLITERACY, AND HUNGER STILL EXIST WITHIN OUR LAND AND OUR FIRST PRIORITY MUST BE TO OUR OWN CITIZENS.

"AS CHAIRMAN OF THE APPROPRIATIONS SUBCOMMITTEE ON FOREIGN OPERATIONS, I AND MY SUBCOMMITTEE HAVE BEGUN A REEVALUATION OF THE U.S. FOREIGN AID PROGRAM.

"I BELIEVE THAT MUCH OF OUR FOREIGN ASSISTANCE IS WASTED AND SHOULD BE TRIMMED, ESPECIALLY IN OUR MILITARY AID PROGRAMS. ACCORDINGLY, WE HAVE CUT MORE THAN \$3 BILLION FROM ADMINISTRATION FOREIGN AID REQUESTS DURING THE PAST TWO YEARS. WHILE AMERICA CANNOT AND SHOULD NOT TURN HER BACK ON OUR LESS FORTUNATE SISTER COUNTRIES, NEITHER SHOULD WE SPEND OUR HARD-EARNED TAX DOLLARS ON AID PROGRAMS THAT DO NOT IMPROVE THE ABILITY OF OUR NEIGHBORS TO HELP THEMSELVES.

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"WHATEVER FUNDS THE UNITED STATES CAN MAKE AVAILABLE FOR FOREIGN ASSISTANCE MUST BE DIRECTED TO REACH AND ASSIST THE POOREST PEOPLE IN THE WORLD -- NOT THE RICHEST, AS HAS TOO OFTEN BEEN THE CASE IN THE PAST.

"IF OUR AID IS TO CONTINUE TO BE SUPPORTED BY CONGRESS AND THE AMERICAN PEOPLE, IT MUST SPEAK TO THE REAL SOCIAL AND ECONOMIC PROBLEMS FOUND IN THE LESS-DEVELOPED WORLD."

FOREIGN INVESTMENTS IN THE UNITED STATES

"WE NEED MORE ACCURATE INFORMATION AND AN ANALYSIS OF EFFECTS OF FOREIGN INVESTMENT. TO THIS END, I HAVE INTRODUCED A BILL IN THE SENATE TO AUTHORIZE A TWO-YEAR STUDY OF FOREIGN DIRECT AND PORTFOLIO INVESTMENT IN THE UNITED STATES. WITH THE DATA FROM THIS STUDY, I THINK WE SHALL BE IN A FAR BETTER POSITION TO MAKE FUTURE DECISIONS IN THIS AREA.

"PRELIMINARY EVIDENCE INDICATES THAT THE OVERALL IMPACT OF FOREIGN DIRECT INVESTMENT ON THE U.S. HAS BEEN POSITIVE AND SUPPORTS OUR PRESENT POLICY. BESIDES INCREASING EMPLOYMENT OPPORTUNITIES, FOREIGN INVESTMENT CAN INCREASE THE TAX BASE AND STIMULATE OUR LOCAL ECONOMY.

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"IT IS VERY IMPORTANT THAT THE UNITED STATES REAFFIRM ITS COMMITMENT TO A FREE INTERNATIONAL TRADE AND MONETARY POLICY. A CONTRARY POLICY WILL HAVE ADVERSE IMPLICATIONS FAR BEYOND OUR OWN BORDERS."

STRIKES AND PUBLIC EMPLOYEES

"I BELIEVE THAT BASIC TO BRINGING ECONOMIC ORDER WITH DIGNITY TO THE BARGAINING TABLE FOR PUBLIC EMPLOYEES IS THE ENACTMENT OF THE PUBLIC EMPLOYEES RELATIONS ACT. I FULLY SUPPORT THAT EFFORT TO CREATE MINIMUM STANDARDS FOR THE STATES, CITIES AND COUNTIES IN THEIR EMPLOYER -- EMPLOYEE RELATIONSHIPS.

"I AM COSPONSORING THE WILLIAMS-SCHWEIKER BILL. JUST AS THE WAGNER ACT WAS ESSENTIAL FOR THE PRIVATE SECTOR, SO TOO IS THIS MEASURE ESSENTIAL IN ESTABLISHING THE BASIC RIGHT OF PUBLIC WORKERS TO ORGANIZE AND TO BARGAIN COLLECTIVELY ON WAGES, HOURS AND WORKING CONDITIONS."

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INTERNATIONAL WEAPONS CONTROL

"OVER THE PAST DECADE ALONE, THE UNITED STATES SOLD OR GAVE AWAY MORE THAN \$21 BILLION IN WEAPONS TO MORE THAN 60 COUNTRIES.

"I BELIEVE THAT OUR GOVERNMENT SHOULD CURTAIL THIS SENSELESS POLICY OF WEAPONS DISTRIBUTION AND SALES. AND I URGE THAT THE ADMINISTRATION ATTEMPT TO BRING ABOUT A MEANINGFUL INTERNATIONAL AGREEMENT ON CONVENTIONAL (NON-NUCLEAR) ARMS DISTRIBUTION, ESPECIALLY IN THE DEVELOPING WORLD."

NATIVE HAWAIIAN LAND CLAIMS

"I BELIEVE THAT HAWAIIANS HAVE AS MUCH RIGHT AS THE ALASKANS TO SOME FORM OF COMPENSATION FOR LOSS OF LANDS.

"THE BASIS LIES IN HAWAII'S HISTORY. NATIVE HAWAIIANS LOST MUCH ACREAGE WITHOUT RECEIVING FAIR FINANCIAL REPARATIONS OR THE BENEFITS OF DUE PROCESS UNDER THE LAW.

"THEREFORE, I SUPPORT THE EFFORTS OF THE ABORIGINAL LANDS OF HAWAIIAN ANCESTRY (ALOHA). I BELIEVE THAT -- WORKING TOGETHER -- WE CAN SHAPE LEGISLATION WHICH CAN PROVIDE SOME RESTITUTION TO NATIVE HAWAIIANS AND HAVE A REALISTIC CHANCE OF PASSING CONGRESS

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AND BECOMING LAW."

(POSSIBLE ALTERNATE OR ADDITIONAL TOPICS: AGRICULTURE, CONSUMER PROTECTION, THE ENVIRONMENT, PRESIDENTIAL POWER, TOURISM, VETERANS' BENEFITS.)

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COMMUNICATIONS USAGE DATES - DKI FOR '74

PRIMARY ELECTION

KGMB-AUGUST
 :60

MONDAY
 TUESDAY 8/6, 8/13 (1X EACH DATE)
 WEDNESDAY
 THURSDAY 8/8, 8/22 (2X EACH DATE)
 FRIDAY
 SATURDAY 8/10, 8/24 (1X EACH DATE)
 SUNDAY
 M-FRI 8/5-8/9 (2X EACH WEEK)
 8/19-8/30 (2X EACH WEEK)

:30
 8/5, 8/12, 8/19, 8/26 (3X EACH DATE)
 8/6, 8/13 (1X EACH DATE) 8/20 (2X EACH DATE)
 8/7, 8/14, 8/21 (3X EACH DATE)
 8/15 (3X EACH DATE)
 8/9, 8/16, 8/23 (3X EACH DATE)
 8/10, 8/17, 8/24 (2X EACH DATE)
 8/4, 8/11, 8/18, 8/25 (2X EACH DATE)
 8/12-8/16 (2X EACH WEEK)

KHON-AUGUST
 :60

MONDAY 8/5 (ONE EACH DATE)
 TUESDAY
 WEDNESDAY 8/7 (ONE EACH DATE)
 THURSDAY
 FRIDAY
 SATURDAY
 SUNDAY

:30
 8/12, 8/19 (ONE EACH DATE)
 8/6, 8/13 (ONE EACH DATE)
 8/14 (ONE EACH DATE)
 8/15 (ONE EACH DATE)
 8/9, 8/16 (ONE EACH DATE)
 8/4, 8/11, 8/18 (ONE EACH DATE)

KITV-AUGUST
 :60

MONDAY

:30
 8/16, 8/23 (ONE EACH DATE)

GENERAL ELECTION

KGMB-OCTOBER/NOVEMBER
 :60

MONDAY
 TUESDAY 10/22, 10/29 (1 EACH DATE)
 WEDNESDAY
 THURSDAY 10/24, 10/31 (1 EACH DATE)
 FRIDAY
 SATURDAY 10/26, 11/2 (1 EACH DATE)
 SUNDAY

:30
 10/21, 10/28 (3 EACH DATE)
 10/22, 10/29 (1 EACH DATE)
 10/23, 10/30 (3 EACH DATE)
 10/25, 11/1 (3 EACH DATE)
 10/26, 11/2 (2 EACH DATE)
 10/27, 11/3 (2 EACH DATE)

KGMB-OCTOBER/NOVEMBER

:60

M-FRI 10/21-25, 10/28-11/1
(2 EACH WEEK)

:30

AS OF SEPTEMBER 26, 1974 THE ABOVE
REFLECTS PREVIOUS AND PLANNED COM-
MUNICATIONS USAGE DATES FOR DKI FOR
'74

CLIFTON KAGAWA, MEDIA DIRECTOR

August 29, 1974

Mr. Jack DeMello
Suite 2012
Ala Moana Building
1441 Kapiolani Boulevard
Honolulu, Hawaii 96814

Dear Jack:

Enclosed is a copy of the correspondence from KISA Radio Station regarding their radio advertising schedule for the weeks before the Primary Election.

When the time comes can you use this station?

Aloha,

ROBERT K. INOUE
Chairman
DKI in '74

9/23/74 - relayed corrections to Jack Demello

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Cancelled

RADIO-TV COPY

CLIENT	Dan Inouye	10 SEC.	20 SEC.	30 SEC.	<u>1 MIN.</u>	TV
STATION		TITLE	Employment			
START	10/20	END	General Election		DATE	September 19, 1974

OPEN ON MEDIUM SHOT OF SENATOR INOUE WALKING UP A CANE ROAD.

Senator Inouye (Voice Over): We are blessed to be living in a democracy. But to enjoy the benefits of our democracy, we must be able to pay our way. And that means jobs -- good jobs ~~that brings~~ ^{with} decent wages.

REVERSE CUT. MEDIUM SHOT, SENATOR INOUE IS GREETED BY CANE WORKERS AND ENGAGES IN CONVERSATION. INTERCUT FACES OF WORKERS.

This perspective has guided me during the 20 years I've served in public office. In agriculture, it has meant introducing ^{and working for} ~~protective~~ legislation to insure continued productivity.

DISS. TO LONG SHOT, SENATOR INOUE TALKING TO ILIKAI HOTEL DOORMAN AND OTHER HOTEL EMPLOYEES. THEN ZOOM IN TO TIGHTER SHOT.

It has meant working for progressive social legislation including manpower training programs and unemployment compensation.

DISS. TO SENATOR INOUE IN A TECHNICAL SETTING (GASCO OR BREWER CHEMICAL LABS), MEDIUM SHOT, TALKING TO LAB WORKERS.

It has meant encouraging new kinds of employment opportunities in the Islands, ~~as well as seeking solutions to special problems -- as in the case of the dock strike bill.~~

DISS. TO LONG SHOT, SENATOR INOUE AT IOLANI SPORTSWEAR IN ANIMATED CONVERSATION WITH GROUP OF WORKERS. CUT TO SERIES OF CLOSE-UPS, SENATOR INOUE AND WORKERS.

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RADIO-TV COPY

CLIENT	Dan Inouye (page 2)	10 SEC.	20 SEC.	30 SEC.	<u>1 MIN.</u>	TV
STATION		TITLE	Employment			
START	END	DATE	September 19, 1974			

DISS. TO MEDIUM SHOT, SENATOR INOUE
AND WORKERS. ZOOM TIGHT SHOT OF
SENATOR INOUE,

My goal always has been -- and will continue
to be -- to provide jobs for the people of Hawaii
and fulfill the promise of American democracy.

DISS. TO ANIMATED LOGO.

Annncr (VO): Dan Inouye. A record of achieve-
ment and honor for Hawaii.

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MEMORANDUM

TO: HENRY GIUGNI

DATE: SEPTEMBER 20, 1974

FROM: CLIFTON KAGAWA

SUBJECT: SEPTEMBER 28TH TV PRODUCTION

PLEASE FIND ENCLOSED TENTATIVE TELEVISION COPY FOR THE SENATOR'S "EMPLOYMENT" SPOT. BILL LITTLE, THE AGENCY'S BROADCAST DIRECTOR, WILL BE IN TOUCH WITH YOU REGARDING COORDINATION OF TALENT AND LOCATIONS FOR THIS SPOT.

IF YOU HAVE ANY QUESTIONS, PLEASE LET ME KNOW.

CC: JACK DE MELLO
BILL LITTLE



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CONFERENCE REPORT

CLIENT: Dan Inouye FOR THE CLIENT:
PLACE: Phone conversation: FOR THE AGENCY:
DATE HELD: Washington-Honolulu
September 18, 1974 SUBJECT: Upcoming Inouye TV Production

Due primarily to the cost involved in their returning to Hawaii the Senator has made the decision not to use his wife and son in any TV spots. Instead, ~~opening spots~~, the Senator has requested to produce between 8 a. m. - 2 p. m. on Saturday, September 28th the following:

- I. A. A 60-second employment spot based on this paraphrase as voice over:

We are blessed to be living in a democracy. To enjoy the fruits of this democracy it is important that we have the means to pay our way. To work is essential. This fact has guided me in my decisions concerning all legislation--the dock strike bill, unemployment compensation, special projects, sugar legislation, etc. My goal always has been and will continue to be to provide jobs for the people of Hawaii.

- B. Film locations suggested for this :60 second spot:

- (1) Sheraton-Waikiki, Inouye in conversation with doorman. ✓

- (2) Sugar plantation, Inouye and 2-3 plantation workers in long sleeved working denims in animated discussion. Henry Giugni to arrange talent.
- (3) Iolani Sportswear, Inouye in animated conversation with group of workers, background of all other workers involved in jobs.
- (4) Technical scene, Inouye involved in animated discussion with technicians, research equipment as backdrop.

C. Miscellaneous

- (1) Inouye encouraged use of wide panning shots leading up to a tight shot of himself and a limited number of workers.
- (2) Bill has option of coordinating talent with Henry Giugni once copy is written. This is particularly true in the case of Iolani Sportswear. The owner is a good friend of the Senator's. It is not known whether the shop is open on Saturdays.
- (3) Consideration should be given to either Gasco or Brewer Chemical as location for technical scene. The University should not be used as the Senator feels it is too easily recognizable.

II. A second 30-second spot of the Senator in animated conversation with a representative ethnic sample of 10-12 people should also be produced. The same voice over as used in our Hawaii Theme spot will be applied to this second production. The Senator would prefer to do this spot in Kapiolani Park-Waikiki.

Conference Report - Dan Inouye
Page 3

Production time for all of the above basically is limited to Saturday, September 28th, 8 a. m. - 2 p. m.; Sunday, September 29th after 3 p. m.; and Monday, September 30th, 8 a. m. - 12 noon. I suggest that the voice over for spot Number One be completed on one of the last two dates.

Rough copy should be reviewed Thursday, September 19th, with final review by JCC and Jack on Friday, September 20th. The Senator should have finished copy by the following Monday.

Both spots are scheduled to air on KGMB only starting October 20th.

Distribution: John C. Cavanagh
Jack de Mello
Ken Bernhardt
Bill Little
Dennis Gillespie

keep

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PRINT COPY

CLIENT: Senator Inouye SIZE:
PUBLICATION: DATE: August 23, 1974
RUNNING DATE:

Dan Inouye on Inflation

"Before we look to government for an easy solution to inflation, we should take a close look at ourselves."

Our nation's greatest challenge

As I travel throughout the Islands and across this great nation of ours, the problem I am asked to discuss most often is inflation. Why are prices rising so rapidly? When will these seemingly constant increases stop? What is causing inflation? And what can we do about it? The problem is indeed difficult. It involves not only Hawaii and the nation, but countless other countries around the globe. No economist or national legislator today feels he has the complete answer. But I would like to share my own thoughts on this vital subject with you, the people of Hawaii.

Inflation itself is not new.

After World War II, we experienced inflation in its simplest form. Most everyone had a job, our economy was growing, but there was a shortage of goods. The demand was greater than the supply. Rather than 'first

come -- first served,' it was the people willing to pay a higher prices who got the available goods , and prices were driven up.

The federal government now has a number of ways to deal with this kind of inflation. You're probably familiar with many of them.

The government can decrease its own expenditures -- its own 'demand' for goods or labor. For example , it can cut back on the number of roads to be built or subsidies for new federal buildings. The government can also increase taxes. This limits people's income and their ability to pay high prices , so prices are forced down.

Or, through the Federal Reserve System , the government can seek to control the nation's money and credit conditions. Such practices include loaning less to member banks and discouraging loans by raising the interest rate; selling government securities; and putting controls on time-deposit interest ceilings , margin borrowing and mortgage credit terms. One effect is that investing in new projects become less attractive , and so the 'demand' for new projects is decreased. By decreasing demand the cost of goods is driven down.

There are many elements of this kind of inflation caused by shortage of supplies in today's economy. I'm sure you well recall the shortage of crude oil that has driven the price of gasoline up. And soon grain prices will rise , because drought on the Mainland will limit the supply. Further , several underdeveloped nations , India in particular , are suffering widespread famine , and we are obliged to assist with food supplies.

But we are experiencing a new kind of inflation.

Now, however, there is an additional kind of inflation, not brought on by a shortage of goods in a reasonably full employment economy.

Today, soaring prices are also caused by worker demands for ever higher wages and employer demands for increasingly higher profits.

To satisfy these extraordinary demands, the cost fo goods goes up ... and up.

Various countries have tried different short term solutions to this kind of inflation. In the United States, wage and price controls were imposed but then abandoned by the Nixon administration.

Since this kind of inflation is not dependent on reasonably full employment, we experience inflation and unemployment at the same time.

In fact, some economists believe that if we try to lower the rate of the current inflation, unemployment will increase even further.

Those who propose easy solutions deceive the American people.

There is no easy solution. Anyone who suggests that simply by decreasing government spending this complex web of unemployment, inflation from lack of goods, and inflation from wage and profit demands will disappear is deceiving the American people.

I believe it is time to take the broadest possible view of inflation and plan, not just for this year, but for the years to come.

Extraordinary growth has brought extraordinary problems.

In the past 20 years, and especially since statehood, Hawaii has experienced phenomenal economic growth. While serving in the territorial legislature, and then as congressman and U.S. Senator, I have been

privileged to assist in that growth.

Today, the city of Honolulu ranks eleventh in the nation in per person income. Our standards of living by almost any measure -- our food, our educational institutions, the quality of health care -- is excellent.

Almost every one of us who so chooses, can possess adequate clothes and adequate shelter. He has available a wide variety of entertainment from which to choose. On a Saturday evening, we can treat our friends to almost any imaginable type of food, served in just about every possible manner. The great majority of us live in a family that has one, if not two, automobiles and television sets. In short, we have not only the most basic necessities, but many luxuries, as well.

All classes have shared in this progress. Despite inflation, it takes far fewer hours work to earn enough money to buy the weekly groceries than it did in our fathers' time.

But there is another side to all this growth. The cost of living in Honolulu is third highest in the United States. Honolulu is crowded -- it ranks among the top 25 cities in terms of people per square mile.

We have seen agricultural lands taken out of production and other resources decline in order to make way for a rapidly growing population. Unemployment exceeds 11% -- we have poverty amid plenty.

Still, we continue to demand more and consume more.

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Substituting quality for quantity is no longer an option. It is a necessity.

The federal government can still impose anti-inflation policies to solve the problem in the short term. But pollution, the drain of resources, overpopulation, unemployment, and -- in many countries -- starvation and death will continue as though nothing happened.

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(DAN)

U.S. SENATOR DANIEL K. INOUE

((Photo of Senator Inouye. NOTE: Honolulu cost of living and unemployment figures need to be verified.))

keep

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Advertising & Public Relations
1505 Ala Moana Building
1441 Kapiolani Boulevard
Honolulu, Hawaii 96814 (808) 941-7722

PRINT COPY

CLIENT: Senator Inouye SIZE:
PUBLICATION: DATE: August 23, 1974
RUNNING DATE:

Dan Inouye on Inflation

"Before we look to government for an easy solution to inflation, we should take a close look at ourselves."

Our nation's greatest challenge

As I travel throughout the Islands and across this great nation of ours, the problem I am asked to discuss most often is inflation. Why are prices rising so rapidly? When will these seemingly constant increases stop? What is causing inflation? And what can we do about it?

The problem is indeed difficult. It involves not only Hawaii and the nation, but countless other countries around the globe.

No economist or national legislator today feels he has the complete answer. But I would like to share my own thoughts on this vital subject with you, the people of Hawaii.

Inflation itself is not new.

After World War II, we experienced inflation in its simplest form. Most everyone had a job, our economy was growing, but there was a shortage of goods. The demand was greater than the supply. Rather than 'first

come -- first served,' it was the people willing to pay a higher prices who got the available goods , and prices were driven up.

The federal government now has a number of ways to deal with this kind of inflation. You're probably familiar with many of them.

The government can decrease its own expenditures -- its own 'demand' for goods or labor. For example , it can cut back on the number of roads to be built or subsidies for new federal buildings. The government can also increase taxes. This limits people's income and their ability to pay high prices , so prices are forced down.

Or, through the Federal Reserve System , the government can seek to control the nation's money and credit conditions. Such practices include loaning less to member banks and discouraging loans by raising the interest rate; selling government securities; and putting controls on time-deposit interest ceilings , margin borrowing and mortgage credit terms. One effect is that investing in new projects become less attractive , and so the 'demand' for new projects is decreased. By decreasing demand the cost of goods is driven down.

There are many elements of this kind of inflation caused by shortage of supplies in today's economy. I'm sure you well recall the shortage of crude oil that has driven the price of gasoline up. And soon grain prices will rise , because drought on the Mainland will limit the supply. Further , several underdeveloped nations , India in particular , are suffering widespread famine , and we are obliged to assist with food supplies.

But we are experiencing a new kind of inflation.

Now, however, there is an additional kind of inflation, not brought on by a shortage of goods in a reasonably full employment economy. Today, soaring prices are also caused by worker demands for ever higher wages and employer demands for increasingly higher profits. To satisfy these extraordinary demands, the cost fo goods goes up ... and up.

Various countries have tried different short term solutions to this kind of inflation. In the United States, wage and price controls were imposed but then abandoned by the Nixon administration.

Since this kind of inflation is not dependent on reasonably full employment, we experience inflation and unemployment at the same time.

In fact, some economists believe that if we try to lower the rate of the current inflation, unemployment will increase even further.

Those who propose easy solutions deceive the American people.

There is no easy solution. Anyone who suggests that simply by decreasing government spending this complex web of unemployment, inflation from lack of goods, and inflation from wage and profit demands will disappear is deceiving the American people.

I believe it is time to take the broadest possible view of inflation and plan, not just for this year, but for the years to come.

Extraordinary growth has brought extraordinary problems.

In the past 20 years, and especially since statehood, Hawaii has experienced phenomenal economic growth. While serving in the territorial legislature, and then as congressman and U.S. Senator, I have been

privileged to assist in that growth.

Today, the city of Honolulu ranks eleventh in the nation in per person income. Our standards of living by almost any measure -- our food, our educational institutions, the quality of health care -- is excellent.

Almost every one of us who so chooses, can possess adequate clothes and adequate shelter. He has available a wide variety of entertainment from which to choose. On a Saturday evening, we can treat our friends to almost any imaginable type of food, served in just about every possible manner. The great majority of us live in a family that has one, if not two, automobiles and television sets. In short, we have not only the most basic necessities, but many luxuries, as well.

All classes have shared in this progress. Despite inflation, it takes far fewer hours work to earn enough money to buy the weekly groceries than it did in our fathers' time.

But there is another side to all this growth. The cost of living in Honolulu is third highest in the United States. Honolulu is crowded -- it ranks among the top 25 cities in terms of people per square mile. We have seen agricultural lands taken out of production and other resources decline in order to make way for a rapidly growing population. Unemployment exceeds 11% -- we have poverty amid plenty.

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((Photo of Senator Inouye. NOTE: Honolulu cost of living and unemployment figures need to be verified.))

Delivered
Jack DeMello¹ 15TH FIK. ~~copy to~~
OK

John Cavanagh

of Fawcett McDermott
(20th Floor)



United States Senate

July 1, 1974

MEMORANDUM

TO: EXECUTIVE COMMITTEE OF DKI FOR '74
FROM: JEFFREY WATANABE
SUBJECT: HEADQUARTERS SIGN

On July 1, 1974 I spoke with Mr. Wong of the Building Department, City, Hall (546-3275). The following information was received:

1. General allowance for a political sign equals to $1\frac{1}{2}$ times the linear footage of each side of the campaign headquarters following the major thoroughfare. That is, if the Kapiolani side of our building of a footage of 40 linear feet, there should be allowed 60 sq. feet of sign area. In our situation, we will probably have two footages (Kapiolani and Kaheka) therefore allowing an additional square footage for the Kaheka footage.
2. Each footage allow a maximum of 2 signs, therefore, in our case, we would be allowed four signs on our campaign headquarters.
3. All campaign headquarters signs require a sign permit. Applications can be found at the Building Department of City Hall. We should take in with us a plot plan, an elevation, and a mock up of the sign intended for use with its dimensions.
4. The city ordinance require that none of the campaign headquarters sign can in any way solicit votes. That is, the phrases or words "vote for" or "elect" cannot be used.

April 10, 1974

CONFIDENTIAL MEMORANDUM

TO: DKI in '74 Steering Committee
FROM: Jeffrey N. Watanabe
SUBJECT: Agency Agreement with Fawcett-McDermott Associates, Inc.

Attached please find copies of a proposed client agreement between DKI for '74 and Fawcett-McDermott Associates, Inc. It is substantially in the form and contains the terms discussed at our last meeting with Messrs. Cavanagh and DeMello.

It should be noted that the \$7,500.00 fee for both the general and primary elections has been split in half.

Should any questions arise, please feel free to contact us.

cc: ✓ Bob Inouye
Harry Tokushige
Henry Giugni
Dick Rust

Fawcett-McDermott Associates, Inc.
Advertising & Public Relations
1505 Ala Moana Building
1441 Kapiolani Boulevard
Honolulu, Hawaii 96814 (808) 941-7722

CLIENT AGREEMENT

DKI for 74 hereby formally appoints Fawcett-McDermott Associates, Inc. as its agency to perform such advertising, public relations and marketing services as may be mutually agreed upon.

In return for performance of such mutually-agreed-upon services, the agency will retain all normal media commissions earned from placement of the client's advertising; will mark-up all outside charges incurred in the production of client advertising collateral materials by 17.65% unless such purchase includes a 15% agency commission; will bill to the client all staff art time at the hourly rates then in effect.

In addition, the client agrees to pay to Fawcett-McDermott Associates a fee of \$3,750 for the primary election and a fee of \$3,750 for the general election.

The attached addendum details regular billing and charging procedures and is considered an integral part of this agreement.

This agreement is cancellable by either party upon 30 days written notice.

ACCEPTED FOR THE CLIENT:

(Name)

(Title)

(Date)

ACCEPTED FOR THE AGENCY:



John C. Cavanagh

President
(Title)

March 19, 1974
(Date)

CLIENT AGREEMENT

ADDENDUM

You authorize us to make any and all mutually agreed-upon commitments for advertising space, radio or television time or any of their accessories and for type composition, printing, engravings, electrotypes and other cuts, photography, and any and all materials or services necessary to the proper completion of advertising or collateral materials as your agent, in your name and in your behalf, and to make the appropriate payments therefor in your behalf. You will advance mutually agreed-upon amounts to cover such payments, and in the event such payments should exceed such advances, you will reimburse us for the difference. We shall be entitled to no additional monetary consideration for paying any such costs or making any advances in your behalf; rather, we shall be entitled to the same compensation regardless of whether we make such payments for you or you make such payments directly to the third parties to whom such payments are due.

Advertising space in consumer and trade periodicals, and in newspapers, and advertising time on the air for radio or television, if used and if paid for by us in your behalf, shall be charged to you at the card rates in effect at the time of purchase, or at such a figure (net plus 17.65%) as will make our commission in all cases the equivalent of fifteen percent of the gross charges of publishers or broadcasting companies had they included commission.

Unless the following include 15% agency commission, type composition, printing, engravings, electrotypes and other cuts, photography, as well as any and all purchased materials or services necessary to the proper completion of mechanical advertising or collateral materials, they shall, if paid for by us in your behalf, be charged at the net cost to us plus 17.65%. Layout and art charges, if furnished by our own art department, are billed to you at our rates in effect at time of purchase. If furnished by outside artists, their net cost to us plus 17.65%.

Express, postage or other transportation charges involved in shipping advertising material to and from publications or other media, telegraph or telephone tolls especially incurred in carrying out your instructions or safeguarding your interests shall, if paid by us in your behalf, be billed to you at net cost.

FAWCETT-McDERMOTT ASSOCIATES, INC.

Client Agreement
Addendum - Page 2

No commitments for advertising space, radio or television time or any of their accessories will ever be made unless we have your prior authorization.

Taxes on retainer and media will be passed on to you, which is standard agency practice.

Bills for whatever advertising, printing or art work you authorize will be presented to you on approximately the 10th of the month in which the expenditure will occur and shall be paid to us within 30 days of your receipt of our statement with signed authorization. Signed estimates will be authorization from you for billing, and adjustments will be made after all supporting invoices have been received by the agency. In instances where media grants a 2% cash discount, that discount will be passed on to you providing our bills to you are paid within 30 days of receipt.

In instances where clients fail to pay us on a current basis, an interest charge of 1% per month will be added to the balance carried forward on each successive billing.

April 10, 1974

CONFIDENTIAL MEMORANDUM

TO: Harry Tokushige
FROM: Jeffrey N. Watanabe
SUBJECT: Primary Campaign Report

Pursuant to your request, our office has contacted Mr. Dick Rust of Senator Inouye's Washington office to determine the scope and nature of the Primary Election Report required by the Federal Election Campaign Act of 1971.

As you are aware, superimposed on periodic reporting requirements of the Federal Election Campaign Act of 1971 are separate filings which must be made with specific reference to primary and general elections. The issue involved is how far back in time the Primary Election Report must go in light of periodic reporting since the passage of the new legislation.

It is our understanding from Mr. Rust that the Primary Election Report must contain a cumulative disclosure for all expenditures and receipts from the date a candidate or his committee began collecting or expending money for the candidacy.

Under this construct, it is important to define the term "candidacy". Obviously, it would include all disclosures following an announcement by a candidate that he is running for a particular office. However, it is the opinion of Mr. Rust after his conversations with appropriate officials and the opinion of the undersigned that to be safe, the Primary Election Report should cover all expenditures and receipts collected or made from the effective date of the Federal Election Campaign Act of 1971 to the date of the filing of the report in question. That is, the Primary Election Report should be all-inclusive.

In light of that interpretation, it is our recommendation that the Primary Election Report cover expenditures and receipts for Senator Inouye's fund-raising dinner held several months ago as well as any other expenditures or receipts made or received.

Should any questions arise concerning the comments herein, please feel free to contact me.

cc: ✓ Bob Inouye
Henry Giugni
Dick Rust

Advertising - Fawcett

KOBAYASHI, KOSHIBA & WATANABE

ATTORNEYS AT LAW

HAWAII BUILDING, SUITE 814

745 FORT STREET

HONOLULU, HAWAII 96813

TELEPHONE 524-5700

BERT T. KOBAYASHI, JR.
JAMES E. T. KOSHIBA
JEFFREY N. WATANABE
KENNETH Y. SUGITA
JAMES KAWASHIMA

February 26, 1974

Mr. Robert K. Inouye
1521 South King Street
Honolulu, Hawaii 96814

Dear Bob:

Pursuant to your letter of February 19 and prior letters, our office has attempted to take a look at sample contracts between public relations agencies and clients. The result of that research is as follows:

1. All advertising agencies charge a standard fee of approximately 15 percent over and above any bill passing through the agency. This would include all media time purchased as well as any outside production work. In other words, most agencies operate in a form similar to that of interior decorators who receive a percentage discount over all products purchased for decorating purposes. This appears to be the prime source of income for agencies.

It is interesting to note that under the Campaign Communications Reform Act of 1971, the Federal Communications Commission has mandated that if a candidate purchases media time without going through an agency, he is entitled to the same 15 percent discount which would ordinarily go to the agency.

2. In addition to the 15 percent standard charge on billings going through the agency, there is oftentimes a set retainer paid by clients and charged by agencies. This is particularly true of large clients or very small ones where the amount of work is either voluminous or not warranted by the standard 15 percent charge. This retainer amount is generally a fixed sum payable on a monthly basis.

Mr. Robert K. Inouye
Page 2
February 26, 1974

3. Oftentimes, art or production charges by way of what are known as "creative fees" and "copyright fees" are also assessed against a client. This primarily involves in-house creative and production work accomplished by the agency's personnel and the charge is generally on a time basis, usually an hourly rate.

4. Since our discussions revolved around control by the campaign committee of the agency in question, we have looked into the possibility of naming specific account executives in the contract itself. We found that this was a clause usually not found in the contract itself but represented a side agreement between the client and the agency. In our case, it is our understanding that we may want a specific person named as the intermediary or account executive dealing between the campaign committee and the agency's personnel.

With this information at hand, it would appear that we will be able to meet with representatives of the agency as soon as practicable. You should be informed of the fact that I am tentatively going to be in New York from March 2 through March 7 or 8. However, my office will know where I am at all times and feel free to communicate with them should anything arise which requires my attention.

I look forward to meeting with you again.

Very truly yours,



JEFFREY N. WATANABE

JNW:gcs

cc Harry Tokushige
Henry Giugni

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In addition, the client agrees to pay to Fawcett-McDermott Associates a monthly fee of _____
The client further agrees to pay the agency _____

The attached addendum details regular billing and charging procedures and is considered an integral part of this agreement.

This agreement is cancellable by either party upon _____ days written notice.

ACCEPTED FOR THE CLIENT:

ACCEPTED FOR THE AGENCY:

(Name)

(Name)

(Title)

(Title)

(Date)

(Date)

CLIENT AGREEMENT

ADDENDUM

You authorize us to make any and all mutually agreed-upon commitments for advertising space, radio or television time or any of their accessories and for type composition, printing, engravings, electrotypes and other cuts, photography, and any and all materials or services necessary to the proper completion of advertising or collateral materials as your agent, in your name and in your behalf, and to make the appropriate payments therefor in your behalf. You will advance mutually agreed-upon amounts to cover such payments, and in the event such payments should exceed such advances, you will reimburse us for the difference. We shall be entitled to no additional monetary consideration for paying any such costs or making any advances in your behalf; rather, we shall be entitled to the same compensation regardless of whether we make such payments for you or you make such payments directly to the third parties to whom such payments are due.

Advertising space in consumer and trade periodicals, and in newspapers, and advertising time on the air for radio or television, if used and if paid for by us in your behalf, shall be charged to you at the card rates in effect at the time of purchase, or at such a figure (net plus 17.65%) as will make our commission in all cases the equivalent of fifteen percent of the gross charges of publishers or broadcasting companies had they included commission.

Unless the following include 15% agency commission, type composition, printing, engravings, electrotypes and other cuts, photography, as well as any and all purchased materials or services necessary to the proper completion of mechanical advertising or collateral materials, they shall, if paid for by us in your behalf, be charged at the net cost to us plus 17.65%. Layout and art charges, if furnished by our own art department, are billed to you at our rates in effect at time of purchase. If furnished by outside artists, their net cost to us plus 17.65%.

Express, postage or other transportation charges involved in shipping advertising material to and from publications or other media, telegraph or telephone tolls especially incurred in carrying out your instructions or safeguarding your interests shall, if paid by us in your behalf, be billed to you at net cost.

Client Agreement
Addendum - Page 2

No commitments for advertising space, radio or television time or any of their accessories will ever be made unless we have your prior authorization.

Taxes on retainer and media will be passed on to you, which is standard agency practice.

Bills for whatever advertising, printing or art work you authorize will be presented to you on approximately the 10th of the month in which the expenditure will occur and shall be paid to us within 30 days of your receipt of our statement with signed authorization. Signed estimates will be authorization from you for billing, and adjustments will be made after all supporting invoices have been received by the agency. In instances where media grants a 2% cash discount, that discount will be passed on to you providing our bills to you are paid within 30 days of receipt.

In instances where clients fail to pay us on a current basis, an interest charge of 1% per month will be added to the balance carried forward on each successive billing.