



1974

Campaign Withdraw

George Moscone

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GEORGE R. MOSCONE

STATE SENATOR / SAN FRANCISCO

January 1, 1974

Dear Friend:

This is the most difficult letter I have ever written. After three years of almost daily effort I have decided not to seek the Democratic nomination for Governor.

It is hard to identify one single factor that requires me to make such a difficult and serious decision.

Campaign financing has been extraordinarily difficult for this race. I have met my day to day commitments, but the prospect of raising the vast amount necessary for modern media and organizational efforts seems unattainable. My problems have been aggravated by my refusal to seek out funds for any special favors.

There is a general lack of public interest in the gubernatorial campaign, perhaps due to Watergate, perhaps just general apathy. This factor has hurt my campaign since it was a central theme of the campaign to rely heavily on Democratic activists particularly in population centers.

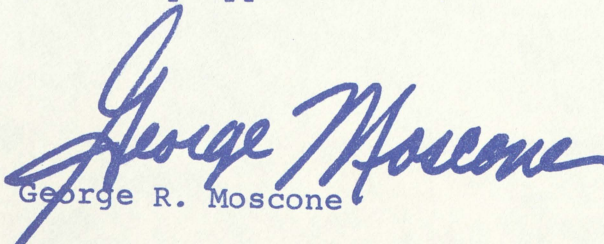
Additionally, the inattention of the press, as a whole, to the campaign plagued us. The role of the press in reflecting a general public apathy about the campaign and its issues and the heavy reliance on early polls has seriously damaged my ability to organize and to raise funds.

The struggle was not without benefits. What I have learned is very valuable. I found myself listening intently to people's ideas, their problems, and proposed solutions. I found myself thoroughly understanding the awesome responsibility of representing people as people and not as political units. I am the better for it.

Most important of all, I met people like you who gave so unselfishly simply because you believed in me. That alone was worth it all and I want you to know I shall never forget your sacrifices.

I intend to devote my life to public service and I count heavily on your continued support.

With deep appreciation,


George R. Moscone