

Richard Nixon Presidential Library
Contested Materials Collection
Folder List

| <u>Box Number</u> | <u>Folder Number</u> | <u>Document Date</u> | <u>No Date</u> | <u>Subject</u> | <u>Document Type</u> | <u>Document Description</u> |
|-------------------|----------------------|----------------------|--------------------------|-------------------|----------------------|--|
| 11 | 2 | 4/14/1971 | <input type="checkbox"/> | White House Staff | Memo | From Gordon Strachan to Mr. Colson. RE: Questions for Harris in response to the upcoming ABC National Polling Day special. 1 pg. |
| 11 | 2 | 4/19/1971 | <input type="checkbox"/> | White House Staff | Memo | From Gordon Strachan to Mr. Cole. RE: An inquiry on when the Domestic Issues Poll will begin, and at what time should the results be expected. 1 pg. |
| 11 | 2 | 3/15/1971 | <input type="checkbox"/> | White House Staff | Memo | From Gordon Strachan to Mr. Chapin. RE: A follow-up on the creation of a nation-wide group called "Youth for Nixon." 1 pg. |
| 11 | 2 | 4/2/1971 | <input type="checkbox"/> | White House Staff | Memo | From Gordon Strachan to Dwight Chapin. RE: Polling Operations and Key State Visits. 1 pg. |

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|-------------------|----------------------|----------------------|--------------------------|-------------------|----------------------|--|
| 11 | 2 | 4/1/1971 | <input type="checkbox"/> | Campaign | Memo | From Gordon Strachan. RE: Trial Heat and Approve/Disapprove: Registration (Intend to Register) 18-20 Year Old Vote Leaner Question. 3 pgs. |
| 11 | 2 | 4/15/1971 | <input type="checkbox"/> | White House Staff | Memo | From Gordon Strachan to Haldeman. RE: Reagan appearance in New Hampshire. 1 pg. |
| 11 | 2 | 4/15/1971 | <input type="checkbox"/> | White House Staff | Memo | From Gordon Strachan to Mr. Higby. RE: The installation of a graphic sciences incorporated dex machine at Benham's office. 1 pg. |
| 11 | 2 | 4/15/1971 | <input type="checkbox"/> | White House Staff | Memo | From Gordon Strachan to Haldeman. RE: The meeting between Kalmbach and Mr. and Mrs. Ryan. 1 pg. |
| 11 | 2 | 4/15/1971 | <input type="checkbox"/> | White House Staff | Memo | From Gordon Strachan to Haldeman: Distribution of ORC April 12-13 Poll. 1 pg. |

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| 11 | 2 | 4/14/1971 | <input type="checkbox"/> | White House Staff | Memo | From Gordon Strachan to Mr. Higby. RE: Discussion with Derge April 7, 1971. 2 pgs. |
| 11 | 2 | 4/14/1971 | <input type="checkbox"/> | White House Staff | Memo | From Gordon Strachan to Mr. Higby. RE: The possible meeting between Bob Haldeman and Jeb Magruder. 1 pg. |
| 11 | 2 | 4/13/1971 | <input type="checkbox"/> | White House Staff | Memo | From Gordon Strachan to Haldeman. RE: The Presidential Primaries and the recommendation of the usage of the Magruder/Dean/Evans material. 1 pg. |
| 11 | 2 | 4/9/1971 | <input type="checkbox"/> | Personal | Memo | From Gordon Strachan to Haldeman. RE: The introduction of Mrs. Haldeman to the White House Operators. 1 pg. |
| 11 | 2 | 4/6/1971 | <input type="checkbox"/> | Campaign | Memo | From Gordon Strachan to Haldeman. RE: Citizens for the Reelection of the President. 3 pgs. |

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| 11 | 2 | 4/16/1971 | <input type="checkbox"/> | Campaign | Memo | From Gordon Strachan to Mr. Higby. RE: ORC Polling, and Tom Benham's poll figures to be reported. 1 pg. |
| 11 | 2 | 4/3/1971 | <input type="checkbox"/> | White House Staff | Memo | From Gordon Strachan to Haldeman. RE: Attorney General's Meeting with Magruder, March 27. 3 pgs. |
| 11 | 2 | 4/28/1971 | <input type="checkbox"/> | Campaign | Memo | From Gordon Strachan to Haldeman. RE: Citizens for the Reelection of the President questions discussed by Magruder and the Attorney General. 1 pg. |
| 11 | 2 | 4/29/1971 | <input type="checkbox"/> | White House Staff | Memo | From Gordon Strachan to Haldeman. RE: The Staff Request for Sloan Funds. 1 pg. |
| 11 | 2 | 4/14/1971 | <input type="checkbox"/> | Campaign | Memo | From Gordon Strachan to Mr. Higby. RE: Magruder's concern over his effectiveness in the campaign. 1 pg. |

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| 11 | 2 | 4/2/1971 | <input type="checkbox"/> | White House Staff | Memo | From Gordon Strachan to Larry Higby. RE: "Finances Memo", a follow-up on the initial memo that was sent to Haldeman on March 2. 1 pg. |
| 11 | 2 | 4/2/1971 | <input type="checkbox"/> | White House Staff | Memo | From Gordon Strachan to Larry Higby. RE: Durge's Vendor Survey. 1 pg. |
| 11 | 2 | 4/15/1971 | <input type="checkbox"/> | White House Staff | Memo | From Gordon Strachan to Haldeman. RE: Reagan appearance in New Hampshire. 1 pg. |
| 11 | 2 | 4/22/1971 | <input type="checkbox"/> | Campaign | Memo | From Gordon Strachan to Haldeman. RE: Polling Operation and Key State Visits. 2 pgs. |
| 11 | 2 | 4/23/1971 | <input type="checkbox"/> | Campaign | Memo | From Gordon Strachan to Haldman. RE: The recommendation of Buchanan and Dent as heads of the "top Indiana team". 1 pg. |

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| 11 | 2 | 4/23/1971 | <input type="checkbox"/> | Campaign | Memo | From Gordon Strachan to Haldeman. RE: 1972 GOP Convention Site. 1 pg. |
| 11 | 2 | 4/21/1971 | <input type="checkbox"/> | Campaign | Memo | From Gordon Strachan to Haldeman. RE: Investigation of San Diego as Possible Convention Site. 1 pg. |
| 11 | 2 | 4/26/1971 | <input type="checkbox"/> | Campaign | Memo | From Gordon Strachan to Haldeman. RE: "Outside Resources Strategy". A means to keep track of progress made with blacks, blue collar workers, suburbanites, etc. 2 pgs. |
| 11 | 2 | 4/22/1971 | <input type="checkbox"/> | White House Staff | Memo | From Gordon Strachan to Haldeman. RE: The discontinuation of the RNC Publication, "The Republican." 1 pg. |
| 11 | 2 | 4/21/1971 | <input type="checkbox"/> | White House Staff | Memo | From Gordon Strachan to Mr. Higby. RE: Concern that the ORC Polls will lessen Republican credibility. 1 pg. |

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| 11 | 2 | 4/15/1971 | <input type="checkbox"/> | White House Staff | Memo | From Gordon Strachan to Haldeman. RE: Distribution of ORC April 12-13 Poll. 1 pg. |
| 11 | 2 | 4/9/1971 | <input type="checkbox"/> | Personal | Memo | From Gordon Strachan to Haldeman. RE: Mrs. Haldeman's introduction to White House Operators. 1 pg. |
| 11 | 2 | 4/9/1971 | <input type="checkbox"/> | Campaign | Memo | From Gordon Strachan to Haldeman. Gallup and Harris Polls focusing on the President's popularity. 1 pg. |
| 11 | 2 | 4/6/1971 | <input type="checkbox"/> | Campaign | Memo | From Gordon Strachan to Mr. Higby. RE: ORC Polling, and the possible increasing of ORC's visibility. 1 pg. |
| 11 | 2 | 4/2/1971 | <input type="checkbox"/> | White House Staff | Memo | From Gordon Strachan to Larry Higby. RE: Financial Memo from March 2 has yet to be returned with decisions made. 1 pg. |

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| 11 | 2 | 4/2/1971 | <input type="checkbox"/> | White House Staff | Memo | From Gordon Strachan to Larry Higby. RE: Action steps to be taken to improve Derge's Vendor Survey. 1 pg. |
| 11 | 2 | 4/20/1971 | <input type="checkbox"/> | White House Staff | Memo | From Gordon Strachan to Bruce Kehrli. RE: The meeting between Bob and Dole on Thursday. 1 pg. |
| 11 | 2 | 4/14/1971 | <input type="checkbox"/> | Campaign | Memo | From Gordon Strachan to Bruce Kehrli. RE: Ollie Atkins' request for additional staffers to provide skilled photographers for the campaign. 1 pg. |
| 11 | 2 | 4/16/1971 | <input type="checkbox"/> | Campaign | Memo | From Gordon Strachan to Mr. Magruder. RE: Jewish liberal, Arlin Spector's offer to help in the campaign. 1 pg. |
| 11 | 2 | 4/15/1971 | <input type="checkbox"/> | Campaign | Memo | From Gordon Strachan to Mr. Magruder. RE: Arlin Spector's plausible position as State Chairman. 1 pg. |

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| 11 | 2 | 4/19/1971 | <input type="checkbox"/> | Campaign | Memo | From Gordon Strachan to Ron Walker. RE: The meeting with John Kinnear, and his plausible position within the campaign. 1 pg. |
| 11 | 2 | 4/22/1971 | <input type="checkbox"/> | White House Staff | Memo | From Haldeman to Tom Evans. RE: The cost and dissatisfaction of The Republican. 1 pg. |

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman

Box Number: 231

Folder: Gordon Strachan April [1971] Chron

| <u>Document</u> | <u>Disposition</u> |
|-----------------|--|
| 63 | Return Private/Political Memo, Strachan to Colson, 4-14-71 |
| 64 | Retain Open |
| 65 | Retain Open |
| 66 | Return Private/Political Memo, Strachan to Cole, 4-19-71 |
| 67 | Return Private/Political Memo, Strachan to Chapin, 3-15-71 |
| 68 | Return Private/Political Memo, Strachan to Chapin, 4-2-71 |
| 69 | Return Private/Political Memo, Strachan to the Files, 4-1-71 |
| 70 | Retain Open |
| 71 | Retain Open |
| 72 | Retain Open |
| 73 | Retain Open |
| 74 | Retain Open |
| 75 | Return Private/Political Memo, Strachan to HR4, 4-15-71 |
| 76 | Retain Open |
| 77 | Return Private/Political Memo, Strachan to Higby, 4-15-71 |
| 78 | Retain Open |
| 79 | Retain Open |
| 80 | Return Private/Personal Memo, Strachan to HRH, 4-15-71 |
| 81 | Return Private/Political Memo, Strachan to HRH, 4-15-71 |
| 82 | Return Private/Political Memo, Strachan to Higby, 4-14-71 |
| 83 | Return Private/Political Memo, Strachan to Higby, 4-14-71 |
| 84 | Retain Open |
| 85 | Retain Open |
| 86 | Retain Open |

Presidential Materials Review Board

Review on Contested Documents

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| | | | |
|-----|--------|-------------------------|---|
| 87 | Retain | Open | |
| 88 | Return | Private/Political Memo, | Strachan to HRN, 4-13-71 |
| 89 | Return | Private/Personal Memo, | Strachan to HRN, 4-9-71 |
| 90 | Retain | Open | |
| 91 | Retain | Close | Invasion of Privacy Memo, Strachan to HRN, 4-12-71 |
| 92 | Retain | Close | Invasion of Privacy Memo, Strachan to HRN, 4-7-71 |
| 93 | Return | Private/Political Memo, | Strachan to HRN, 4-6-71 |
| 94 | Return | Private/Political Memo, | Strachan to Higby, 4-6-71 |
| 95 | Retain | Open | |
| 96 | Retain | Open | |
| 97 | Return | Private/Political Memo, | Strachan to HRN, 4-3-71 |
| 98 | Retain | Open | |
| 99 | Retain | Open | |
| 100 | Return | Private/Political Memo, | Strachan to HRN, 4-28-71 |
| 101 | Return | Private/Political Memo, | Strachan to HRN, 4-29-71 |
| 102 | Return | Private/Political Memo, | Strachan to Higby, 4-14-71 |
| 103 | Retain | Open | |
| 104 | Retain | Close | Invasion of Privacy Memo, Strachan to Higby, 4-2-71 |
| 105 | Retain | Open | |
| 106 | Retain | Open | |
| 107 | Return | Private/Political Memo, | Strachan to Higby, 4-2-71 |
| 108 | Retain | Close | Invasion of Privacy Memo, Strachan to Higby, 4-2-71 |
| 109 | Retain | Open | |
| 110 | Return | Private/Political Memo, | Strachan to Higby, 4-2-71 |
| 111 | Retain | Open | |
| 112 | Return | Private/Political Memo, | Strachan to HRN, 4-15-71 |

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| | | |
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| 113 | Retain | Open |
| 114 | Retain | Open |
| 115 | Retain | Close Invasion of Privacy Memo, Strachan to HRN, 4-19-71 |
| 116 | Return | Private/Political Memo, Strachan to HRN, 4-22-71 |
| 117 | Return | Private/Political Memo, Strachan to HRN, 4-23-71 |
| 118 | Return | Private/Political Memo, Strachan to HRN, 4-23-71 |
| 119 | Retain | Open |
| 120 | Retain | Open |
| 121 | Retain | Open |
| 122 | Retain | Open |
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| 128 | Retain | Open |
| 129 | Retain | Open |
| 130 | Retain | Open |
| 131 | Retain | Open |
| 132 | Return | Private/Political Memo, Strachan to HRN, 4-21-71 |
| 133 | Return | Private/Political Memo, Strachan to HRN, 4-26-71 |
| 134 | Retain | Open |
| 135 | Retain | Open |
| 136 | Retain | Open |
| 137 | Return | Private/Political Memo, Strachan to HRN, 4-22-71 |
| 138 | Retain | Open |

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| | | |
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| 139 | Retain | Open |
| 140 | Retain | Open |
| 141 | Retain | Open |
| 142 | Retain | Open |
| 143 | Return | Private/Political Memo, Strachan to Hagby, 4-21-71 |
| 144 | Retain | Open |
| 145 | Retain | Open |
| 146 | Retain | Open |
| 147 | Retain | Open |
| 148 | Retain | Open |
| 149 | Return | Private/Political Memo, Strachan to HRN, 4-15-71 |
| 150 | Retain | Open |
| 151 | Return | Private/Personal Memo, Strachan to HRN, 4-9-71 |
| 152 | Return | Private/Political Memo, Strachan to HRN, 4-9-71 |
| 153 | Retain | Open |
| 154 | Return | Private/Political Memo, Strachan to Hagby, 4-6-71 |
| 155 | Retain | Open |
| 156 | Retain | Open |
| 157 | Retain | Open |
| 158 | Return | Private/Political Memo, Strachan to Hagby, 4-2-71 |
| 159 | Retain | Close Invasion of Privacy Memo, Strachan to Hagby, 4-2-71 |
| 160 | Retain | Open |
| 161 | Retain | Open |
| 162 | Retain | Close Invasion of Privacy Memo, Strachan to Hagby, 4-2-71 |
| 163 | Retain | Open |
| 164 | Return | Private/Political Memo, Strachan to Hagby, 4-2-71 |

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| | | |
|-----|--------|---|
| 165 | Retain | Open |
| 166 | Retain | Open |
| 167 | Retain | Open |
| 168 | Retain | Open |
| 169 | Return | Private/Political Memo, Strachan to Kehrli, 4-20-71 |
| 170 | Return | Private/Political Memo, Strachan to Kehrli, 4-14-71 |
| 171 | Retain | Open |
| 172 | Return | Private/Political Memo, Strachan to Magruder, 4-16-71 |
| 173 | Return | Private/Political Memo, Strachan to Magruder, 4-15-71 |
| 174 | Retain | Open |
| 175 | Retain | Open |
| 176 | Return | Private/Political Memo, Strachan to Walker, 4-19-71 |

April 14, 1971

MEMORANDUM FOR MR. COLSON

FROM: GORDON STRACHAN

SUBJECT: Questions for Harris

In addition to the specific questions that Derge prepared would you consider raising the following points the next time you talk with Harris?

1. Whether Harris reports the actual population sample's response or whether the sample is weighted against some sort of probability of voter turnout, education, race or sex. The actual sample is sometimes called the "raw sample". A weighting formula may be applied to have the particular sample correspond to pre-selected National cross-section of the population.
2. In addition to the rough percentage figures and weighting you discussed in your two page memorandum after your last meeting with Harris, could you ask him for a more detailed description of the percentage of black voters, and whether a non-voting bias is applied to blacks. A similar question should be raised regarding 18 - 20 year old vote.

If his interviewers were in the field last Thursday and Friday, will their results be the ones that are reported on the ABC National Polling Day special next Friday night? If so, what are the chances of obtaining those results prior to the release of the program?

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12333, Section 1.1

By 10/11 NARA, Date 3/28/88

Chen

April 19, 1971

~~CONFIDENTIAL~~

MEMORANDUM FOR: MR. COLE
FROM: GORDON STRACHAN

In recent discussions with Tom Benham or ORC, he mentioned that they have not received a go-ahead on the Domestic Issues Poll.

Have you decided when this poll will go into the field and when the results might be expected?

GS:elr

March 15, 1971

Mag
Com
Chun

MEMORANDUM FOR: MR. CHAPIN
FROM: GORDON STRACHAN
SUBJECT: "Youth for Nixon"

One of the task forces that Magruder is establishing deals with youth in general and the 18-20 year old voter in particular. Magruder has received a copy of Walker's memorandum describing Dewey Clower's information and Tom Bell's offer to organize a nation-wide group.

Appropriate follow-up should enable us to grasp this opportunity.

cc: Mr. Magruder

GS:kb

April 2, 1971

*Polls
Chon*

MEMORANDUM FOR DWIGHT CHAPIN

FROM: GORDON STRACHAN
SUBJECT: Polling Operation and Key State Visits

The attached memorandum to me from Larry suggests that we review possible uses of our polling operation in connection with visits especially to key states.

As you know a vendor survey has been submitted by Derge. One suggestion would be to try out some of these vendors in some of the key states. The advantage would be that our basic trend data would not be influenced by change in vendors, yet we could get samples of the various vendors' work in states where we are primarily interested. As you know we have almost no state by state poll data and this might be an excellent opportunity.

The chief disadvantage of course is the cost. In any state except New York and California a state wide poll costs approximately \$10,000 for 1,500 personal interview sample. However a 1,500 sample telephone interview state wide can be done for approximately \$5,000. We will probably be getting a good deal of polling information from New York and California as we move toward 1972 so maybe we should use our resources some place else. Other states that are obvious prospects for information include Texas, Ohio, Florida, Pennsylvania and Illinois.

Would you give me your reactions to these suggestions next week so that I could prepare a proposal for Mr. Haldeman.

Thank You.

cc: Higby

April 1, 1971

MEMORANDUM FOR FILES

FROM: GORDON STRACHAN

SUBJECT: Trial Heat and Approve/Disapprove:
Registration (Intend to Register)
18-20 Year Old Vote
Leaner Question

Registration

Gallup*

- a. In all Trial Heat questions Gallup asks "Are you now registered to vote?"
- b. Gallup does not ask "do you intend to register to vote in either trial heat nor approve/disapprove questions."
- c. Gallup probably has registration information for approve/disapprove but he does not publish it.

Derge

- a. On both Trial Heat and Approve/Disapprove Derge asks: "Are you now registered to vote?"
- b. If the interviewed says no, Derge asks: "Do you intend to register for the 1972 presidential election?"
- c. Derge began asking the registration question in December 1970 (Study #9575)

Harris**

- a. He has always asked a registration question on trial heat questions. We do not know if he asks an intend to register question.
- b. Harris does not ask a registration or intend to register question on any approve/disapprove questions.

18 - 20 YEAR OLD VOTE

Gallup*

Gallup has been including the 18 - 20 year old votes in both trial heat and approve/disapprove questions since January 1, 1971.

Harris**

In approve/disapprove questions Harris has always included 18 - 20 year olds.

Trial Heat questions by Harris have included 18 - 20 year olds since January 1, 1971.

Derge

He has been including 18 - 20 year olds since the December 28 - 30, 1970 study.

Leaners

Gallup

The lead in trial heat question is: To get some idea of the national political situation at this early stage, suppose the Presidential election were being held today. If Richard Nixon were the Republican candidate and if (Edmund Muskie) were the Democratic candidate, which would you like to see win?

If the answer is "don't know," this leaner question is asked: "As of today do you lean more toward Nixon the Republican, or Muskie the Democrat (or toward Wallace, the third party candidate)?"

Derge

The lead in question is: In 1972 there will be another Presidential election. Suppose this election were being held today and the candidates were Richard Nixon and Edmund Muskie, which one would you vote for?

Now suppose the candidates were Richard Nixon, Edmund Muskie, and George Wallace as a third party candidate, which one would you vote for?

If the answers "don't know", Derge asks "Would you say that you lean more toward Nixon or more toward Muskie, (or more toward Wallace)?"

Harris***

The lead in question is: "If the election for President in 1972 were being held today and you had to decide would you vote for Senator Edmund Muskie for the Democrats, President Richard Nixon for the Republicans, (or Governor George Wallace as an Independent)?"

- * Dr. David Derge, March 31, 1971
- ** Charles W. Colson, March 31, 1971
- *** Harris release, February 1, 1971

April 15, 1971

MEMORANDUM FOR H. R. HALDEMAN

FROM: GORDON STRACHAN

SUBJECT: Reagan appearance in New Hampshire

The attached statement is from an RNC press release which Dole is planning on releasing this weekend.

The statement that Reagan is speaking "after receiving requests from the RNC and the White House" corresponds with the Attorney General's agreement with the New Hampshire Committee according to Dent.

Recommendation:

Based on the Attorney General's agreement, I recommend that we let the release go as worded.

Approve _____ Disapprove _____ Comment _____

April 15, 1971

MEMORANDUM FOR:

MR. HIGBY

FROM:

GORDON STRACHAN

Benham has looked into the possibility of installing a graphic sciences incorporated dex machine at his office.

Graphic sciences requires a six month guarantee at \$75.00 per month.

As Benham mentioned in the meeting yesterday he would be interested in having us share that cost with him. Do you have a reading on whether or not we should share this cost or require him to absorb it as part of the polling cost?

GS:elr

April 15, 1971

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN

Kalmbach called to report that he met with Mr. and Mrs. Ryan. Mr. Ryan has a choice of two jobs. The Ryans are very happy and Kalmbach feels he has completed the project.

Kalmbach also mentioned that Mrs. Nixon called him on April 13 regarding the wedding invitation list.

GS:elr

April 15, 1971

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Distribution of ORC April 12-13
Poll

ORC will hand deliver copies of the attached press release (which will be on their letterhead) to the magazines today and the wires tomorrow. Shumway's contacts will receive the releases.

ORC will mail releases today to the top thirty newspapers.

Harry Dent will have fifty copies of the release for distribution to the Governors and their Administrative Assistants on Saturday. He will mention that the President's approval rating has risen in the poll taken after the Gallup poll, which may be released this weekend. Dent will contact the Vice President regarding contact with the Governors.

Dole also will have copies of the release for use at the conference.

The RNC will mail the release on Saturday to all Republican Senators and Congressmen with a cover letter by Dole.

GS:elr

April 14, 1971

MEMORANDUM FOR MR. HIGBY

FROM: GORDON STRACHAN
SUBJECT: Discussion with Derge
April 7, 1971

An hour and one-half discussion produced the following information:

1. The cost of Derge initiated ORC and Chilton polls over the past couple of years is:

| | | |
|----|--|----------------|
| a. | ORC Telephone Polls | 28,200 |
| b. | ORC Field Polls | 131,500 |
| | Domestic Issues | 30,000* |
| | Nixon Image | 30,000* |
| c. | Chilton Telephone Polls | <u>183,950</u> |
| | Total Telephone Poll Costs | \$ 212,150 |
| | (Kalmbach is checking his records to confirm this) | |

2. Derge is concerned that time is running out on projects he outlined in his "Two Year Strategy" memorandum. (the original is in the manila folder in your polling drawer. I would like a copy if appropriate)

In particular Derge is concerned about:

1. Simulation - according to Derge if we wait much longer there will be no way to prepare an adequate model.

Next action step options:

- a. Advise Derge project off -

Approve _____ Disapprove _____ Comment _____

b. Prepare cost option paper for Haldeman -

Approve _____ Disapprove _____ Comment _____

c. Have Magruder and Attorney General get into decision -

Approve _____ Disapprove _____ Comment _____

2. Battleground State Analysis. Derge feels we should begin 1968 type in depth issue polling in key states now.

It might be more useful to await the return of the Domestic Council field poll and phrase the questions from that poll.

Approve _____ Disapprove _____ Comment _____

3. Party Identification. Derge feels this research should be done by the RNC, but wonders if there is any White House input. The basic question is how should party identification be used in the campaign and with which candidates.
4. Chapin's request for information about the political effects of the women's lib movement could be answered with two questions on our next poll. Derge thinks that an identification question followed by an approve/disapprove would give us all the relevant information.
5. Derge thinks you were going to send him for comment a copy of a Baily article on the "Effect of International Crises on Presidential Popularity". I have not seen the article.

88
April 14, 1971

MEMORANDUM FOR MR. HIGBY

FROM: GORDON STRACHAN

If Bob Haldeman is going to see Jeb Magruder this week regarding the campaign, it might be helpful if either you or I sat in on the meeting.

Do you agree?

April 13, 1971

MEMORANDUM FOR H. R. HALDEMAN

FROM: GORDON STRACHAN
SUBJECT: Presidential Primaries

Magruder and Dean asked the RNC to prepare the attached description of the primary states' dates and legal requirements.

Tom Evans at the RNC will update this information periodically and keep the Attorney General (via Magruder) posted.

Recommendation:

At this early stage I recommend that we rely on the Magruder/Dean/Evans material.

Agree _____ Disagree _____ Comment _____

April 9, 1971

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN

After Mrs. Haldeman met the White House Operators, we walked back to her car on the South Lawn driveway.

Dave Parker who has never met Mrs. Haldeman saw us from the West Wing walkway. Later in the afternoon he asked me "Who was that attractive young girl you were escorting?"

GS:elr

April 6, 1971

CONFIDENTIAL

MEMORANDUM FOR H. R. HALDEMAN

FROM: GORDON STRACHAN

SUBJECT: Citizens for the Reelection of the President

Magruder and Dick Moore discussed the announcement of the citizens committee yesterday with The Attorney General, who is vacationing in Florida. Based on that telephone conversation and discussion with Magruder this morning the status is:

1. Frank Dale will be chairman. The formal announcement of the formation of the committee will be made Wednesday, April 14 from Cincinnati. Magruder will handle the arrangements. Tom Pappas and Max Fisher are on the committee, but Bill Marriott has withdrawn. The Attorney General, Moore, and Magruder are looking for two more names. Colson, Flanigan, and Bell have made suggestions.
2. Charles Bartlett, the Publishers Hall syndicated columnist who appears in the Washington Evening Star will have a fairly extensive story about the citizens committee in the April 7 newspapers. He has had information for two weeks and has delayed in exchange for additional information from Magruder. Bartlett knows "something about Kalmbach" but will not use his name in the story. He will say that Magruder, Flemming, Odle and Sloan are working full time now.

John Carroll of the Baltimore Sun will also break the story April 7. He too had accurate information and delayed in exchange for more.

The Attorney General knows of both of these stories.

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12065, Section 6-102
By B. J. [unclear] NARS, Date X-20-82

AN

3. Magruder will move his office on Monday, April 19 to 1701 Pennsylvania Ave. Odle, Flemming and Sloan are already there.
4. Magruder will approach the potential chairman of the task forces today. He will attend the first meetings, which will begin Monday, April 12.

The Task Forces are:

1. Primaries and Field Organizations: Kleindienst, Chairman; Odle, Project Manager;
2. Citizens Committee: Flanigan, Chairman; Porter, Project Manager;
3. Convention Logistics: Timmons, Chairman; Odle, Project Manager;
4. Convention Strategy: Rumsfeld, Chairman; Odle, Project Manager;
5. Advertising, Direct Mail, and Media: Magruder, Chairman; Rhatican, Project Manager;
6. Polling, Computers, Research: Ed David, Chairman; Marik, Project Manager;
7. Democratic and Republican Contenders: Buchanan, Chairman; Marik, Project Manager;
8. Spokesmen Resources: Rumsfeld, Chairman; Porter, Project Manager;
9. 18 - 20 year old vote: Finch, Chairman; Porter, Project Manager;
10. The Black Vote: Garment, Chairman; Porter, Project Manager;
11. The Women's Vote: Hitt, Chairman; Porter, Project Manager;

- EP
12. The Middle American and Ethnic Vote: Colson, Chairman; Porter, Project Manager;
 13. The Farm Vote: Whitaker, Chairman; Porter, Project Manager.

Magruder has approached Porter and Rhatigan about working full time in the citizens committee operation. He offered Porter a \$5000 raise to 28,000; Porter accepted. Rhatigan is still thinking about the offer; he currently makes \$23,000 p. a.

cc: Chapin

MP
April 6, 1971

MEMORANDUM FOR MR. HIGBY

FROM: GORDON STRACHAN

SUBJECT: ORC Polling

Tom Benham will call the total figures to us immediately on all polls this week. Approximately 15 minutes later he will have the complete demographics.

He is interested in getting the Thursday questionnaire from us later today if possible.

Benham enjoys working for us directly. He believes that the use of Derge is "clumsy". He would like to discuss our relationship and projects in person. He can be in Washington next Monday or Tuesday after 12 noon. Should this meeting be set up?

Attendees? Larry _____
Gordon _____
Bruce _____
Jeb _____

Benham does not object to mailing releases on polls as long as the results are not "slanted". ORC has one man who drafts releases for Benham's review. Benham will report to us this afternoon about their mailing lists and other distribution capabilities. Benham could use a PR outfit (Baroody used on POW mailing) to handle the details, but is aware of the credibility problems and would not mind increasing ORC's visibility.

Recommendation: Use ORC's writing and distribution system this week. Assess the results. Firm up a procedure if we meet with them next week.

April 3, 1971

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Attorney General's Meeting
with Magruder, March 27

Discussions with Magruder on March 28, 31 and April 2 revealed the following about the meeting:

1. The formation of the Citizens for the Reelection of the President will probably be announced from Cincinnati the week of April 12. The Attorney General has approached Frank Dale to be chairman. Dale has accepted with the provision that he clears the job with his company. Magruder will go to Cincinnati to handle the arrangements for the announcement. Other members of the committee include Tom Pappas, Max Fisher, and Bill Marriott.
2. Charles Bartlett, the Publishers Hall syndicated columnist who appears in the Washington Evening Star, according to Magruder has some information on the citizens committee. He knows about the offices at 1701 Pennsylvania Avenue, that Magruder, Flemming, Odle and Sloan will be working there full-time. Bartlett also knows "something about Kalmbach." Magruder does not know how much. However, Magruder has reached an agreement with Bartlett to hold the story in exchange for additional information.
3. The Attorney General accepted the idea of the preemptive Task Force concept to consider obvious area--Convention, Citizens, Polling, etc.

The Task Forces should be under the control of Magruder. He would sit on them all and have five full time project managers under his direction.

These project managers would begin work "as soon as possible"--probably the week of April 12. Specifics about the Task Forces includes:

- a. Polling. Magruder says the Attorney General considers this a citizens committee function. However, they realize that certain "Presidential" matters would be within your exclusive control;
- b. The Task Force on the Convention would be split into "Logistics" and "Format". Timmons would be chairman of both. Shakespeare would be on the Format Task Force;
- c. Dent was pulled off two Task Forces. Magruder did not specifically know why;
- d. The citizens organization would be separate from the field and primaries organization. State Republican types would not participate in the field and primaries organization which would be headed by Kleindienst. The citizens organization would not be able to have Tom Evans from New York because of a recent decision by Evans' partners at Mudge Rose.
- e. The advertising and direct mail task force would include media, Magruder will be chairman. His first task is to find out exactly how LBJ ran as President in 1964.
- f. Finch would be the Chairman of the 18-20 year old vote task force. However, there would be a particularly strong project manager. Similarly Rumsfeld would head a spokesmen resource group with a strong project manager.
- g. Buchanan, not Finch, will head the group examining the Democratic Contenders. Dr. Edward David will be Chairman of the computer, research and polling group.

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h. Magruder and the Attorney General discussed an "issues group" to consider not Presidential stands but what issues should be emphasized in which parts of the country.

4. According to Magruder the Attorney General is "very concerned about White House Staff involvement in the campaign." The only staff who should be in the campaign are those specifically requested by the Attorney General. Magruder thinks it would be helpful if I attended a meeting or two with the Attorney General to assure him that the White House Staff campaign activities are under control. Magruder will meet with the Attorney General weekly (tentatively Thursday mornings).

GS:kh

April 28, 1971

~~CONFIDENTIAL~~

MEMORANDUM FOR: H.R. HALDEMAN

FROM: GORDON STRACHAN

SUBJECT: Citizens for the Reelection
of the President

Magruder met with the Attorney General yesterday. Subject matters discussed included:

1. The formal announcement of the formation of the Citizens for the Reelection of the President should occur next week.
2. Besides Frank Dale, Max Fisher, Tom Pappas, the Committee will include Rita Hauser, Don Schollander (Olympic swimmer), and Bob Volk (President of Union Bank, Los Angeles).

Hal Greenwood, a Democratic supporter of Humphrey in 1968 and 1970, and Nathaniel Rogers, (a Democrat and the President of the First City National Bank of Houston), may also be included if they are cleared by the Attorney General.
3. Magruder and Odle will leave the White House payroll Saturday, May 1. Effective Monday, May 3, they will be paid by the Citizens Committee and will be located at 1701 Pennsylvania Avenue.
4. Magruder has been talking with the top staff about his role in the campaign. He will see the Vice President, Dole, and Cabinet members individually at their convenience. You have an appointment pending with him.
5. Magruder will meet regularly with the Attorney General for one half hour, twice a week to discuss the campaign.

GS:lm

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12065, Section 6-102
By *[Signature]* NARS, Date *4-20-82*

April 29, 1971

CONFIDENTIAL

MEMORANDUM FOR: H.R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Staff Request for Sloan Funds

The attached request from Colson through Sloan for \$706.66 is typical of requests we will receive with the new centralization of request procedure. Guidance on how you want these handled would be most helpful. Questions include:

1. Shouldn't all requests over a certain minimum amount be referred to you (presupposing said requests are in approved categories)?

Yes _____ No _____

Suggested minimum amount: _____

2. Shouldn't you receive a periodic accounting covering the total amount various staff members request and receive?

Yes _____ No _____

Should Kalbach be advised of these requests by Sloan?

Yes _____ No _____

3. Should Sloan and I keep personal records instead of exchanging memoranda?

Yes _____ No _____

GS:lm

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April 14, 1971

Chon

MEMORANDUM FOR MR. HIGBY

FROM: GORDON STRACHAN

SUBJECT: Jeb Magruder

Magruder spent an hour with me this morning expressing his very real concern that his effectiveness in the campaign will be undermined if he does not have the confidence of the Attorney General and Mr. Haldeman. It is Magruder's view that this confidence can only be developed by access.

He cites two examples where he feels his access has been impaired. The first concerns the Attorney General, when there was quite a delay in getting some of the initial decisions. Obviously little can be done directly to improve Magruder's relations with the Attorney General. However, Mr. Haldeman should be aware of that problem.

The second example that Magruder cites is the Bart Porter matter. Pursuant to your direction I did not discuss, or in any way alleviate, Magruder's concern about how that matter was handled. However, Magruder's point is that the memorandum that I drafted, incorporated Colson's and Magruder's attitudes, filtered the Magruder explanation of the matter to Haldeman. There is very little we can do about the Porter matter now and probably very little that we should do.

The point of this rambling memorandum is that it may be in our interest to protect Magruder from the second guessing and other that will always emerge in campaign contacts.

If you agree with this memorandum it might be useful for the two of us to sit down with Magruder for a "therapy" session.

April 2, 1971

MEMORANDUM FOR LARRY HIGBY

FROM: GORDON STRACHAN

SUBJECT: Finances Memo

You will recall that the first memorandum that I did at your direction for Mr. Haldeman concerned finances dated March 2. A copy is not attached. The original of that memorandum has never come back to me with decisions on it. The most important matter - centralization of contact - has been solved. However two less urgent matters should be considered by you. The first concerns the 50 in cash that is currently being held. Should this be delivered to the RNC, and if so, under what accounting structure?

April 2, 1971

MEMORANDUM FOR LARRY HIGBY

FROM: GORDON STRACHAN
SUBJECT: Derge's Vendor Survey

You took a copy of Derge's March 22 Vendor Survey summary with you to California. If you had a chance to discuss the subject with Mr. Haldeman, several questions involving action steps should be considered:

1. Should the polling task force being established by Magruder be advised of Derge's Vendor Survey memo?
2. Should this memorandum be staffed internally here at the White House for personal comments on the various vendors? Presumably Huston, Dent and Buchanan would have comments.
3. Should a plan be prepared for the trial use of the leading single vendor candidates? Inaccuracy of the trend data that we are developing could result from using ORC one time Chilton another and DMI a third time.
4. Who will actually contract with the vendor selected? Is it to be to the RNC, the Citizens group or done by us through Derge? As you know Magruder is pushing hard to have polling centralized in the Citizen's group with the suggestion that our "Presidential" questions ride "piggy back" and "confidential" but under his basic direction.

April 15, 1971

MEMORANDUM FOR H. R. HALDEMAN

FROM: GORDON STRACHAN

SUBJECT: Reagan appearance in New Hampshire

The attached statement is from an RNC press release which Dole is planning on releasing this weekend.

The statement that Reagan is speaking "after receiving requests from the RNC and the White House" corresponds with the Attorney General's agreement with the New Hampshire Committee according to Dent.

Recommendation:

Based on the Attorney General's agreement, I recommend that we let the release go as worded.

Approve _____ Disapprove _____ Comment _____

Chapin

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12065, Section 6-102
By H. Spens NARS, Date 4-20-71

April 22, 1971

~~CONFIDENTIAL~~

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Polling Operation and Key State Visits

At Larry's suggestion, discussions with Chapin and Derge developed the following proposals:

1. Telephone surveys should be conducted in certain key states to determine the best location for a visit. The poll would focus on the area where most independent or swing voters are located. The poll would also seek issue information.

Chapin suggests that a poll be conducted in Texas prior to the May 22 visit. The poll could assist in pinpointing locations and issues for the visit.

Derge advises that any of the large polling contractors could do the work, but he recommends use of ORC or Chilton. Chilton did a Texas survey in 1970 that missed the Bush margin substantially. ORC uses the same sampling technique as Chilton - computer selection of telephone numbers.

ORC has done a good deal of work in Texas, which could be used as background and has offered to prepare questions aimed at the swing precincts. These precincts are being selected by Lance Tarrence, a capable Nixon man at the Census Bureau.

Recommendation:

Discussion with Chapin, Higby, Derge, Benham and Tarrence indicate that the Texas trip would be the best opportunity to test this idea.

The project would cost approximately \$7,000 - the cost of the 1,000 sample, statewide survey in Texas.

Approve _____ Disapprove _____

Comment _____

- 2. The question is whether the trips to California have a positive or negative effect on the people of California and the nation. Tom Benham has prepared some suggested questions (attached). ORC proposes a 1,500 sample nationwide telephone poll. 500 would be interviewed April 22 and 28, before the trip. After the President arrives in California, a second 1,000 interview would occur on May 4-5. Of the 1,000 interviewed 200 would be in California.

The cost of the survey (13 questions plus 15 demographic questions) would be no more than \$10,500.

Recommendation:

In light of the constant speculation about the political impact of these visits, I recommend that an attempt be made to get hard survey information.

Approve _____ Disapprove _____

Comment _____

GS:elr

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12065, Section 6-102
By B. Spyer NARS, Date 4-20-82

April 23, 1971

~~CONFIDENTIAL~~

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Indiana

While the Governor Whitcomb matter is moving toward resolution, it would be appropriate to consider another pending Indiana problem. The Staff Secretary sent an action memorandum (attached) requesting the designation of a "top Indiana Team." This obviously dovetails with the Key State Staff Liaison memorandum that you currently have under consideration. In that memorandum it was suggested that Buchanan be designated the White House Staff Liaison for Indiana. He could handle the project individually and submit a report to you covering the problems in that state. But, a "top Indiana Team" implies that Rumsfeld and Dent should probably work with Buchanan in the preparation of a detailed analysis of Indiana.

The Attorney General and Magruder probably should be advised of this request. This would prevent any confusion later about who is running the campaign in various states.

Recommendation:

Rumsfeld, Buchanan and Dent should be designated the "top Indiana team." Magruder should have project control, so that a report could be submitted to you and the Attorney General.

Approve _____ Disapprove _____

Comment _____

If this is disapproved, who should be the "top Indiana team?"

GS:elr

Chum

DETERMINED TO BE AN
ADMINISTRATIVE MARKING

E.O. 12065, Section 6-102

By *B. J. [Signature]*, Date: *4-20-82*

April 23, 1971

CONFIDENTIAL

MEMORANDUM FOR: H. R. HALDEMAN

FROM: GORDON STRACHAN

SUBJECT: 1972 GOP Convention Site

Recently you and the Attorney General discussed San Diego as a possible site for the 1972 GOP Convention.

Bill Timmons is ready to make a very quiet, informal survey. Timmons could leave immediately. If Dick Capen of DOD were to join Timmons, the trip would have to be made after May 1.

Their expenses could be paid by the Citizens Committee and not the RNC.

Recommendation:

Timmons and Capen should go to San Diego May 1-2, while the President is in San Clemente. The Citizens Committee would pay their expenses.

Approve _____ Disapprove _____

Comment _____

GS:elr

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DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12065, Section 6-102
By B. Gagnier NARS, Date 4-20-82

Quon

April 21, 1971

~~CONFIDENTIAL~~

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Investigation of San Diego as Possible
Convention Site

After your discussion the the Attorney General about San Diego as a possible convention site, Bill Timmons was asked to make a very quiet informal survey with Dick Capen of DOD. They will go to San Diego some week-end soon, possibly when the President goes to San Clemente.

Their expenses will not be paid by the RNC, but through Sloan. Upon Timmons' return he will prepare a report.

GS:elr

Colson

April 26, 1971

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Outside Resources Strategy

Several suggestions have been made concerning the development of an "outside resources strategy." This strategy would focus on developing a mechanism for regularly reviewing our progress with blacks, blue collar workers, suburbanites, etc. Magruder established a loose knit group to examine the 18-21 year old voter and another group to examine the "middle America" voter. Information about these blocks has been solicited from Finch, Colson, Dent, and Garment.

Colson received a request to establish a top level "control group" to develop a strategy. However, he reports that he is unable to convene a meeting of Finch, Erlichman, Rumsfeld, Garment, and Dent without an initiating memorandum from you. A suggested draft is attached.

The date of May 10 is suggested because Finch and Rumsfeld return from Europe May 9 and Finch leaves for a week in California May 11.

Recommendation:

The top level "control group" should be convened. Colson should have project responsibility. Magruder should be advised of the group's existence, but he should not be instructed to continue the development of his groups' plans.

Agree _____ Disagree _____

Comment _____

GS:lm

April 26, 1971

MEMORANDUM FOR:

ROBERT FINCH
JOHN EHRLICHMAN
DON RUMSFELD
LEONARD GARMENT
HARRY DENT
CHARLES COLSON

FROM:

H. R. HALDEMAN

SUBJECT:

Outside Resources Strategy

Several months ago it was proposed that a small working group be convened with the purpose of considering our strategy in mobilizing our outside resources -- with particular emphasis on groups which can be won over politically and can be important to us down the road.

This should be a small working group which meets frequently in order to make strategy recommendations, discuss progress, determine targets of opportunity and relate domestic and foreign policy activities to specific identifiable groups.

What we want, in short, is a mechanism for regularly reviewing our progress -- whether it is with blacks, blue collar workers, Jewish voters, suburbanites, Catholics, etc. Each of you obviously will have a particular area of interest and expertise.

In order to get this off the ground and to determine how such a working group could best function, I suggest a meeting in my office on May 10 at 10:00 a. m.

GS:lm

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12065, Section 6-102
By Spencer NARS, Date 4-20-82

Chapin

April 22, 1971

~~CONFIDENTIAL~~

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: RNC Publication, The Republican

Tom Evans suggests that The Republican be discontinued in May.

Comments were solicited from Klein, Colson, Price and Chapin. Colson defers to you; Klein generally agrees with dropping The Republican, but is concerned that the replacement, First Monday would not be fancy enough for contributors. Dave Gergen in Ray Price's office likes The Republican as it is.

Chapin had the best suggestion. Each contributor should receive a photo album initially and then a picture a month of the President or his family. The project could be started with the outstanding pictures of the First Family in California that Ollie Atkins is currently displaying on the way to the Mess.

Atkins says that the initial cost of the albums would be substantial (\$2 apiece), but that the monthly picture would be very inexpensive.

Chapin also had reservations about the new title First Monday: too much like First Tuesday and Monday, neither of which has a particular good connotation.

Chapin's idea should be considered by Evans. A suggested memorandum for your signature is attached.

GS:elr

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DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12065, Section 6-102
By Bygones NARS, Date 4-20-82

April 22, 1971

~~CONFIDENTIAL~~

MEMORANDUM FOR:

TOM EVANS

FROM:

H. R. HALDEMAN

Your memorandum of April 7 suggested that we consider changing The Republican to First Monday. The cost of The Republican and dissatisfaction with the product appear to be the main criticisms.

There is one suggestion from the staff that you might want to consider. Each contributor should receive a photo album initially and then a picture a month of the President or his family. The project could be started with the outstanding pictures of the First Family in California that Ollie Atkins is currently displaying on the way to the Mess.

Atkins says that the initial cost of the albums would be substantial (\$2 apiece), but that the monthly picture would be very inexpensive.

The staff also had reservations about the new title First Monday: too much like First Tuesday and Monday, neither of which has a particularly good connotation.

GS:elr

Quon

DETERMINED TO BE AN
ADMINISTRATIVE MARKING

E.O. 12065, Section 6-102

By E. J. Gaudreault NARS, Date 4-20-82

April 21, 1971

CONFIDENTIAL

MEMORANDUM FOR:

MR. HIGBY

FROM:

GORDON STRACHAN

As I mentioned to you on the telephone Friday night, when the ORC poll hit the wires Noszinger received a call from UPI as to whether the RNC had purchased this poll. I talked with Noszinger and he said that Ray Laird characterized ORC as the "house poll."

Noszinger says that if we continue to have Dole mailing out the ORC polls, they will loose credibility.

GS:elr

April 15, 1971

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Distribution of ORC April 12-13
Poll

ORC will hand deliver copies of the attached press release (which will be on their letterhead) to the magazines today and the wires tomorrow. Shumway's contacts will receive the releases.

ORC will mail releases today to the top thirty newspapers.

Harry Dent will have fifty copies of the release for distribution to the Governors and their Administrative Assistants on Saturday. He will mention that the President's approval rating has risen in the poll taken after the Gallup poll, which may be released this weekend. Dent will contact the Vice President regarding contact with the Governors.

Dole also will have copies of the release for use at the conference.

The RNC will mail the release on Saturday to all Republican Senators and Congressmen with a cover letter by Dole.

GS:elr

April 9, 1971

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN

After Mrs. Haldeman met the White House Operators, we walked back to her car on the South Lawn driveway.

Dave Parker who has never met Mrs. Haldeman saw us from the West Wing workway. Later in the afternoon he asked me "Who was that attractive young girl you were escorting?"

GS:elr

April 9, 1971

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Gallup and Harris Polls

Chapin reports that Gallup did a survey last weekend which included the standard Gallup Presidential popularity question. "Do you approve or disapprove of the way Nixon is handling his job as President?" Chapin will get the results this Sunday, April 11. No definite release date is set. Chapin believes it will be released within two weeks. Gallup is not doing trial heats, April 24 Gallup will do another survey which will include trial heats according to Chapin.

Colson cannot reach Harris. Colson has tried for two days but hopes to reach him this weekend. Colson believes Harris began a full field survey yesterday with a very complete questionnaire. He thinks Harris will ask positive/negative, credibility, and issue concern questions. Colson will try to get the wording of the questions, the survey information and possible release date when he reaches Harris.

HRH:ES:kb

April 6, 1971

MEMORANDUM FOR MR. HIGBY

FROM: GORDON STRACHAN
SUBJECT: ORC Polling

Tom Benham will call the total figures to us immediately on all polls this week. Approximately 15 minutes later he will have the complete demographics.

He is interested in getting the Thursday questionnaire from us later today if possible.

Benham enjoys working for us directly. He believes that the use of Derge is "clumsy". He would like to discuss our relationship and projects in person. He can be in Washington next Monday or Tuesday after 12 noon. Should this meeting be set up?

Attendees? Larry _____
Gordon _____
Bruce _____
Jeb _____

Benham does not object to mailing releases on polls as long as the results are not "slanted". ORC has one man who drafts releases for Benham's review. Benham will report to us this afternoon about their mailing lists and other distribution capabilities. Benham could use a PR outfit (Baroody used on POW mailing) to handle the details, but is aware of the credibility problems and would not mind increasing ORC's visibility.

Recommendation: Use ORC's writing and distribution system this week. Assess the results. Firm up a procedure if we meet with them next week.

321
April 2, 1971

MEMORANDUM FOR LARRY HIGBY

FROM: GORDON STRACHAN

SUBJECT: Finances Memo

You will recall that the first memorandum that I did at your direction for Mr. Haldeman concerned finances dated March 2. A copy is not attached. The original of that memorandum has never come back to me with decisions on it. The most important matter - centralization of contact - has been solved. However two less urgent matters should be considered by you. The first concerns the 50 in cash that is currently being held. Should this be delivered to the RNG, and if so, under what accounting structure?

April 2, 1971

MEMORANDUM FOR LARRY HIGBY

FROM: GORDON STRACHAN
SUBJECT: Derge's Vendor Survey

You took a copy of Derge's March 22 Vendor Survey summary with you to California. If you had a chance to discuss the subject with Mr. Haldeman, several questions involving action steps should be considered:

1. Should the polling task force being established by Magruder be advised of Derge's Vendor Survey memo?
2. Should this memorandum be staffed internally here at the White House for personal comments on the various vendors? Presumably Huston, Dent and Buchanan would have comments.
3. Should a plan be prepared for the trial use of the leading single vendor candidates? Inaccuracy of the trend data that we are developing could result from using ORC one time Chilton another and DMI a third time.
4. Who will actually contract with the vendor selected? Is it to be to the RNC, the Citizens group or done by us through Derge? As you know Magruder is pushing hard to have polling centralized in the Citizen's group with the suggestion that our "Presidential" questions ride "piggy back" and "confidential" but under his basic direction.

Chon

DETERMINED TO BE AN
ADMINISTRATIVE MARKING

E.O. 12065, Section 6-102

By *[Signature]* NARS, Date *4-20-82*

April 20, 1971

~~CONFIDENTIAL~~

MEMORANDUM FOR: BRUCE KEHRLI
FROM: GORDON STRACHAN

I believe Bob will see Dole on Thursday.

The first three (3) points are niceties, but the fourth (4th) needs to be covered in the meeting.

I know this Talking Paper is now in capable hands.

GS:elr

April 14, 1971

Quon

MEMORANDUM FOR BRUCE KEHRLI

FROM: GORDON STRACHAN

The Ollie Atkins' request that additional staff people be assigned to him to provide skilled photographers for the campaign has been reviewed by Magruder. Magruder reports that the only interested party is Herbert Klein. Neither Chapin nor Colson participated in obtaining of photographs during 1968. In Magruder's mind the staffing is therefore complete and he is urging us to prepare a memorandum for General Hughes to authorize the increase in Atkins' staff.

What is our next action step?

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12065, Section 6-102
By *L. J. [unclear]* NAR, Date *4-20-80*

Chon

April 16, 1971

~~CONFIDENTIAL/EYES ONLY~~

MEMORANDUM FOR: MR. MAGRUDER
FROM: GORDON STRACHAN

Pursuant to your request this is a memorandum to advise you that Bob has received word that Arlin Spector, a Jewish liberal on law and order from Philadelphia has offered to help in the campaign.

He might make a good State Chairman.

Please inform the Attorney General and let me know if anything develops in this regard.

Thank you.

GS:elr

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12065, Section 6-102
By BS/ym NARS, Date 4-20-82

Amor

April 15, 1971

CONFIDENTIAL

MEMORANDUM FOR:

MR. MAGRUDER

FROM:

GORDON STRACHAN

Pursuant to your request this is a memorandum advising you that Arlin Spector, a Jewish liberal on law and order from Philadelphia has offered to help in the campaign.

He might make a good State Chairman.

Please get a reading from the Attorney General and advise me.

cc: Mr. Higby

GS:elr

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12065, Section 6-102
By *B. Gape* NARS, Date *4-20-82* April 19, 1971

Quon

CONFIDENTIAL

MEMORANDUM FOR: RON WALKER
FROM: GORDON STRACHAN

John Kinnear and I talked for about a half an hour this morning. I was quite impressed. As you probably know, he enjoys traveling and seems to be a good man for you. He is pleasant, direct, and straight forward.

I am glad that you arranged for him to see Jeb. The Campaign would be the logical immediate position for him to work in.

GS:elr